

**PRESS RELEASE**  
**June 2013**



**Unicom enters electricity market, creating 40 jobs**

Logos and photography available at [www.unicomimages.co.uk](http://www.unicomimages.co.uk)

Manchester based Unicom has announced it is entering the business electricity supply market via a co-branded agreement with SSE.

The move sees the company returning to its business roots; Formed in 1998 the company originally specialised in selling gas and electricity on behalf of two large Business to Business suppliers. In 2004 Unicom moved out of the utility broker business to focus on building its telecommunications customer base.

Mark Draper, Development Manager, Unicom, explains "Launching as a virtual electricity supplier has been the result of years of research and development along with numerous meetings with the big 6 electricity suppliers. Unlike the telecoms market, and more recently the mobile market, the electricity industry isn't readily set up for a co-branded agreement; they have historically preferred to deal either directly with customers or via appointed brokers. In working with Unicom, SSE has demonstrated a forward thinking approach in order to open up a new method of customer acquisition."

Unicom will initially target its existing customer base before looking to offer both gas and electricity to new customers.

Terry Tippell, Director of Business Sales and Service, SSE, confirms "The partnering arrangement with Unicom was indeed a detour from our usual retention and acquisition channels and not without it's own particular challenges. Having said that, the hard work shared with Unicom meant that we were able to produce a solution that fits both the requirements of SSE & Unicom. We're very excited at this new product development."

Unicom currently offer business customers fixed line, broadband and mobile phones (as a Mobile Virtual Network Operator). "Our launch into the electricity market follows our acquisition of Economy Gas in 2012, which enabled us to sell gas, and continues Unicom's diversification into industries outside of telecommunications. We've appointed a new Head of Utility Sales who has been recruiting to increase the existing utility sales team from the current team of 6 to a team of 40. 2013 is set to be a big year for Unicom." concluded Draper.

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**About Unicom**

**Website:** [www.switchingon.com](http://www.switchingon.com)

**Photography:** [www.unicomimages.co.uk](http://www.unicomimages.co.uk)

Unicom, a trading name of Universal Utilities Ltd, is a telecommunications and utility service provider specialising in the small business market. It currently provides telecom, broadband, mobile, gas and electricity services to 100,000 small businesses throughout the UK. Unicom has an annual turnover of over £60m, and employs 500 people at its 12 regional offices situated around the UK.

Unicom has been awarded the ISO 9001:2008, Customer Service Excellence, Investors in People, Customer First and Carbon Trust standards. Unicom is a patron company of The Outward Bound Trust.

For further information contact Mark via [press@switchingon.com](mailto:press@switchingon.com).

## **About SSE**

SSE plc is one of the UK's leading energy companies, involved in the generation, distribution and supply of electricity and in the extraction, storage, distribution and supply of gas. Its core purpose is to provide the energy people need in a reliable and sustainable way. It supplies energy to around 9.60 million energy and home services customers throughout Great Britain and Ireland, is frequently ranked number one for customer satisfaction\* and is the UK's leading generator of electricity from renewable sources.

\*uSwitch.com, Institute of Customer Service, Consumer Focus

SSE supplies energy to around 9.60 million energy and home service customers through its retail brands in Great Britain and Ireland: **Southern Electric, SWALEC, Scottish Hydro, Airtricity and Atlantic.**