



# Welcome to RCG's Annual Review

2023-24

# Reflecting on 2023: A Remarkable Year of Progress and Achievement for RCG

Hello and welcome to RCG's annual review! We are pleased to bring back this old tradition of ours with a bang and showcase the remarkable achievements of the past year. We deeply appreciate your connection and involvement with us throughout 2023 and into 2024.

This document summarises our key accomplishments and milestones, reflecting on the collective efforts that have contributed to our success. Your participation has undoubtedly played a crucial role in making 2023 a prosperous year for RCG, and for that, we extend our heartfelt gratitude.



















As you go through this review, we hope it not only highlights our achievements but also reinforces our commitment to excellence and growth. Thank you once again for being part of our journey, and for your continued support and engagement. We look forward to even greater collaboration and success in the year ahead.

## Maxi Rose

Chief Executive Officer



## A Year of Exciting Stats

-  To date, RCG employs close to **80 team members**.
-  Retail sales in our **Manchester branch** have gone up over **30%** since our new branch launch!
-  **Golders Green** sold the most RCUK Protect policies in 2023. Companywide, **1,009 policies** were sold!
-  During 2023, our **highest %** of mobile contract upgrades were from our **Stamford Hill** branch team.
-  We've broadened our portfolio by integrating **more hotels and hospitality venues**. Alfonica started welcoming hospitality sites post-COVID times.
-  Over **£1 m** worth of **Apple** merchandise was sold in 2023.
-  Our clients sent over **48 million SMS** in 2023.
-  We expanded our portfolio taking care of NHS practices across the UK to include integration with an **NHS CRM system**, empowering Alfonica to collaborate seamlessly with **GP surgeries and hospitals**.
-  In the last 12 months, we set up **19 new partnership** accounts.
-  Throughout 2023, our retail branches responded to customers within the promised timeframe, an **outstanding 98% of the time!**
-  We sold over **10,000 feature phones** in 2023.
-  Since the **Alfonica office move in 2022**, there has been a notable **29% rise** in UCC connections.
-  Our **Rental platform** has seen close to half a million days' worth of phone or sim rentals in 2023, equivalent to **1,369 years!**
-  Over the past year, the **Alfonica sales team has doubled** in size, and the overall Alfonica team has grown from **8 to 14 employees** since our office relocation.
-  Our clients spoke for close to **20 million minutes** using our UCC services alone.
-  Our retail teams companywide grew their mobile phone contract figures by **over 25%** during 2023!
-  We firmly believe in maximising the value of your money, which is why we allocated close to **£650,000 of hardware investments** in 2023, meaning you get the best quality products at the best prices available.
-  We launched **Alfonica SMS**, designed to streamline communication across all sectors, particularly benefiting education, health, and hospitality industries by enabling swift and efficient client contact.

# See our Journey: A Year of WOW Moments



## January

Alfonica secured a contract with a popular retail chain, which has **28 locations** across the UK, for connectivity & hosted telephony services.



## February

RCUK Global experienced a significant transformation and introduced a **completely new system platform**, which greatly simplifies and enhances our **international calling service** while providing exceptionally **competitive rates globally**. To mark this achievement, we celebrated by extending a generous offer to our valued customers: **20% additional**



## March

RCUK opened its first **international office in sunny South Africa**. Initially with a team of two, and now expanding to **13 team members**.



## April

Our brand-new platform, **"My Account,"** was launched to support dealers and resellers with a range of amazing **new products and services**.



## May

Finalised the development of our **new state-of-the-art** billing platform software, which is set to **revolutionise the way we work in the future**.



## June

Stylish **new store opened in Manchester** and exclusive in store deals were on offer in celebration.



## July

**Deal of the Month: SIM-Only packages** provided customers the flexibility to customise their minutes, texts, and data according to their needs, resulting in **over 500 connections**. Hundreds of new customers benefitted from this exceptional deal.



## October

RCG introduced an **emergency calling service dedicated to Israel** during times of need, extending **complimentary calls** to Israel for RCUK Mobile and Alfonica Mobile customers. Additionally, **£10 worth of free calling credit** was offered to the wider community. Aiding and supporting communities in times of crisis, resulted in a total of **55,696 minutes utilised**, benefiting nearly **10,000 users** in our community.



## September

As part of our **Deal of the Month: Elul promotion**, thousands of **feature phones** were sold across the UK with a **50% discount**. **RCUK's contribution exceeded £100,000**, facilitating greater accessibility for our feature phone users. Many of these devices are **exclusive** and not readily available in the broader market.



## August

**Alfonica celebrated its first anniversary** since establishing its **dedicated UCC offices at The Belmont in Manchester**.



## November

**RCUK Rentals** marked a **significant enhancement to our service and elevated the user experience** to new heights. This state-of-the-art platform caters to dealers and corporate clients alike, offering a wealth of exciting new features that enrich the overall experience, such as **flexible activation, complete autonomy over your rentals, with an overall all-inclusive service**.



## December

**Alfonica** launched a after thorough testing to guarantee an exceptional customer experience.

# Showcasing future developments in 2024 and beyond!

## Introducing.... Hub!

**Our innovative twist on a knowledge platform, tailored for RCG and our customers.** Discover comprehensive information on mobile, telecoms, and any other technical subjects you need guidance on, made available to everyone and conveniently located in one accessible platform.

Stay tuned – it's set to become our very own personalised search engine just for you!

## Preparing for 'The Big Switch Off'

**At Alfonica, we stand at the forefront of empowering businesses with seamless transitions from the old copper network to cutting-edge hosted telephony, VoIP technology and lightning-fast fibre broadband.**

As Openreach's Big Switch Off approaches, our top priority is to guarantee uninterrupted communication for our valued clients. Moving forward, our dedication lies in continually refining and expanding our VoIP solutions to effectively cater to the ever-evolving demands of modern businesses.

## RCUK Residential Services

**RCUK wants to ensure that the everyday consumer is always connected and in touch,** and will be introducing broadband and digital telephony to the consumer division in light of the new changes that the Big Switch Off will bring.

## New Billing Platform

**RCG is making the move to an innovative new billing platform.**

The platform empowers customers with unparalleled control and convenience. Through the user-friendly web portal, users can access and download their invoices, manage their accounts, set alerts and bars, and update personal details with just a few clicks.

Further enhancements, including integrations, automations, and third-party software, have been implemented to ensure an efficient experience for our customers.



# A final note from Maxi

As we wrap up this annual review, I want to extend my heartfelt gratitude to our valued customers, esteemed partners, and dedicated team members.

Together, we've achieved remarkable milestones and exciting growth, laying a strong foundation for the future. Your support and commitment drive our success. I am excited to continue our journey together, while remaining devoted to delivering value and the exceptional service our clients have become accustomed to.

## Maxi Rose

Chief Executive Officer





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