



PRESS RELEASE

For immediate use

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EXCELLENT RATINGS SEES EDF REAPPOINT KURA TO PROVIDE CUSTOMER SERVICES

A leading UK outsourcing business has been successfully reappointed by EDF to provide customer service on behalf of the energy firm, which is rated 'Excellent' on consumer review website, Trust Pilot.

Kura, which is headquartered in Glasgow with offices in Sunderland, Liverpool, Forres and Durban SA, has provided outsourced customer services to EDF for five years and this reappointment will see a continuation of that work.

Kura's EDF team, which has grown significantly in headcount since the start, is continually trained in providing multidiscipline support to EDF's customers. The advisers are able to manage a broad spectrum of customer service enquiries including sales, upgrades, smart appointment setting and general customer support. Managing enquiries in this way helps save customer time, providing an enhanced overall customer experience.

Brian Bannatyne, Chief Executive at Kura, said: "In a world where customer satisfaction and loyalty can be fleeting, this reappointment reflects the exceptional work our people are delivering. At Kura, our people make the difference, and we invest significantly in the professional and holistic development of our staff. The contract renewal is testament to our team's capabilities to deliver a multiskilled, positive, end to end customer service experience, and we look forward to continuing our work with EDF."

Steve Hayfield, Customer Services Director at EDF, said: "With a current rating of 4.35 on Citizens Advice, the highest of the larger suppliers, this result is testament to our customer service advisers including those at Kura, whose expertise, hard work and dedication provide our customers with this high quality experience. We value our partnership with Kura and thank them for their continued support."

The new contract will be fulfilled by Kura advisers across its Sunderland and Durban South Africa offices.

Ends

Notes to Editors:

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About Kura

Kura is the largest independent outsourcer in the UK which specialises in providing tailored customer support solutions to businesses across a range of sectors including insurance, finance, telecoms, retail, charity, utilities and the public sector. Kura makes an unrivalled investment in its people and its engaged, passionate team are what set its offer apart. Inisoft is Kura's in-house contact centre software, which has been developed in partnership with Kura employees making it easy for customer support teams to use, so that Kura's people can focus solely on the customer at the other end of the line.

Kura has offices in Glasgow, Liverpool, Sunderland, Forres and Durban in South Africa, and has a multitude of clients across 16 countries, including Canada, the United Kingdom, mainland Europe and the United States of America.

Find out more at wearekura.com.

About EDF

EDF is helping Britain achieve Net Zero by leading the transition to a cleaner, low emission electric future and tackling climate change. We are Britain's biggest generator of zero carbon electricity, meeting around one-fifth of the country's demand and supplying millions of customers with electricity and gas.

With around 5 million accounts, EDF is one of the largest suppliers to British homes and businesses and a leading supplier of innovative energy solutions that are helping businesses become more energy independent. All of our home and small business customers get energy tariffs backed by zero carbon electricity as standard.

We generate low carbon electricity from [eight nuclear power stations](#), more than [thirty onshore wind farms and two offshore wind farms](#), and operate one of [Britain's biggest battery storage units](#), one gas and one coal power station, thousands of EV charge-points, and combined heat and power plants. Wind, nuclear and solar all produce electricity that is zero carbon at the point of generation and have similar emissions over the build, run and retire lifecycles.

EDF is leading the UK's nuclear renaissance with the construction of a new nuclear power station at [Hinkley Point C](#), and is leading the development of plans for a replica at [Sizewell C](#) in Suffolk. Hinkley Point C and Sizewell C will provide low carbon electricity to meet 14% of UK demand and power around 12 million homes.

EDF is one of the UK's largest investors in renewables, with 1GW of renewable generation in operation and over 4GW in construction, planning and development across a range of technologies including onshore and offshore wind, solar and battery storage. We are constructing our largest offshore wind farm in Britain – the 450 MW [Nearth na Gaoithe](#) project in Scotland which will be ready in 2023.

Our energy services business, Imtech, is one of the largest technical service providers in the UK and Ireland.

EDF is part of [EDF Group](#), the world's biggest electricity generator. In the UK we employ around 13,000 people.