



**Elevate**  
By Correla

**Unlock opportunity.**  
**Accelerate growth.**



**Elevate enables**  
organisations to unlock  
opportunity – accelerating  
innovation and sustainable  
growth at scale, while  
presenting the best version  
of themselves to market.

**There is no doubt the energy market needs innovation, but in reality, that alone is not enough. For real change to happen, new ideas need to be delivered at scale while being commercially viable so companies can thrive, not just survive.**

Business start-ups are focussed on shaping their offer. They often embrace a 'just do it' mentality, looking for quick wins to cover costs. They're usually tight teams servicing a small number of demanding clients, with senior personnel taking on multiple roles, distracting them from bigger business objectives. On the flipside, scale-up businesses are focussed on long term strategies. They align activities to a determined vision, while improving the 'how' in everything they deliver.

Unfortunately, when start-ups attempt to scale, this is the point at which many inevitably struggle. The increased exposure to risk, a lack of time, investment, resources and credentials can prove insurmountable and hinder momentum. That's where our Elevate service can be the catalyst for sustainable growth.



# Who is Elevate for?

We are passionate about the role **innovative start-ups** can play in powering change in the energy and clean technology markets. By recognising the challenges, some unique to the UK energy market and others more common to all companies, we are better placed to support your individual needs.

## Balancing sales & customer success

A start-up's initial customers are crucial, jumpstarting commercial success and offering vital references for future growth. These early adopters, often champions of your product, deserve a top-tier service. The challenge for small companies lies in meeting their needs while rapidly attracting and onboarding new clients.

## Staying ahead of growth

As businesses grow, meeting the demands of more clients can strain operational and technical capabilities, leading to tough decisions that affect client satisfaction and hinder growth.

## People

In fast-paced start-ups, maintaining focus and motivation among key team members is crucial to reducing staff turnover and ensuring high customer satisfaction. It's inefficient for a highly paid Head of Product to handle daily service tickets.

## Doubling down on USPs

Start-ups offer distinctive expertise, insight, and innovation, setting them apart from incumbents and ensuring their success. However, in navigating complex markets like energy, maintaining focus amidst non-value-added activities is a challenge.

## Credibility

Even with a great product and team, companies may still struggle to win new clients due to concerns about delivery assurance, process maturity, or cybersecurity. Despite loving the team and product, potential clients may question the start-up's readiness to support a large organization.



## Elevate supports companies to scale up by letting them do what they do best, focusing on their product and markets.

Elevate streamlines the customer lifecycle, from onboarding to incident management, offering:

- An affordable, scalable model saving time and resources on recruitment.
- Enhanced customer experience leveraging Correlia's (CSAT) customer satisfaction reputation.
- Operational excellence with contractual SLAs, ensuring no disruption to existing operations.
- Access to Correlia's national critical infrastructure level service wrap.
- Increased resilience and knowledge retention, reducing the impact of key personnel loss.
- Driving growth by lending credibility to new business opportunities.





## A partnership from day one.

For business owners and entrepreneurs, Elevate is our cost-effective managed services partnership. We take care of your customers and essential business processes like they were our own, improving interactions and safeguarding operational performance.

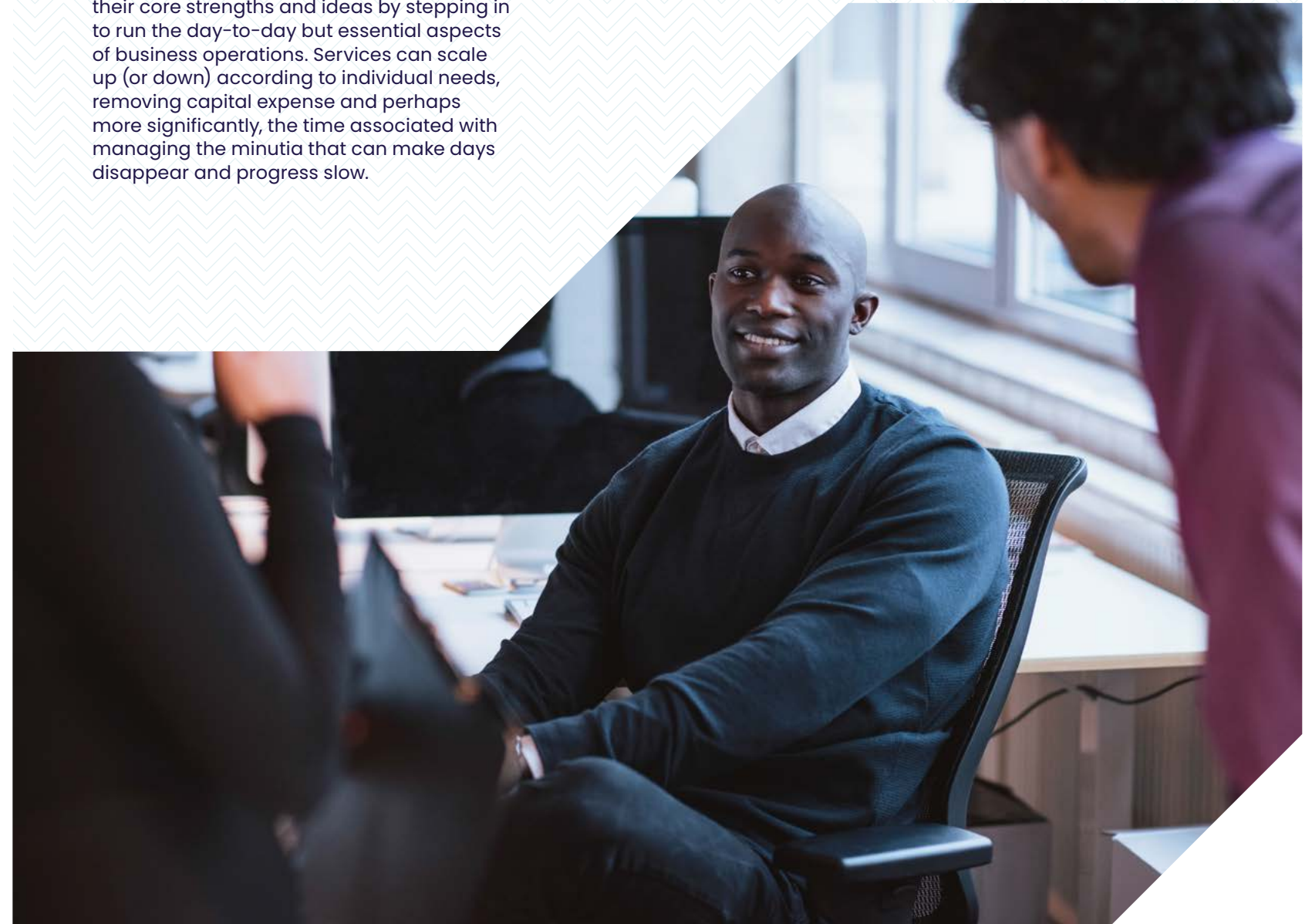
Designed to expedite growth while avoiding the pitfalls along the way, it's an amazing opportunity to make changes that could take years to implement independently.

The considerable expertise, profile and reach we have built over a two decades is shared, so that together we can unlock the possibilities that your innovation creates, driving change in the energy market and beyond.

Our proven track record and credentials can become part of your offer, boosting your next bid with the highest levels of security, customer satisfaction and compatibility.

## Less headaches. More headspace.

We enable business leaders to concentrate on their core strengths and ideas by stepping in to run the day-to-day but essential aspects of business operations. Services can scale up (or down) according to individual needs, removing capital expense and perhaps more significantly, the time associated with managing the minutia that can make days disappear and progress slow.





## Seamless integration.

Onboarding is seamless, automation is our focus, and the ongoing services we provide will deliver all the benefits with none of the hassle. We bring advanced toolsets and expert knowledge of industry architecture, meaning we can add momentum from day one.

## A unique opportunity.

Sure, there are many other managed service solutions out there, but no one else offers the same opportunity to unlock the energy sector. We know your challenges, your customers' expectations, industry regulations and what it takes to differentiate and succeed.

We have also acquired companies with innovative tech or new products, who struggled to scale, embedding them into Correla's portfolio.

By leveraging what we have developed over two decades, our knowledge, credentials and wider connections, we can make business growth more achievable at a pace that is more satisfying.

## Identifying what's important to you.



### Focussed

Enable business owners or senior team members to focus on developing and growing their product and business, whilst we deliver the core services, brilliantly.



### Improve cashflow

Benefit from our experience of navigating the complexities of invoicing, reconciliation and payment collections to improve business cashflow.



### Cost effective

Benefit from a complete services solution – a scalable offer at a competitive price for small and start up organisations.



### Scalable

This is a variable cost model rather than the fixed cost of hiring people, so you'll always have the right team in place.



### Instant credentials

Improve your new business success rate by leveraging Correla's demonstratable experience, customer service expertise and security credentials to support your offer in new opportunities or bids.



### More than software

This is more than simply management software. It's a holistic service that connects essential human elements such as knowledge and relationships with time saving technology.



### Business continuity

Mitigate the risk of losing business knowledge if team members leave while structured SLAs guarantee a consistent and committed service.



### Better connected

Access to our complete energy industry knowledge and contacts built on decades of expertise.

# Getting you onboard.

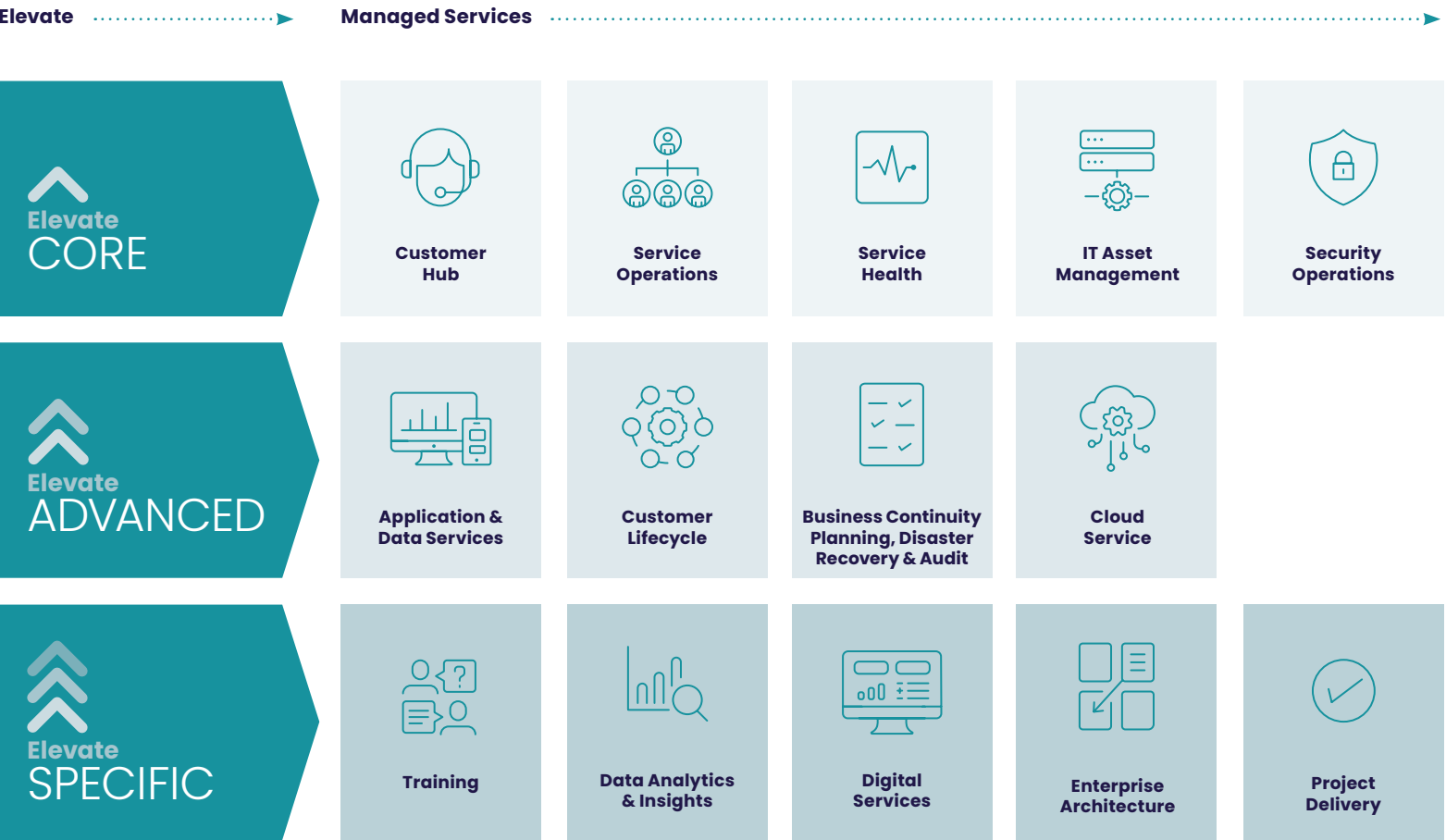
We have created **Elevate Core** as the start point for all partners. Core delivers a whole host of essential services that can transform how your business operates and performs.

The next step up is Elevate Advanced, aimed at companies who are further along with their processes who may look at outsourcing to enable additional ‘bandwidth’ within the business. Advanced adds broader Business Services such as Financial and Commercial, People management, IT, Marketing, Sales and Bid support.

Finally our Elevate Specific solutions can be added to deliver or bolster existing services, filling in any gaps based on your individual needs. These are highly tailored on top of our Core and Advanced packages and most likely for well established businesses.



The following outlines the Managed Services included as part of Elevate.





# Keeping systems secure and business continuous.

Our security operations are world class and have been designed and scaled to support critical national infrastructure.

We independently audit the cyber security of our entire organisation. We hold the ISO27001 certification – a further demonstration of our commitment to delivering excellence. By pro-actively building business cyber resilience, we work closely with our customers for total peace of mind that the risk of disruption or damage is kept to an absolute minimum at all times.



**0 major incidents or data security breaches** for all current Managed Services

**99.8% system availability** for all core technology platforms managed

**99.84% delivery** against all Service Levels committed to our client portfolio

# We are trusted to support some of the biggest names in the UK energy and utilities sector.



**7 million+** end-consumer gas supplier switches last year



**1.6 billion** meter reads processed per year



**5 billion+** updates to datapoints annually



**99%+** annual operational adherence to all contractual service levels



# What should you expect working with Correla?

-  **Easy to deal with**  
SLAs determine a genuine partnership.
-  **Measurable impact**  
Customer service is a priority and we track every aspect.
-  **Communications with a human touch**  
Our people are experts and understand your challenges.
-  **Omnichannel experience**  
High performance levels, a right first-time method delivered in a highly secure environment.
-  **Transparent**  
All cases, incidents and queries are visible on the customer portal.
-  **Empathetic**  
We care about how our customers feel and have regular dialogue opportunities for feedback.



ServiceMark is a national standard recognising organisations' commitment to long-term customer service excellence.





**We're looking for like minds, ideas with purpose and those with a passion for change.**

The energy market needs a lift. An injection of new thinking, combined with what we know works best for customers, teams and regulators.

**So lets start powering change, together.**

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email: [contact@correla.com](mailto:contact@correla.com)







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**correla.com**



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