

Browne Jacobson completes customer service tech acquisition for leading communications experts Connect

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Service CX Limited, which is located in Windsor, specialises in market-leading integrated technologies and services such as Calabrio WEM, ServiceNow CSM and Five9 cloud contact centre.

Connect which is headquartered in London, launched in July 2019, following a merger of Connect Managed Services and G3 Comms. The transaction will strengthen the Connect global client portfolio which includes a broad range of organisations in the public and private sector, such as banks, financial services providers, manufacturers, retailers, media companies and healthcare and pharmaceutical companies.

Adam Young, CEO of Connect said:

"There's a clear shift in the market towards CRM-centric cloud contact centre, coupled with next generation Workforce Engagement Management, to deliver increasing service excellence, ever more efficiently. Our unique vision and expertise across this market means we're engaging with more clients than ever before. Adding a team of the calibre of Service CX to the Connect family will not only ensure we're offering customers the very best technology and services but also allows us to transform their environments and deliver returns faster than ever. I'm delighted to have Adrian and the team join us."

The Browne Jacobson corporate advisory team comprised senior associate, [Sam Sharp](#) and associate [Sian Harrison](#). They were supported by the banking team which included senior associate, [Melanie Hilton](#) and legal assistant, [Florence Kennedy](#) whilst associate, [Christian Burchardt](#) advised on the corporate tax side of the transaction.

Sam Sharp commented:

"It is fantastic to have worked on this transaction that brings Service CX seamlessly into the Connect family. The vision and ethos of Service CX will really compliment the Connect business model and the acquisition fits perfectly with Connect's strategy to enhance its offering of delivering service excellence in a much more efficient way."

"We are looking forward to seeing this ambitious and fast growing business continue to flourish in the customer experience tech services market."



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