

Vivo Energy Appoints ALFA Connect Group as Customer Experience Partner Across Nine African Markets for their Engen brand.

London, UK – 18th December 2025

ALFA Connect Group is proud to announce its appointment by **Vivo Energy** as its official **Customer Experience (CX) partner** across **nine African markets**, supporting the company's Engen Branded Sites to deliver exceptional customer experiences across its retail, fuel and convenience network.

Under the new partnership, ALFA Connect Group will deploy its **AI-powered CX technology** and **professional services** to capture and transform feedback into actionable insight. With operations spanning some of the most dynamic fuel and convenience retail environments in Africa, Vivo Energy's investment into a holistic CX programme for its Engen-branded sites marks a significant step in enhancing customer satisfaction, loyalty, and long-term brand growth.

Kevin Egberink, Head of Sales Excellence at Vivo Energy, commented:

"We are delighted to appoint ALFA Connect Group as our CX partner for our Engen brand. Their platform and technology gives us the ability to understand our customers at a deeper level and respond faster than ever before. ALFA brings innovation, agility, and a collaborative spirit that aligns perfectly with our ambition to raise customer experience standards across our markets."

Andy Shipton, CEO of ALFA Connect Group, added:

"We are incredibly excited in partnering with Vivo Energy to support their customer experience vision across these nine African markets for their Engen sites. This is a tremendous opportunity, and we look forward to unlocking powerful insight that will help Vivo Energy build richer, more meaningful experiences for their customers. Together, we will create a CX framework that sets a new benchmark for the sector."

The partnership extends ALFA Connect Group's global footprint and reinforces its commitment to delivering cutting-edge CX solutions to enterprises operating in diverse and high-growth regions.

About ALFA Connect Group

ALFA Connect Group is a global provider of Customer Experience software and professional services, enabling brands to gather, interpret, and act on customer and colleague signals through an integrated AI-powered platform.

About Vivo Energy

The Vivo Energy Group operates and markets its products in countries across North, West, East, Southern Africa and in the Indian Ocean Islands. The Group has a network of over 4,000 service stations in 28 markets operating under the Engen and Shell brands and exports lubricants to a number of other African countries. Its retail offering includes fuels, lubricants, card services, convenience stores, restaurants, and other non-fuel services. It provides fuels, lubricants, liquefied petroleum gas (LPG) and chemicals to business customers across a range of sectors including marine, aviation, construction, power, transport, agriculture and manufacturing. It is continuing to develop innovative energy solutions to enhance sustainability.

The Company employs around 6,000 people and has access to over 2.1 billion litres of fuel storage capacity.

For more information about Vivo Energy, please visit www.vivoenergy.com

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