



konecta

Introduction to Konecta

June 2026



We are a global leader in customer experience, digital services, and AI-powered transformation.

By combining human expertise with digital intelligence, we redefine what is possible in GenAI-powered experiences for customers, employees, citizens, patients, fans, and beyond.



109,000+
employees



40,000+
employees working
from home



40+
languages



€2bn+
revenue

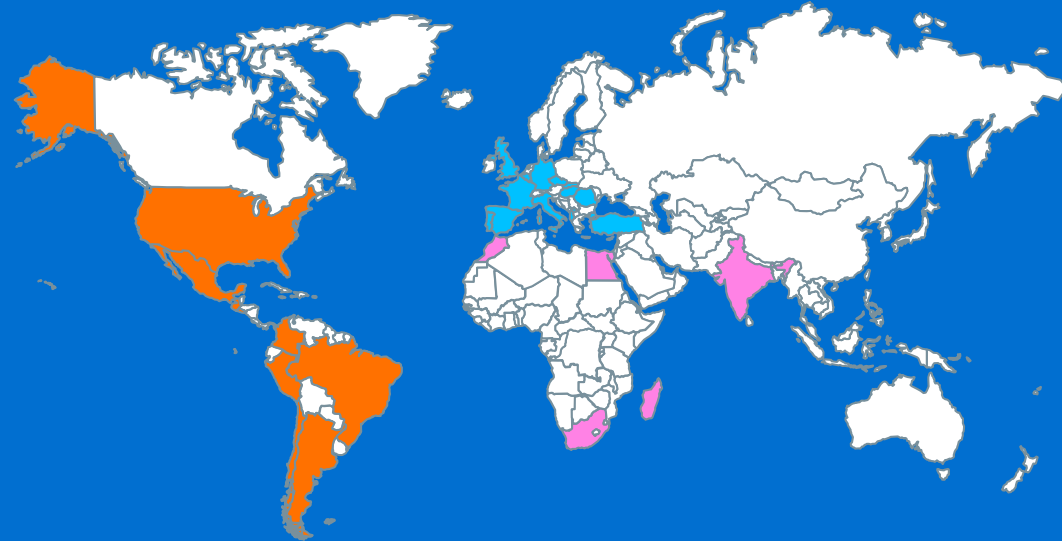


28
countries



500+
blue chip clients

A leadership position across five continents with best-shoring capabilities



AMERICAS

9 countries
56+ sites

Colombia - 21 sites
Peru - 9 sites
Argentina - 10 sites

Mexico - 4 sites
Brazil - 8 sites
Chile - 1 sites

El Salvador - 1 site
Guatemala - 1 site
USA - 2 sites

EUROPE

14 countries
110+ sites

Spain - 34 sites
Italy - 31 sites
France - 18 sites
Czech Rep - 9 sites

Türkiye - 5 sites
Romania - 6 sites
UK - 3 sites
Albania - 3 sites
Kosovo - 1 site

Slovakia - 1 site
Germany - 1 site
Belgium - 1 site
Hungary - 1 site
Portugal - 2 sites

MIDDLE EAST | AFRICA | ASIA

5 countries
12 sites

South Africa - 1 site
Madagascar - 2 sites

Morocco - 7 sites
Egypt - 1 site

India - 1 site

Forthcoming: The Philippines

MULTILINGUAL HUBS

All along with a comprehensive virtual model to provide best-in-class Work from Home operations

Barcelona
Bogota

Cairo

Casablanca
Istanbul

Lisbon

London

Mexico City

AMERICAN
EXPRESS

kovecta



89%
Employee
Satisfaction

6.0%
Attrition
Industry: 10-12%

94%
Loyalty

+85%
Internal
Promotion

You are 500+ across all industries

Relying on us to craft meaningful experiences for your customers and employees.



(%) of 2024 revenue (€2B) by industry

EXPERIENCE – BANKING

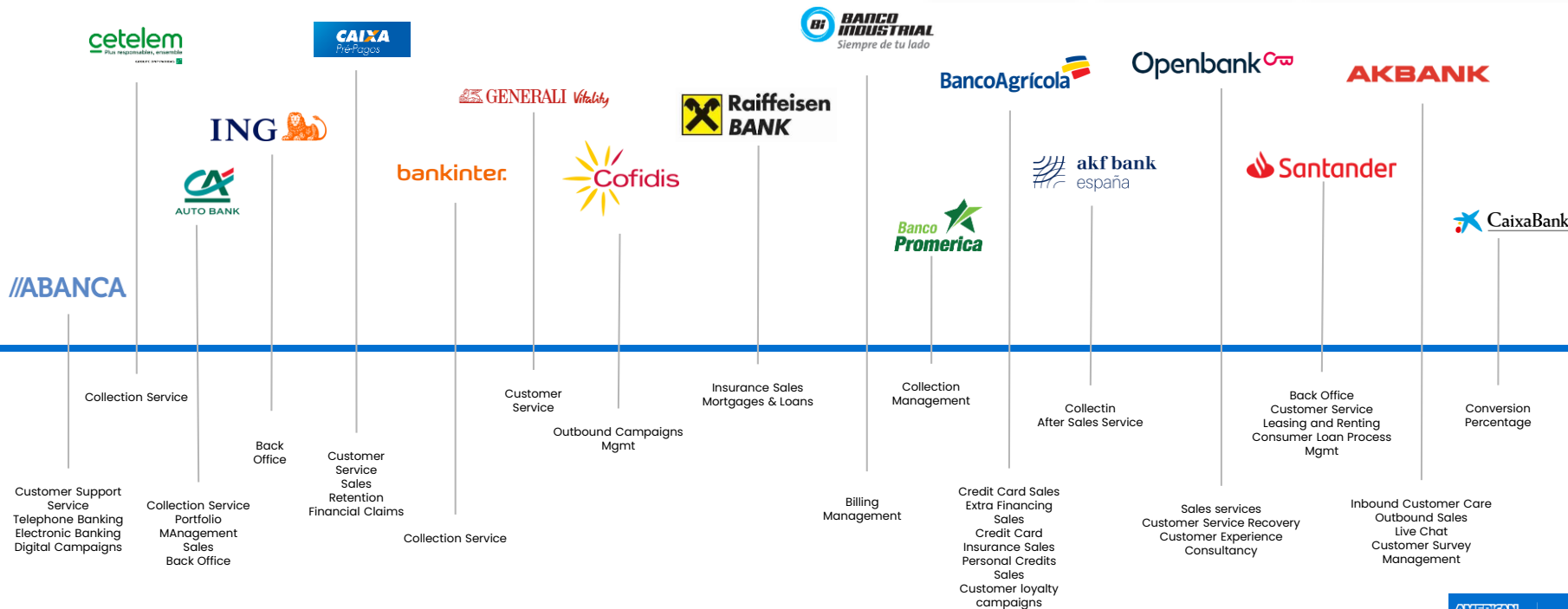
Our Industry Experience

Client Selection. Decades of partnership.

40+
clients

9,000+
agents

8%
Group revenue from
BFSI sector



Partnership Overview: American Express & Konecta



CLIENT OVERVIEW

- Global financial services leader offering credit cards, insurance, travel, and banking solutions
- Presence across 130+ countries with over 1,700 offices worldwide
- Supporting American Express customer acquisition activities in Argentina



PARTNERSHIP START DATE:

2012



SCOPE OF SERVICES

SALES INBOUND & OUTBOUND OPERATIONS



Credit card sales and acquisition



Handling inbound inquiries from interested prospects



Follow-up of leads generated through digital channels



Proactive outreach to customers with pending purchases



Back-office support for sales follow-up and tracking

DELIVERY MODEL



LOCATION

Argentina



MARKET SERVED

Argentina



LANGUAGE

Spanish



CHANNEL

Phone (KCRM)



TARGET SEGMENT

B2C



TEAM SIZE

15 FTEs



OUR APPROACH



Deliver memorable customer purchasing experiences



Follow up on all prospects requesting American Express products



Monitor lead response times and customer interactions



Continuous online quality auditing and compliance monitoring



Daily, weekly, and monthly KPI governance and performance reviews

PERFORMANCE HIGHLIGHTS



100%

of inbound leads managed within 24 hours



90%+

Quality scores consistently above 90%



85%

cumulative contact rate achieved

Relevant Client Showcases



Santander transformed a fragmented back-office operation into a centralized, automated service model by implementing digital ticketing, process automation, and real-time monitoring.

The initiative delivered **100%** consolidation across Spain, **90%** SLA compliance, **27%** ticket automation, over 210,000 automated processes annually, and a **40%** reduction in manual effort.



UniCredit transformed its back-office operations through process reengineering, automation, and data-driven workforce management.

By standardizing over **2,000 processes**, implementing automated task orchestration, and establishing centralized governance, the program delivered 20% efficiency gains, saved approximately **800 FTEs**, reduced processing times by **25%**, and achieved **10%** cost savings within 18 months.



Openbank accelerated its international expansion through a scalable, multilingual operating model supported by omnichannel customer service, regulatory expertise, and data-driven continuous improvement.

The solution enabled rapid market entry in Mexico, achieved a **70.19% FCR**, **+43.33% NPS**, **8.7/10 audit score**, and increased customer retention by **5%**, while maintaining consistent, high-quality customer experiences across markets.

thank you

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