

kovecta / **ZARA**

Global English Proposal for ZARA

January, 2026



Global English Support Delivery for Zara

We are excited to present our proposal for **Global English Support for Zara**, leveraging **India and South Africa** as strategic delivery locations to ensure consistency, scalability, and operational excellence across English-speaking markets. This approach is designed to combine rigorous training, structured knowledge transfer, and strong governance to deliver a seamless and high-quality customer experience aligned with Zara's global standards.

This new Global English team will be built on Konecta's proven expertise in managing large-scale, multilingual retail operations. By positioning India and South Africa as core delivery hubs, we enable rapid scalability, business continuity, and sustained performance while maintaining service quality across geographies. This engagement also represents an important step in strengthening our long-term partnership with Zara, supporting the ambition of becoming a key global delivery partner across markets.

India and South Africa offer deep, mature talent pools with strong **English language proficiency**, extensive experience supporting international retail and e-commerce clients, and the ability to operate at scale. These locations allow us to recruit, train, and retain skilled resources efficiently, ensuring stability, flexibility, and consistent service delivery.

We are confident that Konecta global delivery capabilities, disciplined operational approach, and access to high-quality English-speaking talent in India and South Africa will provide Zara with a high-performing Global English support model.

. We look forward to continuing our successful partnership!

01

OUR SOLUTION PROPOSAL

- Why Konecta
- Agent Profile
- Delivery Locations
- ORGChart & Key Team
- Implementation
- Economic Proposal



WHY KONECTA?

- ◆ **Delivering outstanding results together!**
Konecta has a proudly cultivated a thriving partnership with Grupo Inditex, starting in Spain but growing to 1,000+ professionals across 5 countries. This growth showcases our commitment to excellence and scalability.
- ◆ **Native English accent**
With Konecta by your side, Zara's customers feel right at home. Our near Native, easy-to-understand accent ensures every interaction feels familiar, friendly and seamless.
- ◆ **Leverage from experience**
Keeping Zara's services in India or South Africa streamlines your operation and simplifies supervision, taking advantage of our experience and team that is serving other retail brands.
- ◆ **We are Customer Experienced driven**
Konecta brings extensive expertise in customer support services, seamlessly paired with our world-class employee care. This powerful combination ensures Zara's customers receive fast, friendly solutions while enjoying an exceptional, memorable experience.
- ◆ **Global Governance & Control**
Low risk expansion into new countries through centralized global governance led by our Spain based team. Experienced subject matter experts ensure consistent delivery, faster onboarding, and rapid ramp-up across all markets, fully aligned with Zara's processes and standards.



Konecta & ZARA



Seamless Global CX Management for a leading fashion retailer

Since 2010, Konecta has been a trusted customer experience partner to Zara, delivering omnichannel B2C customer support for both Zara Online and Zara Shops. Our services cover voice and digital channels, including phone, WhatsApp, chat, social media, and email, ensuring consistent, high quality customer engagement across markets.

Konecta operates a centralized global CX management model with a single point of contact, ensuring uniform execution, clear communication, and strict adherence to brand standards. Our “One Voice, One Answer” approach is supported by ISO18295 certified processes and a cloud based technology ecosystem, enabling scalable operations during seasonal peaks.

Service delivery is managed from four strategic locations Spain, Portugal, Colombia, Albania, and Turkey providing multilingual support across Zara’s international markets. Flexible workforce models allow Konecta to scale rapidly while maintaining high service quality and operational reliability.

8 M+

Customer interactions annually

5 Countries

Spain · Portugal · Colombia · Turkey, Albania

13+ Languages

Including English · Spanish · French · German · Portuguese · Italian

AGENT PROFILE

Empowering Exceptional CX with a Customer Service Team that Delivers Excellence

Elevate your customer service with the power of "Konecta's CS Team"!

Our customer service team is more than just a group of agents, they are brand ambassadors for Zara. With outstanding expertise and exceptional soft skills, they provide seamless, world class service, ensuring every customer interaction reflects Zara's commitment to excellence.

"Konecta's CS Team" for Zara have:

- They are confidants, stylists, and friends, **enriching the Zara experience** with every call, chat, and interaction.
- They **create unforgettable moments**, they **guide your customers** to the perfect cloth for every occasion
- With a deep understanding of Zara's collection, they **curate personalized suggestions** that capture the essence of each sentiment
- 'Knowhow' and they solve problems, **quickly, competently**. Want to help - **naturally empathetic** & outgoing, always smiling
- **Culturally attuned** and generationally aware. **High energy**, always willing to **go the extra mile**



Proposed Delivery Locations

INDIA



- **Bangalore delivery hub** One of India's leading destinations for English language outsourcing, with a mature and well established services ecosystem.
- **Modern, secure infrastructure** with advanced technology, access controls, and purpose built workspaces.
- **Strong multilingual** Strong availability of skilled professionals supporting English & European languages.
- **Scalable and resilient workforce model** ensuring 24/7 operations and reliable performance during peak demand.

SOUTH AFRICA



- **Prime Umhlanga delivery location:** Based in Durban's leading business and retail hub, offering excellent infrastructure, connectivity, and ease of access for both employees and clients.
- **Native led, stable operations:** Operated by a 97% native South African leadership team, ensuring deep local expertise, strong governance, and culturally aligned service delivery.
- **High quality English speaking talent:** Access to a large pool of highly educated, English-speaking professionals with proven CX and technical support experience across industries.

Our Retail Experience in South Africa & India

MATALAN



Matalan is a UK value retailer, founded in 1985, offering affordable fashion, homeware, and accessories for the whole family.

Start of Operations: 2023

Service Type: Customer Service

Channels: Voice & Email

Team Size: 55 FTEs

Language Supported: English

Markets Supported: UK & Ireland

LOOKFANTASTIC
cult BEAUTY MYPROTEIN
GLOSSYBOX
LOOKFANTASTIC



THG is a UK-based e-commerce company headquartered in Manchester, selling own-brand and third-party beauty, nutrition, and luxury products, with global fulfilment across 195 territories.

Start of Operations: 2021

Service Type: Customer Service

Channels: Voice & Email

Team Size: 175 FTEs

Language Supported: English

Markets Supported: UK, US, AUS

Boux Avenue Ryman
Robert Dyas



Theo Paphitis Retail Group is a UK retail group led by entrepreneur Theo Paphitis, owning brands including Ryman, Robert Dyas, Boux Avenue, and London Graphic Centre.

Start of Operations: 2023

Service Type: Customer Service

Channels: Voice & Email

Team Size: 45 FTE

Language Supported: English

Markets Supported: UK & Ireland

MANGO



Konecta supports Mango with 100+ agents across 12+ markets in 8 languages, delivering B2C Customer Service and Back Office support from Málaga, Colombia, India and Istanbul.

Start of Operations: 2022

Service Type: B2C Customer Service & Back Office Support

Channels: Voice, Email, Chat

Team Size: 100+ FTEs

Languages Supported: 8 languages

Markets Supported: 12+ markets

WHY SA?

Why Konecta South Africa is the right partner for you

Only BPO in South Africa run by a native South African team at every level of the operation



Konecta Durban

- Expert management
- Vibrant, growing town with a modern business and tourism district
- Vacant floor can be solely dedicated to Zara.
- Many options to expand locally

- Based in uMhlanga, greater Durban's premier business, retail and tourism hub.
- Access to huge pool of highly educated local talent and a truly great quality of life.
- Strong management team - **97% native, home grown South African** with decades of experience in the BPO sector providing services to leading international companies
- **80% internal promotion** - no glass ceiling. Genuine opportunities.
- Local business infrastructure is world class. A modern purpose built business & retail district. Planned and grown over the last 10 years - offers huge scope to expand. More talent and the opportunity for a new site especially for Zara if needed.
- Annual attrition rate is lower than in other South African locations at 5-6% per month. Due to high standard of living, native management, internal opportunities to advance, the best employee experience and a specific attrition management scheme (EVP). Best place to work in Durban BPO - our people love working here.
- Strong, stable, native team - Almost 100% South Africans, all living locally with their families. We understand the environment, have the right government and business relationships and know how to find & retain the best local talent.



Durban, South Africa



UMHLANGA, DURBAN, SOUTH AFRICA

Konecta Umhlanga, Durban is a modern 5,562sqm ,three-floor site with 1,200 seats,training rooms,dining and leisure areas,strong security, and easy access—just15minutes from the airport and Durban city.

RECRUITMENT CAPABILITIES

350+ English-speaking FTEsper month

EMPLOYEES

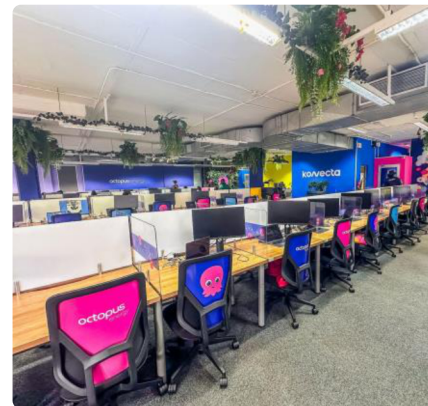
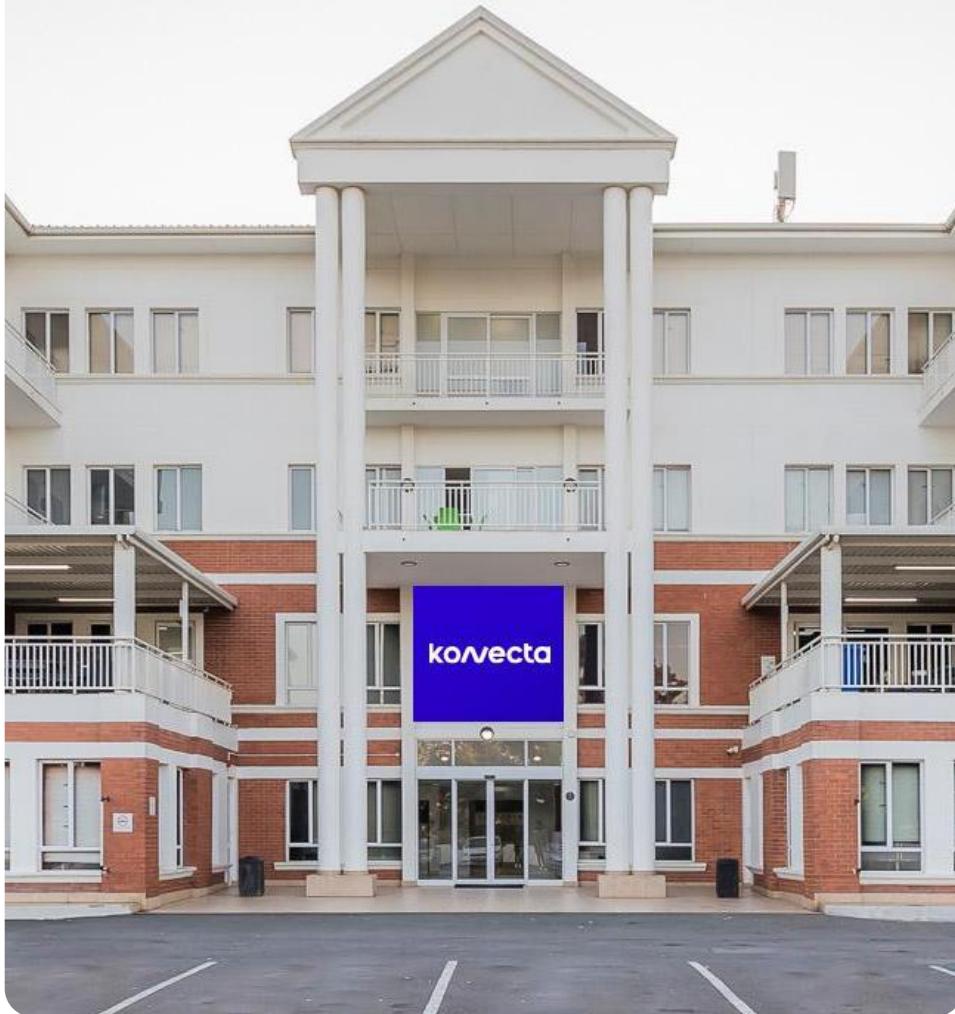
Highly educated individuals, graduated from South Africa's best universities |
Language: English

SERVICES

Omni-channel Customer Service | Technical Support | 24/7 | Clients served in wide variety of industry sectors

CERTIFICATIONS

ISO27001| PCI-DSS| GDPRcompliant



Our seasoned and highly professional team that understands your business and ensures smooth, successful operations

The only South African BPO with almost 100% South African Management team at all levels



Sunera Maharaj
Operations Director

- 18 years of progressive BPO experience across retail and financial services.
- A solution-oriented leader, with expertise in designing, re-engineering, and mobilizing effective solutions that improve performance and elevate client satisfaction.



Ruvanya Sing
Head of Recruitment

- 20 years recruitment experience across FMCG, Betting & Entertainment & BPO industries focusing on transformation & transition of recruitment end to end.
- Local & Global Service Delivery & innovation across 45 countries.
- Transformation leader with expertise in implementation & optimization of processes & systems.



Sanesh Gangapersad
Head of Projects & Transitions

- 15 years of BPO experience
- Senior Ops & Support: Management, CX Metrics, BI & Projects
- 10+ years' experience in SA & UK Telco & Energy operations.



Munyaradzi Mtoko
Training Manager

- 13 years in BPO
- 11 years in L&D with experience in delivering telco, retail, energy and learnership programs.
- A combined 5 years of delivering telco training solely (sales and customer service) in both local and international markets.



Devendran Pillay
Head of Quality Assurance

- 15 years in the BPO
- Organisational Management expert, committed to developing the skills and competencies of our people to set them up for success
- Senior Ops and Management, CX Excellence
- Framework implementations expert

WHY INDIA?

Why Konecta Bangalore is your strategic CX hub in India

Only Konecta delivery hub in India designed to support global CX operations with a strong local leadership team and enterprise-grade infrastructure.

Koneccta Bangalore

- Single, dedicated delivery hub
- Secure, modern enterprise facility
- Large multilingual talent pool
- Strong scalability for growth
- Ideal location for long-term expansion



- **Strategic Bangalore Location:** Based in Bangalore, India's leading technology and business hub, offering excellent connectivity, mature corporate infrastructure, and proximity to a deep CX and IT talent ecosystem.
- **Access to a Large, Skilled Talent Pool:** Strong availability of highly qualified customer support, sales, and IT professionals with experience serving global clients across retail and enterprise sectors.
- **Multilingual Capability at Scale:** Unlimited English support with additional capacity in Spanish, German, French, Italian, and Indian languages, enabling seamless coverage for international markets.
- **Enterprise Grade Facility & Security:** Modern, purpose built site with advanced technology, CCTV, access controls, dedicated training rooms, and employee focused amenities to support secure and compliant operations.
- **Scalable, 24/7 Operations Model:** Flexible workforce model designed to scale rapidly based on demand, supporting continuous operations while maintaining service quality and operational stability.
- **Employee Centric Work Environment:** Well designed workplace with strong transport access, modern amenities, and training infrastructure helping attract, retain, and motivate high performing teams.

KONECTA BENGALURU,INDIA



State-of-the-art facilities equipped with advanced technology and sophisticated design. Amenities include a modern cafeteria, comfortable break areas, efficient elevators, and dedicated training and board rooms. Convenient access to business centers. Easy commute via metro, located near public transportation, 35 km from the airport.

EMPLOYEES

Large pool of highly qualified IT specialists, and digitally skilled workforce. Languages: English (Unlimited), Max FTE 50 each for Spanish, German, French, Italian and Indian languages

SERVICES

Professional Services | Technical Support | 24/7 | Serving clients across a wide range of industry sectors.



The faces behind smooth implementation & operations for Zara in India



Shilpa Gururaj

HR Director

- **25+ years of experience** leading comprehensive HR function and driving talent management initiatives.
- Proven leader in building robust HR strategies to create high-performing teams, engaged workforce and fostering a positive value driven culture.



Sangharsh Redhu

SVP Global Service Delivery

- **25+ years of BPO experience** in client and senior operational management.
- Experienced in Front office & Back office operations management across India, UK, USA and AUS markets



Ravi Mhapankar

VP for Digital Solutions & Transformation

- **24+ years in BPO experience**
- Vast experience across customer service, F&A, quality and transformation functions
- Successfully led and executed multiple digital transformation projects, resulting in improved customer satisfaction, retention, and loyalty.



Harsh Singh

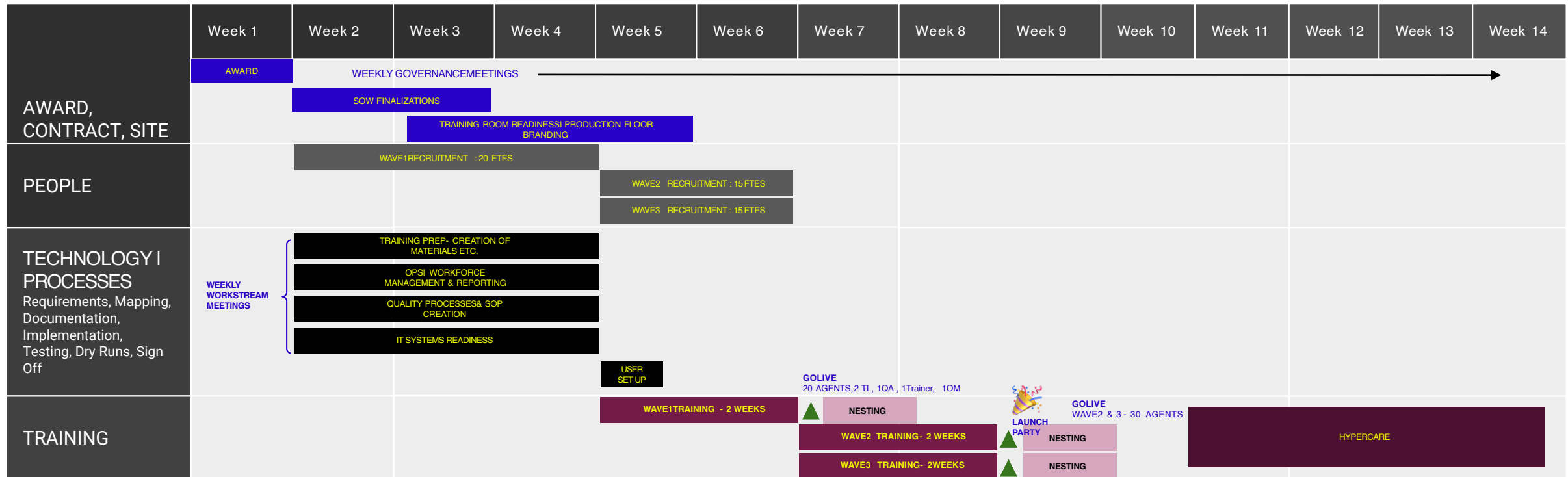
Director Transition

- **22+ years in BPO experience** working with top brands such as WNS, Genpact, Accenture.
- Extensive experience in operations & project management.
- Successfully transitioned 100+ BPO projects
- Championed projects with voice & back office

LAUNCH

High Level Implementation Plan

To guarantee a seamless integration and immediate value, Konecta will assign a project manager exclusively to Zara upon award. This expert will engage your stakeholders from the outset, co-creating a comprehensive transition plan that is not only meticulously detailed but also forged to be in perfect alignment with Zara's strategic objectives for this project.



Training: 2 weeks classroom training followed by 1 week of OJT. Initial training supported by Konecta Zara trainer

Hypercare: exclusive SME supervision, real time escalations, enhanced communication, ad hoc training as needed, agent feedback collection

Daily Huddle (end of shift): Team Cheer, feedback and observations, KPI results, customer feedback (if any), report and address any tech or process issues, reminder/refresh/up-training if gaps found, next day expectations, Q&A, record action items

Operational Considerations

Implementation Period	6 weeks
Delivery Location	Bangalore, India or Durban, South Africa
Initial Training	2 weeks
Type of Service	Customer service in English
Operations will take Place	100% Onsite
Language Proficiency	English B2/C1
Hours of Operations	24*7
Technology	Transactional and chat applications: Provided by Zara Telephony platform (Genesys Cloud): Provided by Zara
Attrition and absenteeism %	5%

02

MAGIC BUTTON



Magic Button: co-pilot that seamlessly integrates with existing tools and GenAI actions



Easy to install and scale

A Konecta Chrome extension, available on our private GCP and connected with our Identity Management system, deployable in less than a week.



Easy to use

Preprogrammed GenAI actions to enhance your team's efficiency and speed.

Actions

Correct
Optimize
Summarize
Extract key points...

Email

Compose
Answer

Translations

Work in more than
30 languages

Knowledge

Search in
documents and web



Smart Search

Upload your documentation, ask any question, and get precise answers from within the content.



Multilingual Support

Powered by generative AI, it works seamlessly in any language.



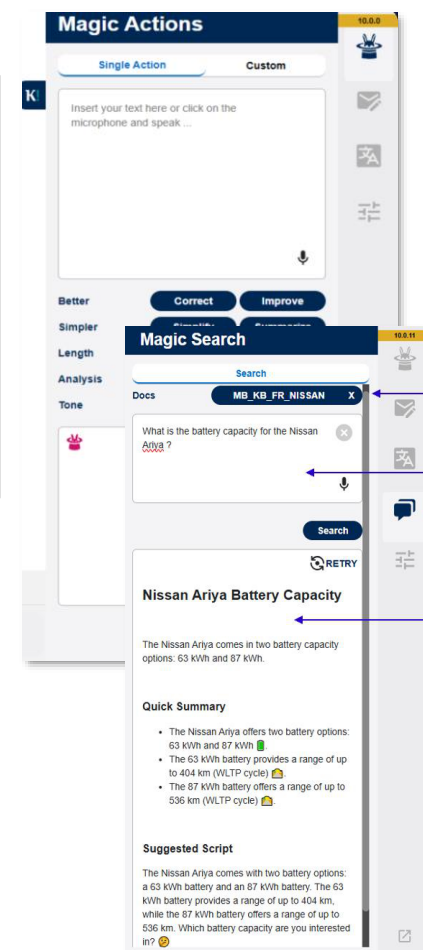
Customizable

Fine-tuned to reflect your brand's style and adapt to your specific activity.



Secured

Powered by our group's trusted technologies and partners.



Select the Knowledge base you want to search in

Ask a question to your MagicButton copilot

Get the answer based on the documentation available.

Some success stories and on-going projects of our Co-pilot solution



- **80 FTEs** using the Magic Button
- **100 seconds** AHT reduction for FO emails
- **150 seconds** AHT reduction for BO emails
- **4%** increase in overall productivity across the entire operation
- Compliance rates went **from 50% to 80%**



- **53%** AHT reduction between pilot group using MB and control group (256 seconds vs 540)
- **Significant Overtime Cost Reduction**
The Magic Button reduced overtime expenses by optimizing workload management without reducing staff

Live and
ongoing
deployment



Protección



ZARA HOME



thank you

Federico Jaramillo

Vice President USNearshore

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