

FERRERO

kovecta

Ferrero Group Digital Solution Proposal

From Process Discovery to
Autonomous Execution

May 2026



Agenda

- 01 Objectives
- 02 Engagement Model
- 03 POC – Discovery & Automation
- 04 Future Roadmap
- 05 Case Studies



Objectives

Provide world-class consumer service



- Improve the quality and consistency of consumer service
- Create better visibility of consumer trends and operational performance
- Empower Agents for AI-Enabled Customer Support

Delivering efficiency and cost saving



- Identify opportunities to reduce manual effort and cost
- Use discovery for evidence based blueprint
- Use insight to define a clear roadmap for Ferrero's digital journey through a phased roadmap approach
- Build a roadmap that supports both service improvement and efficiency

As Ferrero's partner, we want to deliver world-class consumer service while also improving efficiency and reducing cost. Konecta understands this and is proposing a phased digital roadmap that starts with insight, proves value through a POC, and then uses that evidence to shape future technology deployment.

ENGAGEMENT MODEL



A consistent, field-proven engagement model



Discover

- Journey mapping & assessment
- Use Cases identification
- Data readiness
- Solution selection
- Success metrics



Design

- Target journeys
- Solution Architecture Development
- Data & Integration design
- Prototyping for quick validation



Develop

- Model development
- Conversational AI & UX refinement
- Integration development
- Performance Testing & Quality assurance
- Pilot deployment



Deploy

- Move to Production
- Change management & training
- Performance monitoring
- Refinement & improvement



Drive

- Implementation Support
- Feedback loop
- Innovation lab
- Continuous Learning and Optimization
- ROI measurements
- Compliance and risk audits

← Cybersecurity & Compliance →

Discovery and POC

Provide world-class consumer service

- Deploy Kolibri, Discovery & Process Orb.
- Build insight, visibility and evidence.
- Use these tools to understand consumer needs, operational challenges and opportunity areas.

Deliver efficiency and cost saving

- Use findings to create an evidence based AI journey blueprint.
- Deploy AQA & Digital Voucher Program for immediate impact.
 - Low-risk
 - High Value Return

A phased digital roadmap helps deliver better consumer service, greater insight, and measurable efficiency and cost savings.

← **Continuously monitor performance and optimize AI models for enhanced productivity and experience.** →

POC Proposal

Provide world-class consumer service

- **Activate Discovery Process (DataOrb/Orby)**
 - Uncover cost saving opportunities
 - Build roadmap toward quality and compliance
- **Implement Kolibri**
 - Single management source for AI & digital solutions
 - Unified intelligence layer

Deliver efficiency and cost savings

- **Implement AQA**
 - Better consumer insights and decision making
 - Stronger quality and compliance visibility
 - Enhanced coaching & training opportunities
- **Create Virtual Voucher Process**
 - Improved consumer experience
 - Cost savings/tracking/insights
- **Explore Automation of Physical Vouchers**
 - Reduced manual effort (decrease AHT)
 - Potential cost savings

POC COMPONENTS



**Identify opportunities to
reduce manual effort
and cost**

Process Discovery

DataOrb

You can't transform what you don't understand

CONTEXTUAL INTELLIGENCE LAYER

- **Listens across every touchpoint**
- **Reveals the why behind performance**
- **Feeds intelligence into Kolibri**

Orby

Understand the work. Then redesign it.

PROCESS INTELLIGENCE & DESIGN

- **Observes how work actually happens**
- **Generates the AI-optimized blueprint**
- **Becomes the instruction set for Agentic Tools**

Automate Voucher Program

Reduce manual effort and cost

Improve the quality and consistency of consumer service

Current Pain Points

- Manual voucher printing
- Human labor + handling time
- Mailing + fulfillment costs
- Recharge process
- Minimal Efficiency
- High-cost

Digital Vouchers

- Virtual voucher strategy
- ROI Expectation
 - High adoption → strong cost reduction
 - Faster resolution → improved customer experience

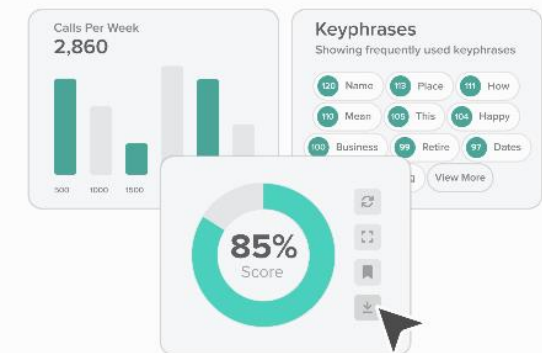
Explore Automation of Physical Vouchers

- Automated voucher issuance
- Agent triggers automated fulfillment process
- ROI Expectation
 - Cost reduction, Lower AHT
 - Faster resolution → improved customer experience

AQA/Training/Coaching

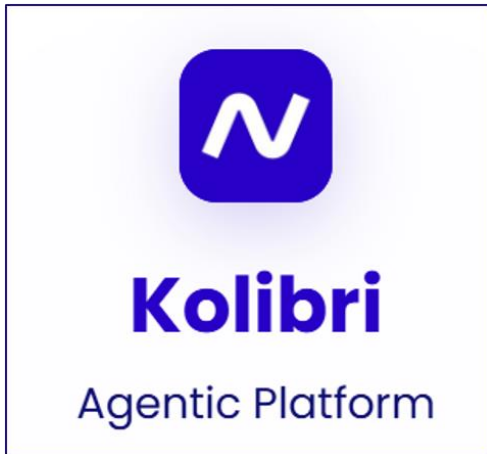
Enhanced visibility of
consumer trends and
operational
performance

- **Automated Scoring:** Allows the use of existing QA forms to establish specific evaluation criteria for every question.
- **Speech & Sentiment Analysis:** Continuously scans interaction transcripts to perform real-time sentiment analysis, helping users identify underlying customer emotions and brand perception.
- **Compliance & Keyword Tracking:** Automatically monitors transcripts for mandated phrases, compliance requirements, and specific key phrases to protect against risk.
- **Conditional Evaluation:** Set targeted rules for when the AI should evaluate a call or chat.
- **On-Demand QA:** Team leaders can override automated conditions and trigger instant AI evaluations for specific historical interactions right from the dashboard.
- **Agent Training/Coaching:** Creates a process for managers to coach agents & makes Coaching effective, consistent, and scalable



Kolibri

Identify opportunities to
reduce manual effort
and cost



- **Konecta's Internal AI Platform:** Kolibri is an AI platform developed by Konecta to leverage artificial intelligence for various business functions.
- **Empowering Employees:** It's designed to provide employees with advanced AI capabilities to enhance productivity and decision-making.
- **Diverse Applications:** Kolibri supports a range of tasks, from improving customer interactions to streamlining internal operations.
- **Safety and Responsibility:** A core principle of Kolibri is its commitment to safe and responsible AI use, which is enforced through its robust Kolibri platform guardrails.
- **Ensuring Compliance and Ethics:** The platform's guardrails are fundamental to ensuring all AI interactions adhere to Konecta's policies, ethical standards, and data security requirements.

TIMELINE

POC

Observance and Governance (continuous)

DataOrb/Orby Discovery Phase

Monitor and record
data for insights

Create Blueprint for
Implementation
phases

Voucher Automation Program

Implement Virtual
Voucher program

Explore Automation
of Physical Vouchers

End to End Testing

Konecta end to
end system
testing

Kolibri

Setup Kolibri for
platform
management,
observance and
governance

AQA/Training/ Coaching

Implement AQA

Develop
Training/Coaching

UAT & Production Deployment

Implement AQA

Develop
Training/Coaching

**FUTURE
PHASE 2**

FUTURE ROADMAP



Future Phase 2

Implement Agent Assist

- Improved productivity
- Faster issue identification
- Improved service quality
- Reduced manual effort
- Cost saving opportunities



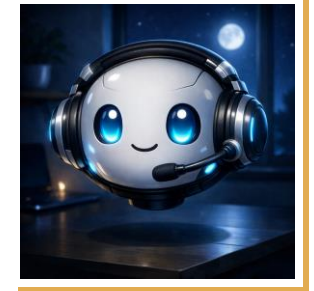
Add AI IVR and Welcome Message

- Improved consumer experience
- Cost savings opportunities



Implement Inbound and After Hours Voice Bots

- Improved consumer experience
- Reduced manual effort
- Cost savings opportunities



ROI

- Better consumer insight
- Improved service quality
- Faster issue identification
- Reduced manual effort
- Cost saving opportunities
- Improved productivity
- Better reporting and decision-making
- Stronger quality and compliance visibility
- Improved consumer experience

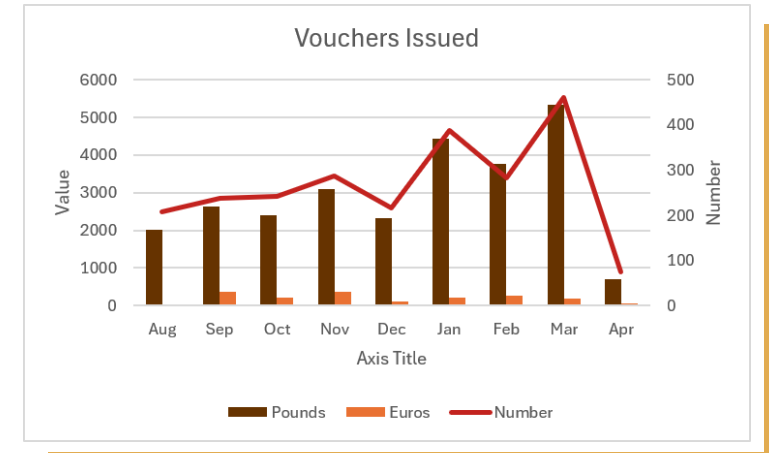
KPIs

- Coaching
- Visibility
- Training

Digitizing:

- Reduce cost for vouchers
- Decrease handle time (ie 20% reduction)

Show ROI for pillars in Phase 1



Mailing costs

CASE STUDIES





Managing Volume Peaks through AI empowerment for National Railroad

Key business challenge

Managing high-volume contacts (bookings, refunds, timetables) during peak periods with need to reduce wait times and drive cost Efficiency.

Our approach

Intent Clustering & Smart Routing via AI. Chatbot & Voicebot for 1st-level automation. 24/7 Digital Service Availability. Agent Co-Pilot with real-time suggestions and knowledge retrieval.

Results & impact

AI-powered CX transformation **delivered +30% automation** and **+15% CX scores** for national railroad operator.

- Agent Productivity +20%
- Automation Increase +30%
- CX Score Increase +15%

Automating Complex Reimbursements with GenAI & Workflow Orchestration



Key business challenge

High-volume baggage claim processes with multi-currency reimbursements, multiple invoice formats, corrupted/missing documents, and strong regulatory/audit requirements.

Our approach

GenAI Document Intelligence (OCR + AI classification, extraction, validation). Workflow Orchestration Engine for case routing and reimbursement management. Advanced Exception Handling & Compliance Control. Human-in-the-Loop Governance.

Results & impact

GenAI document intelligence **delivered 86% invoice reading accuracy** and **30-40% fully-automated cases** for major airline



- Fully Automated Cases 30-40%
- Invoice Reading Accuracy 86%
- Processing: Faster reimbursement cycles



Turning Customer Feedback into Measurable Operational Impact

Key business challenge

Fragmented feedback collection across multiple touchpoints with limited visibility on real satisfaction drivers for major European energy distributor.

Our approach

AI-Powered VoC Platform managing 16 automated surveys across B2B and B2C. Feedback Loop Orchestration with alerting and re-contact flows. AI Semantic Analysis & Dashboards with real-time trend monitoring. CRM Integration with daily return flows.

Results & impact

VoC platform **delivered 50% complaints reduction** and **20-30% NPS increase** for European energy distributor.

- Complaints Reduction 50%
- NPS Increase 20-30%

Automated appointments: AI that plans workshop visits for automotive

A real-time AI voice assistant embedded in a branded automotive website, delivering natural spoken customer support for vehicle inquiries, test drive bookings, and service requests.

Use-case overview: AI-powered voice assistant embedded in a branded website, providing real-time spoken customer support for vehicle inquiries, bookings, and service requests, replacing or augmenting traditional IVR and chat channels.

Key benefits

- Natural voice conversations, customers speak instead of typing
- Embedded directly in the brand website for a seamless experience
- Handles FAQs, product inquiries, bookings, and service requests
- Supports multiple languages with natural-sounding voices
- Reduces contact center volume by resolving queries at first touch
- Available 24/7 with consistent quality and brand tone
- Easy handoff to live agents for complex cases
- Deployable across web, mobile, IVR, and messaging channels



Volkswagen



Thank you

