

konecta



**WARNER BROS.
DISCOVERY**

Introduction to Konecta

March 2026





Konecta Evolution: 2025–2026

Scaling Innovation. Expanding Impact.

Konecta's Transformation Roadmap

Strategy & GenAI

Tech-enabled BPO with 70–75% Big Data & Process Automation integration and 7% Generative AI coverage.

Launch of **Katalyst 2028** formalized the transition to a **GenAI-powered** company, introducing structured Autopilot, Co-pilot, AI Coaching and measurable automation, AHT and NPS impact.

Global Expansion

Presence across 27 countries with 180+ sites and 25% work-from-home staff.

Expanded to **28 countries** with a structured continental footprint (110+ sites in Europe, 56+ in Americas, 12 in MEA), 40,000+ employees working from home, and the Philippines forthcoming.

Market Positioning

Positioned as 5th globally by revenue and recognized by Everest Group and Frost & Sullivan.

Strengthened competitive positioning with **#2 BPO ranking** in Italy, Spain, Czechia & Peru, 15% market share in Colombia, 5.4% in Mexico, and challenger status in English-speaking markets.

People Metrics

Employee engagement and ESG initiatives highlighted without quantified operational metrics.

Introduced measurable workforce indicators including **89% employee satisfaction, 6.0% attrition** (vs. 10–12% industry), 94% loyalty, and +85% internal promotion.

Industry Growth

Industry verticals were presented with capability focus, without quantified large-scale FTE disclosure per sector in the summary slides.

Industry expertise now highlights **+45 clients and +40.7K FTE**, demonstrating expanded scale and vertical depth in a single industry segment.



ABOUT KONECTA

KONECTA AT A GLANCE

We are a global leader in customer experience (CX) and digital services

By orchestrating a perfect harmony between human ingenuity and digital precision, we redefine what is possible in GenAI-powered user experience (citizen, fan, employee, customer, patient etc.).

#1

BPO challenger in English speaking markets

#2

BPO in Italy, Spain, Czechia & Peru

#3

BPO in Colombia with 15% of the market share

#4

BPO in Mexico with 5.4% of the market share



120,000+
employees



40,000+
employees working
from home



30+
languages



€2bn+
revenue

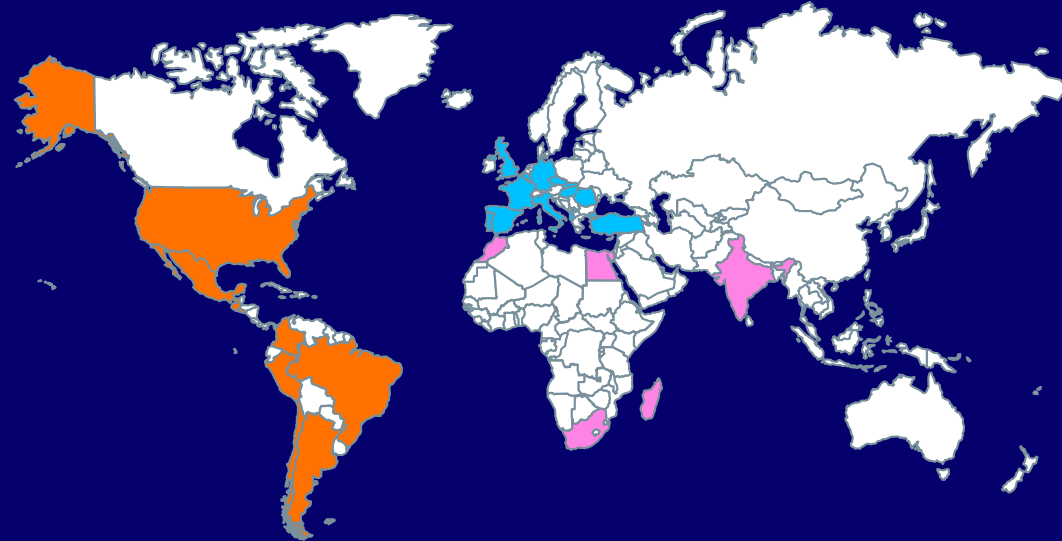


28
countries



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
Paris

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89%
Employee Satisfaction

6.0%
Attrition Industry: 10-12%

94%
Loyalty

+85%
Internal Promotion

KONECTA AT A GLANCE

You are 500+ across all industries

relying on us to craft
meaningful experiences
to your customers
and employees.

AUTOMOTIVE,
MOBILITY & TRAVEL

FINANCIAL
& INSURANCE

RETAIL &
ECOMMERCE

TELECOMS, MEDIA &
TECHNOLOGY

HEALTHCARE

PUBLIC SECTOR

UTILITIES



We are leader in the Customer Experience Management



Leader in CX management EMEA
Peak Matrix® 2025

Major Contender in CX
management Americas Peak
Matrix® 2025

Leader in B2C Sales Services
Peak Matrix® 2025



Leader in the 2025 Frost Radar™:
Customer Experience Management
Outsourcing in Europe

Leader in the 2025 Frost Radar™:
Customer Experience Management
Outsourcing in Latin America



Best Place to Work 2024 Albania
(5th year), Romania, Africa and
Europe, Morocco (8th year).

Great Place to Work 2024
Argentina, Colombia & Peru.

Our certifications





Expanded Media & Digital Portfolio Since 2025

INDUSTRY EXPERTISE

Media & Entertainment

+45 clients

+40.7K FTE

CUSTOMER CARE &
TECHNICAL SUPPORT

SALES

DIGITAL & SOCIAL
MEDIA OPERATIONS

BILING, CREDIT &
COLLECTIONS

PRODUCT ACTIVATION
& LOGISTICS

BACK OFFICE & SUPPORT
SERVICES



Our Media & Entertainment services

Customer care & technical support

- Multichannel customer care (mobile, fibre, broadband)
- Technical support and troubleshooting (voice, video)
- Complaint and escalation handling (PQR)
- Retention, loyalty and welcome call programs

Digital & social media operations

- Support via chat, social media, email and web
- Campaign & community management
- Data validation, surveys and database updates
- Workflow-based complaint resolution

Sales

- Inbound and outbound telesales
- Appointment booking for commercial visits
- Upsell and cross-sell (residential, mobile, B2B)
- Lead gen and CPA funnel follow-up

Billing, credit & collections

- Invoicing and payment assistance
- Credit recovery (amicable and pre-litigation)
- Chargeback and TPV management
- Document validation for financing

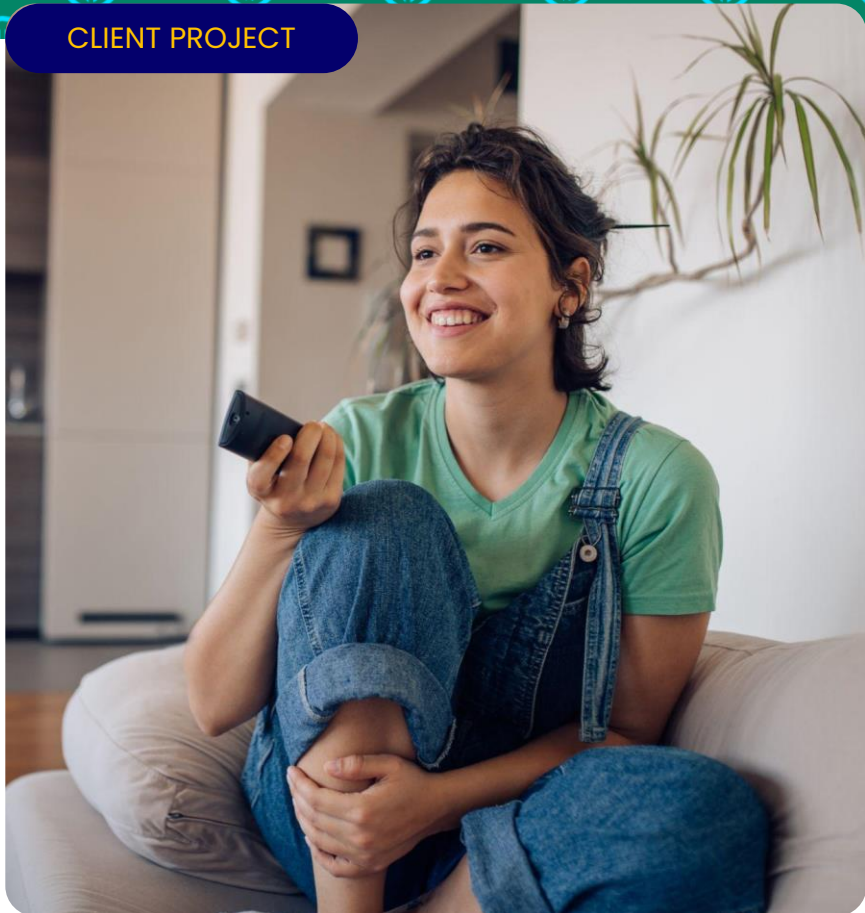
Product activation & logistics

- Activation of new services and products
- Coordination of device installation and delivery
- Appointment scheduling for field services
- Logistics support for terminals and routers

Back office & support services

- Document handling and validation workflows
- Recorded validation (calls and written docs)
- Customer data administration and updates
- Support for converged offers (Telco + Energy)

CLIENT PROJECT



NETFLIX

Elevating CX across Latin America and the U.S

Netflix chose Konecta to support its growth in the Spanish-speaking market, relying on our expertise in Latin American customer service, strong cultural alignment, and commitment to customer satisfaction. With agile operations, transparent processes, and early success on key KPIs, we've built a partnership designed to scale with quality.

100%

Achievement of proficiency targets

**<2
months**

Taken to exceed CSAT targets

30%

Decrease in handling time since launch

CLIENT PROJECT



Sky Italia: Powering CX and sales excellence across Italy

Konecta delivers multichannel customer service and sales support for Sky Italia, managing inbound and outbound interactions for broadband, retention, and TV subscription services. Operating across multiple Italian sites, Konecta's team provides flexible overflow management, remote visual assistance, and continuous process optimization to enhance customer engagement and sales performance.

440+

dedicated advisors supporting Sky's broadband and TV services across Italy and Albania

2009– Present

exclusive Telco (Broadband) customer service partner for Sky Italia

2002

launch of customer support operations for Sky Glass, the company's next-generation TV product

CLIENT PROJECT



CANAL+

FRANCE

Canal+ France: Strengthening customer loyalty via multichannel engagement & direct marketing

Since 2005, Konecta has been the strategic partner of Canal+ France, delivering large-scale customer service and outbound campaign management to secure and grow the subscriber base. Operating across France, Morocco, and Madagascar, Konecta provides centralized management with local execution for inbound, outbound, and loyalty programs—ensuring consistency, flexibility, and continuous improvement.

500+

advisors across France, Morocco, and Madagascar supporting sales, loyalty, and retention programs

14+

Years of partnership driving continuous expansion of Canal+ customer operations

>100%

ROI commercial targets consistently achieved for outbound and customer service campaigns

CLIENT PROJECT



EVERYMAN

Everyman Cinema Group: Redefining the movie experience via omni-channel membership management

Konecta partnered with Everyman Cinema Group to deliver seamless omni-channel contact management across bookings, memberships, and event services for 41 venues across the UK. With the ability to manage over 300,000 annual contacts, Konecta ensures a consistent and personalized experience for Everyman's guests through unified phone, email, social media, and WhatsApp channels, backed by automation and real-time insights.

5

Weeks rapid implementation, including initial automation and process optimization

300,000+

contacts managed annually with peak surges during major movie launches

1

Unified team single-view management of all communication channels



INNOVATION & TRANSFORMATION

TRANSFORMATION

Our key tech partners



GenAI & Automation

Enabling our automation, augmentation and personalization strategy



Omnichannel Engagement and automation

Providing a seamless and integrated CX management across multiple channels



Business Apps

Enhancing our agents' tools when customers are in front



Workforce Engagement & vertical application

Focusing on human touch to improve employee engagement, performance and results



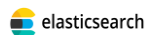
Cybersecurity

Protecting our operations and cloud tech platforms



Cloud & Data Partners

Enabling global & dynamic scaling of our tech products



Katalyst 2028, our strategic 3-year plan to become a GenAI-powered company

We foster a holistic ecosystem where human ingenuity and advanced GenAI work together to create impactful and personalized interactions.

01

Redefining CX for the future

by deploying advanced AI solutions and providing end-to-end support through strategic partnerships.

02

Driving the transformation with Konecta Digital

by scaling innovative offerings, incl. GenAI, system integration, employee experience solutions, and cybersecurity, but also serves as a trusted advisory and consulting partner.

03

Expanding global reach

by reinforcing our presence in established markets where we are already a leader like Spain, Italy, Colombia, Argentina and Peru, while expanding into high-potential regions such as the U.S., Middle-East, and South Africa.

04

Upskilling for the digital era

by equipping our employees with trainings in advanced AI and GenAI tools, and internal AI solutions, such as virtual assistants and AI coaches.

Our technology-driven solutions aim to enhance interactions effectively

AI & GenAI Services

AI/GenAI Readiness and Strategy

Use Case Development & Implementation

Managed AI/GenAI Services & Platforms

Sector-specific Solutions with SLM



Customer Experience

- ❖ Customer care
- ❖ Sales
- ❖ Technical support
- ❖ Back-office services



Digital Marketing

- ❖ Lead generation & appointment setting
- ❖ Digital campaign management
- ❖ Sales conversion
- ❖ Digital collection



Employee Experience

- ❖ Smart service desk
- ❖ Device-as-a-service
- ❖ Managed workplace services
- ❖ Smart onsite services



Products & Services

- ❖ CX implementation services
- ❖ Cloud enablement services
- ❖ CX engagement suite
- ❖ CX business applications

Advisory & Consulting

CX strategy and design

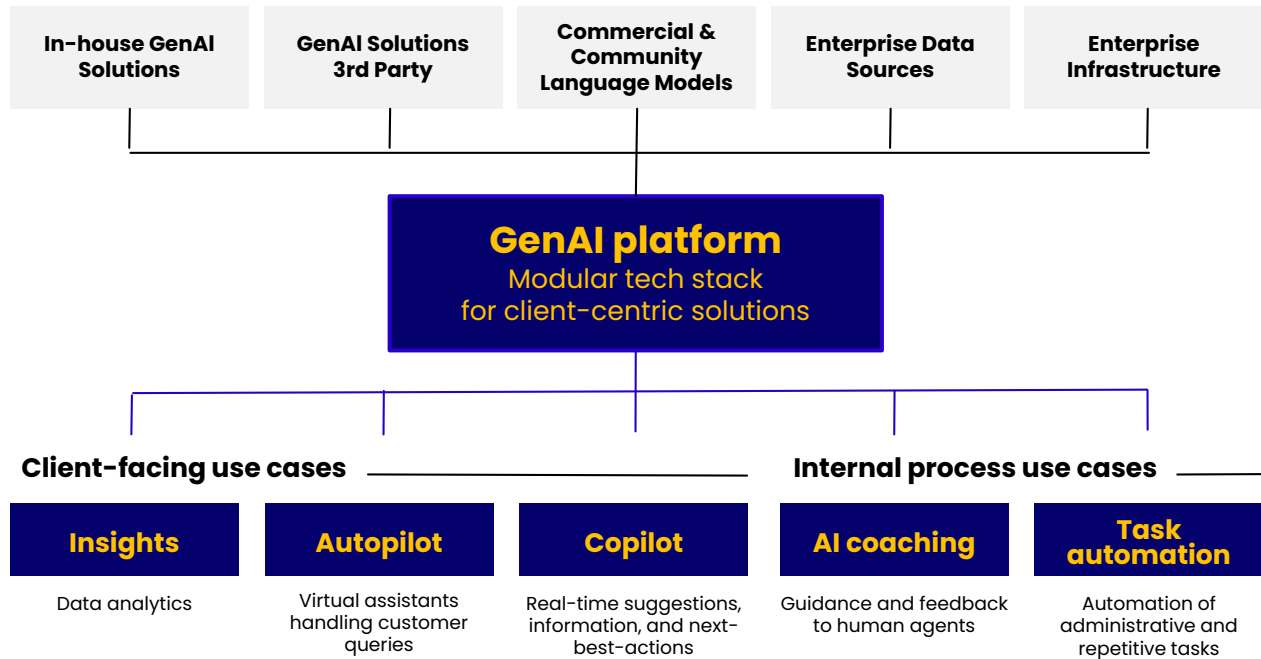
GenAI assessment and implementation

Change management & training

Data and analytics

Responsible AI

An open platform to empower agents with GenAI capabilities



Hybrid

Seamless collaboration between human and virtual agents



Open

Open, secure and scalable technology ecosystem



Consistency

Central tech stack for consistent implementation and highest standardization



Scalability

Particularly for the AI models, enabling replicability of assets and maximum scalability



Low code/no code service

Democratization of usage, ensuring non-technical colleagues can configure flows

Our GenAI solutions aim to help organizations in enhancing customer engagement and optimize operation across 3 strategic areas

01

Actionable Business Insights

Unlock the full potential of operational data, leveraging advanced analytics to correlate interactions with key performance metrics, driving continuous improvement and strategic decision-making.

Insights

Empowering Strategic Decisions
Through Intelligent Insights

02

Agent Augmentation

Empower client operations' workforce with intelligent and AI-driven support that enhances agent performance, ensuring faster, more accurate, and highly personalized customer interactions.

Co-pilot

Empowering Agents for Exceptional
Engagement

03

Customer Interaction Automation

Streamline operations by automating routine customer engagements with AI-powered agents—delivering consistent service, reducing costs, and allowing human talent to focus on higher-value tasks.

Auto-pilot

Seamless AI-Driven Engagement

Customer benefits depending on maturity and complexity



INSIGHTS

- +8 to 20% Revenue / Conversion increase.
- -20% New agent's ramp-up time reduction.
- +15% in quality results of agents.



CO-PILOT

- 98% Language accuracy in all European Languages.
- -30 to 50% AHT in managing email and written communication.
- +30% Quality scores of written communications.
- Up to 20% reduction of re-contact from FCR improvements
- -15 to -20% AHT reduction



AUTO-PILOT

- Up to 50% automation of inbound contacts on voice and written channels.
- Up to 30% cost for interaction reduction

And across solutions, +5 to 15 p.p average NPS increase

Some success stories and on-going projects of our Insights solution

INSURANCE CLIENT

Enhanced claims management with inbound insights for seamless customer experience.

Optimized renewal processes with outbound insights, boosting upsell/cross-sell opportunities.

Leveraged proprietary technology to align commercial and operational objectives effectively.

NO PROFIT ORGANIZATION

Improved donor management through inbound insights, ensuring smooth administrative handling.

Increased donor engagement via outbound insights, driving higher donation confirmations and upgrades.

Delivered a partner-powered solution tailored to meet humanitarian goals.

TELCO OPERATOR

Identified churn risks by analyzing customer interactions, enabling proactive retention strategies.

Enhanced retention efforts with insights-driven personalization and targeted campaigns.

Discovered upsell opportunities through conversation analysis, improving revenue streams.

23

Some of the clients we partner with



Electrolux



Cruz Roja

nexi



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

PUBLIC SECTOR

Automated conversation summaries to enhance tracking and streamline post-call documentation.

(Rolling-out) Simplified agent access to the knowledge base with natural language-driven PULL search.

-4.3% AHT Reduction RPC

-5.9% AHT Reduction Short Call

BANKING

Delivered instant PULL search for knowledge base queries, improving agent efficiency.

Provided real-time PUSH of scripts and procedures, guiding agents step-by-step during calls.

Automated post-call summaries and actions, including CRM updates and document dispatch.

AIRLINE

Suggested real-time call procedures with PUSH scripts, improving operational accuracy.

Automated task execution, such as CRM updates and case closure with relevant information.

Introduced proactive alerts to guide agents through next steps during calls.

Projects in discovery
or development
phase



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

AUTOMOTIVE

- **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%**

RETAIL

- Started as a cost saving project (**0.9 M€** costs saved annually) but thanks to great results boosted new revenues opportunities
- MORE VOLUMES FOR THE CURRENT IDIOMS/MARKETS: **0,5M€**
- NEW VOLUMES INCREASE FOR MINOR LANGUAGES: **0,4M€**
- PROJECTED GROSS MARGIN OPTIMIZATION: **+9 pts**

CONSUMER GOODS

- **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

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