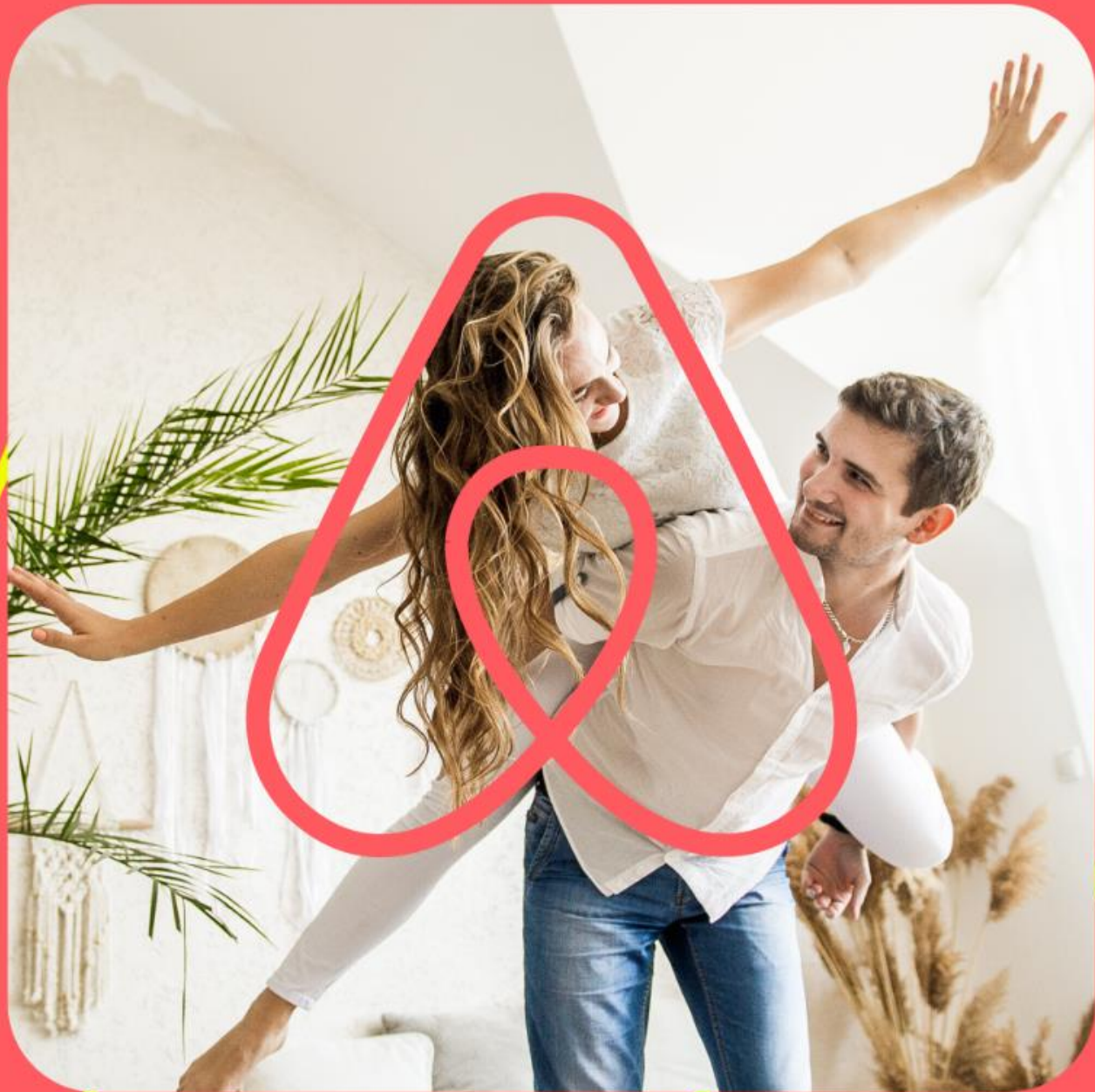


Introduction to Konecta

February, 2026



Content

- 01 About Konecta
- 02 Experience Across Platforms
- 03 Governed & Scalable LATAM Delivery
- 04 Digital-Enabled Performance & Value



01

Konecta – Global CX Partner



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.).

#

Multilingual, 24/7 CX

#

Scalable seasonal ramp

#

Proven governance models

#

Regional delivery in LATAM, EMEA & beyond



120,000+
employees



€2bn+
revenue



40,000+
employees working
from home



28
countries

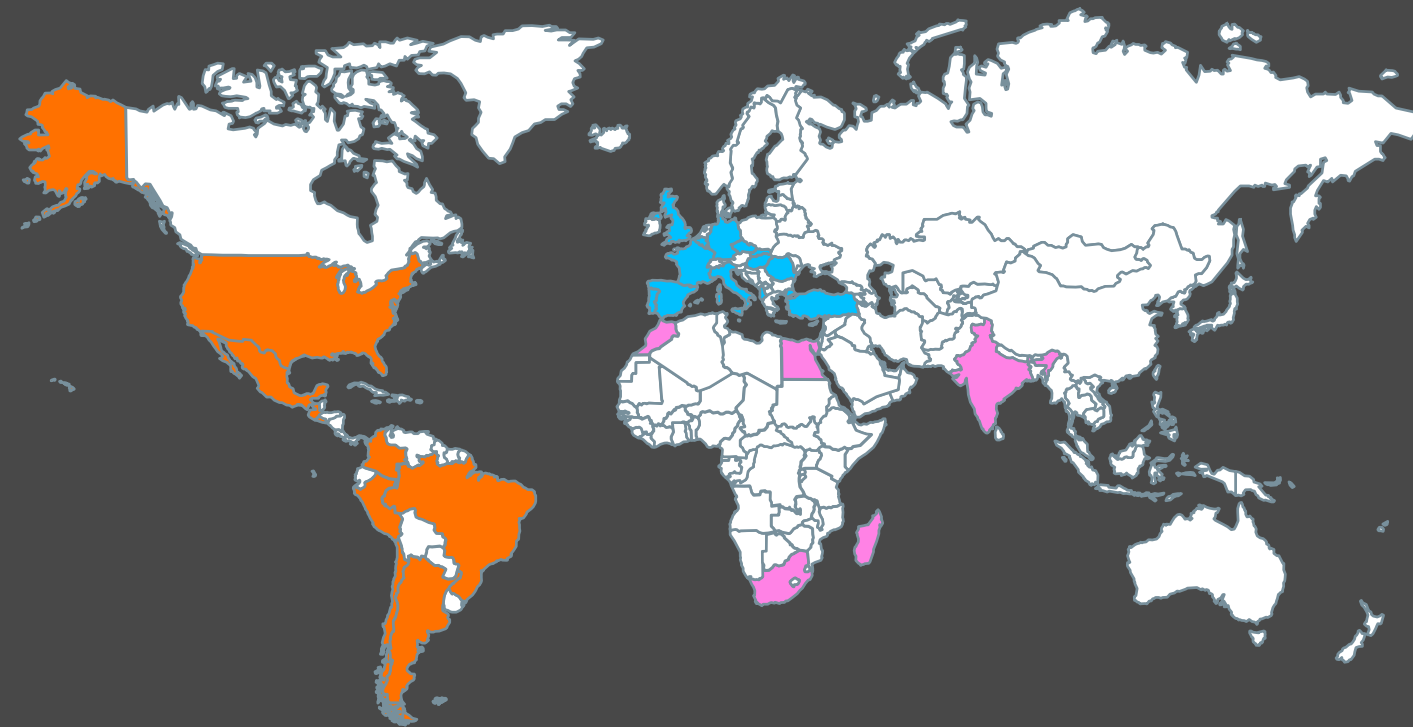


30+
languages



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

Lisbon

Cairo

London

Casablanca
Istanbul

Mexico City
Paris
Tangier



89%
Employee
Satisfaction

6.0%
Attrition
Industry: 10-12%

94%
Loyalty

+85%
Internal
Promotion

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



We serve 500+ clients focusing on the unique needs and opportunities of each industry

CONSUMER TECH



AUTOMOTIVE & MOBILITY



FINANCIAL SERVICES



INSURANCE



RETAIL & ECOMMERCE



TRAVEL & LEISURE



HEALTHCARE



TELECOMS



MEDIA & ENTERTAINMENT



UTILITIES



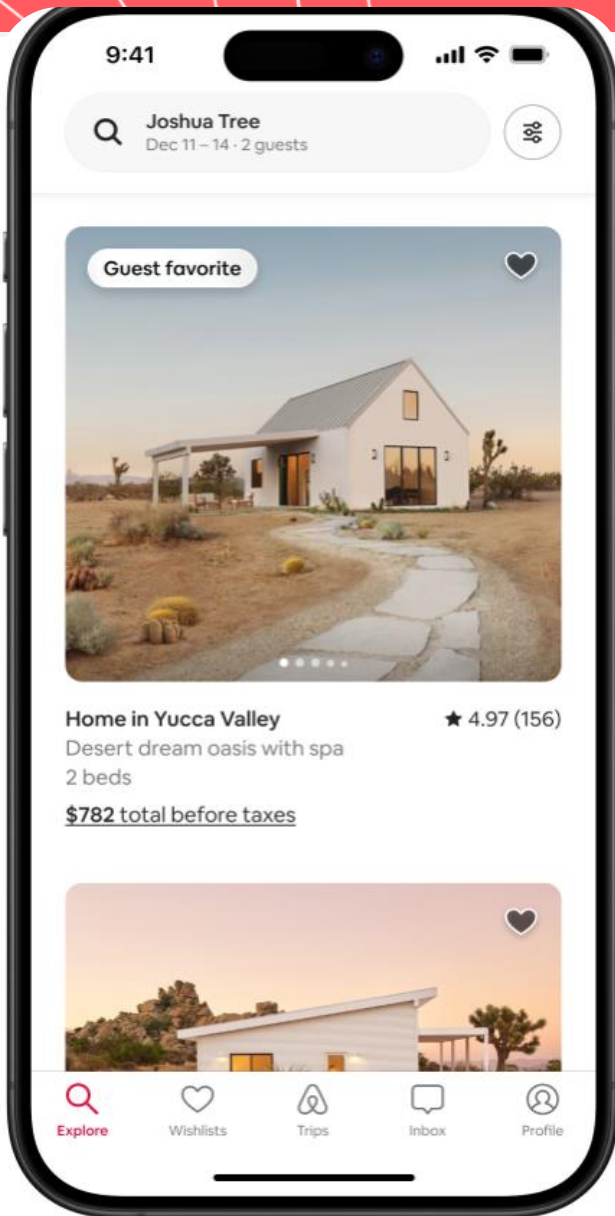
PUBLIC SECTOR



02

Experience Across Travel & Digital Marketplace Platforms





Core Capabilities in Complex Platform Environments

01 Marketplace & Travel Operations

- Bookings
- Disruptions
- Refunds
- Case Resolution

03 AI-Assisted Agent Enablement

- Real-time Copilot
- Proactive alerts
- Guided case handling

02 Workflow & Case Automation

- Workflow orchestration
- Complaint automation
- CRM integration

04 Reputation & Trust Intelligence

- Review monitoring
- GenAI summaries
- Personalized responses

Reputation & Experience Intelligence in Decentralized Hospitality Models

Airbnb operates across thousands of independent hosts. Structured reputation monitoring and real-time VoC enables consistency without central ownership.



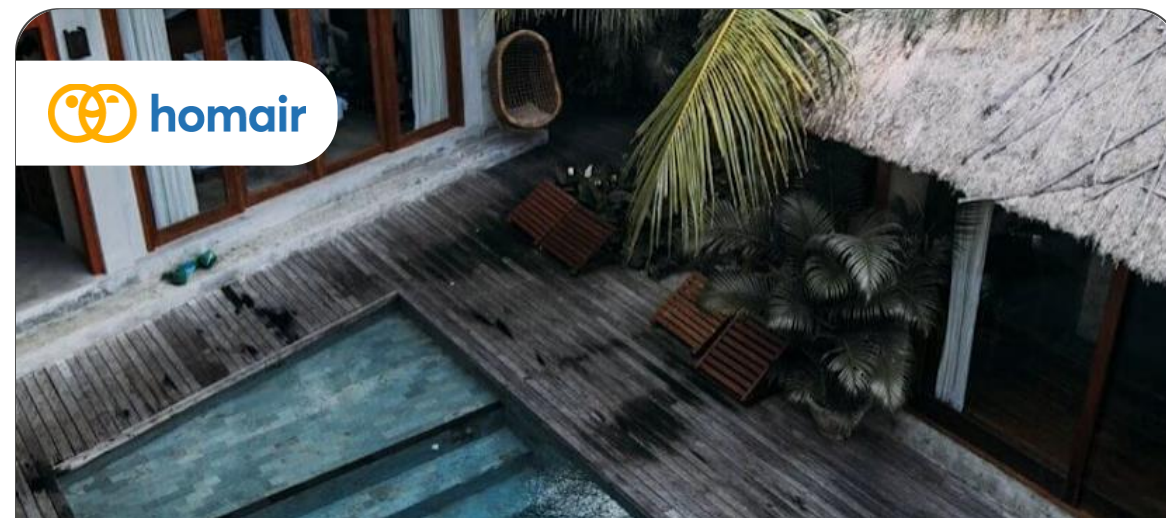
Decentralized Hospitality Portfolio

What We Implemented

- Cross-platform review monitoring
- Real-time guest sentiment aggregation
- AI-assisted response support
- Local-level performance dashboard

Measured Impact

- Improved rating consistency across properties
- Increased review response velocity
- Strengthened reputation stability across locations



Multi-Location Property Ecosystem

What We Implemented

- End-to-end VoC program
- Multi-touchpoint satisfaction measurement
- Real-time site correction capability
- Semantic analysis of guest feedback

Measured Impact

- End-to-end guest feedback governance
- Cross-touchpoint sentiment tracking
- Real-time performance visibility at property level
- Structured response & resolution tracking

High Volume Disruption & Case Management at Scale



Scope of Support

- Booking changes & cancellations
- Real-time disruption handling
- Refunds & compensation cases
- Travel timetable & operational inquiries
- Lost & found coordination

Operational Scale

- 40-100 FTEs
- France (Amiens)
- French language delivery



Scope of Support

- Station-related inquiries & complaints
- Social & digital channel handling
- Escalation to on-site operational teams
- Intelligence & non-commercial support

Operational Scale

- Live chat, call-back, forms, social media
- 5-10 FTEs
- France (Le Mans)
- French & English



Scope of Support

- Guest booking & reservation management
- Complaints & case resolution
- Back-office processing
- Cross-sell & upsell support
- Multilingual outbound services

Operational Scale

- 250+ FTEs
- Turkey
- 9-language multilingual delivery



Scope of Support

- Multilingual customer & partner support
- Real-time incident & complaint resolution
- Escalation across markets
- Cross-border case coordination

Operational Scale

- Multilingual delivery across LATAM & EMEA
- Omnichannel case handling
- 24/7 operational coverage

03

Governed & Scalable LATAM Delivery



Structured, Accountable Delivery Across LATAM

Sustained performance in LATAM environments requires clear ownership, disciplined oversight, and workforce continuity.

Clear Ownership

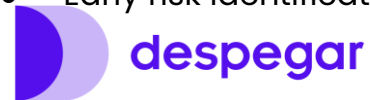
- Defined regional and site leadership
- Named accountability for KPIs
- Structured escalation governance



For **LATAM Airlines**, introducing defined escalation tiers reduced unresolved cases by 22% within 3 months.

Performance Visibility

- Real-time SLA and quality tracking
- Regular cross-site calibration
- Early risk identification



For **Despegar**, structured weekly calibration improved QA alignment and reduced repeat contacts across Spanish-speaking markets.

Workforce Continuity

- Standardised hiring profiles
- Structured onboarding pathways
- Retention-focused site management



Across LATAM operations supporting **Iberia**, targeted hiring and onboarding programs reduced early attrition year-on-year and improved team stability.

Our focus in LATAM is simple
Stable teams | Clear ownership | Measurable performance

Established LATAM Delivery Network

Designed to support continuity and consistent service standards across diverse LATAM markets.

LATAM Delivery Architecture

Regional Anchor Hubs

- **Colombia – 21 sites**
 - Bogotá: Global multilingual hub
 - Global experience center
- **Mexico – 4 sites**
 - Mexico City: Global multilingual hub
 - Digital marketing services
- **Peru – 9 sites**

Scalable Spanish Delivery

- **Argentina – 10 sites**
- **Chile – 1 site**

Portuguese & Regional Depth

- **Brazil – 8 sites** (São Paulo: digital marketing)
- **El Salvador – 1 site**
- **Guatemala – 1 site**



What This Means in Practice

- Guests and hosts receive consistent support across LATAM
- Cases are handled the same way, regardless of country
- Language and cultural understanding are built in
- Support can scale up during busy travel periods

Operational Stability Across LATAM



10

Countries



75,000+

Staff



22%

Work-At-Home



30+

Languages Supported

Applying LATAM Structure to Complex Travel & Marketplace Models



Two-Sided Marketplace Operations

Despegar

- Regional Spanish-language support
- Cross-country quality calibration
- Escalation governance across markets
- Reduced repeat contact rates

Relevance: Coordinating service standards across buyers and sellers within a marketplace model.



High-Volume Travel Disruption Handling

LATAM Airlines

- End-to-end booking & disruption support
- Refunds, compensation, schedule changes
- 24/7 multichannel case management

Relevance: Managing time-sensitive cases at scale across countries.



Digital & Mobility Platforms

Client under NDA

- Multilingual customer & partner support
- Real-time incident handling
- Escalation paths across markets
- High operational velocity environments

Relevance: Supporting platform-based ecosystems with both end users and service partners.



Structured LATAM delivery also supports global digital platforms operating at scale.

NETFLIX

Scaling Spanish-Language CX Across LATAM

Netflix partnered with Konecta to support Spanish-language growth across LATAM and the U.S., focusing on cultural alignment, KPI stability, and scalable operational design.

100%

Achievement of proficiency targets

<2 months

Taken to exceed CSAT targets

30%

Decrease in handling time since launch

Rapid stabilization and measurable performance improvement in a high-volume digital platform environment.

Supporting Airbnb's LATAM Marketplace Growth

Structured delivery designed for distributed, two-sided ecosystems.



Structured Escalation Governance

Clear ownership and defined escalation paths across distributed host environments.



Cultural & Language Alignment

Local expertise embedded within regional governance to avoid fragmentation while preserving nuance.



Scalable Peak Readiness

Capacity engineered to flex during seasonal travel surges and disruption events.



Consistent Case Handling

Standardized workflows across Spanish and Portuguese markets to ensure predictable resolution outcomes.



Enabling consistency without centralizing control.

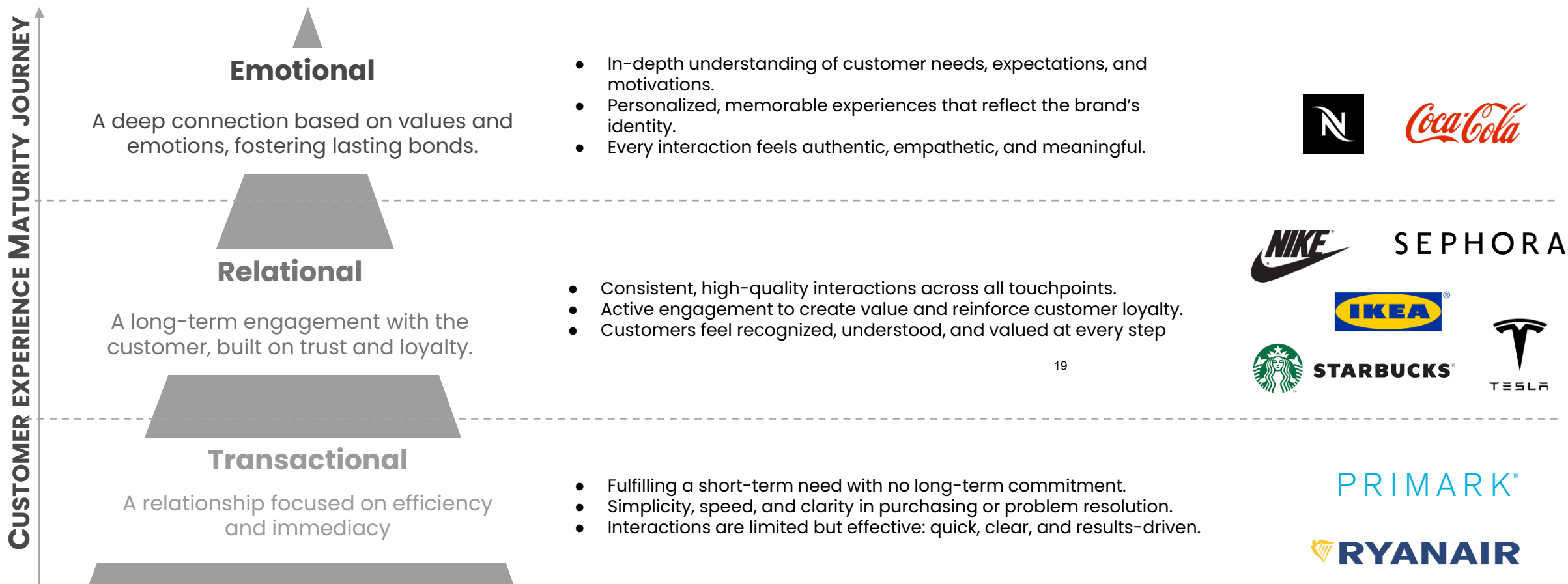
04

AI-Enabled Experience & Marketplace Value



The Market Has Moved: Experience-Led Models Are the New Standard

Across industries, leading brands are shifting from transactional efficiency to emotionally differentiated engagement.



From Cost Efficiency to Marketplace Value Orchestration

How support transforms from operational execution to trust-driven marketplace enablement.

Yesterday



COST CENTRIC OPERATIONS

- Focused on volume & speed
- AHT and SLA driven
- Reactive issue handling
- Limited ownership of end-to-end journeys

Metric focus: AHT, SLA

Today



Experience-Centric Operations

- CSAT and NPS accountability
- Omnichannel support
- Automation-enabled productivity
- Quality and journey visibility

Metric focus: CSAT, NPS, FCR, Productivity

Tomorrow



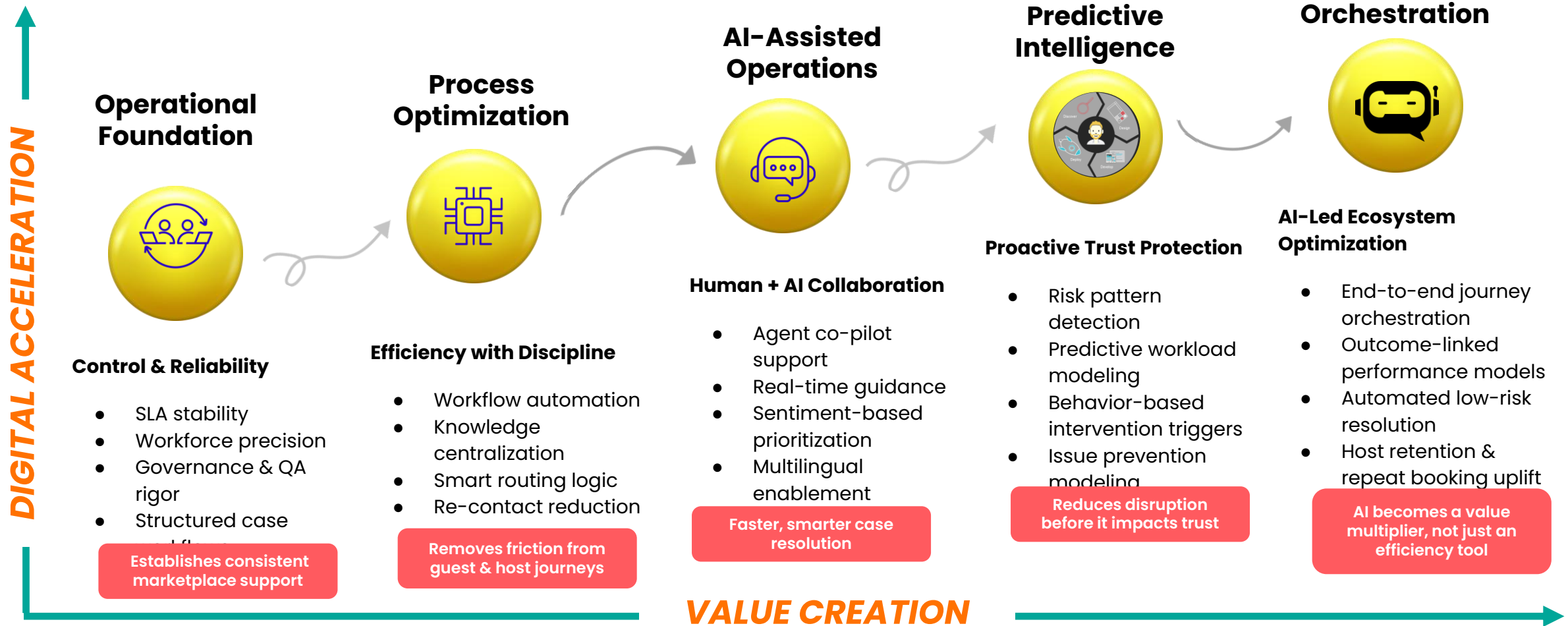
AI-Enabled Marketplace Orchestration

- Proactive issue prevention
- Predictive trust protection
- AI-human collaboration at scale
- Outcome-linked performance
- Value creation across host & guest ecosystems

Metric focus: NPS uplift, Repeat bookings, Host retention, Re-contact reduction, Cost-to-serve optimization

AI-Powered Evolution of Guest & Host Operations

Structured evolution from operational stability to AI-enabled trust orchestration.

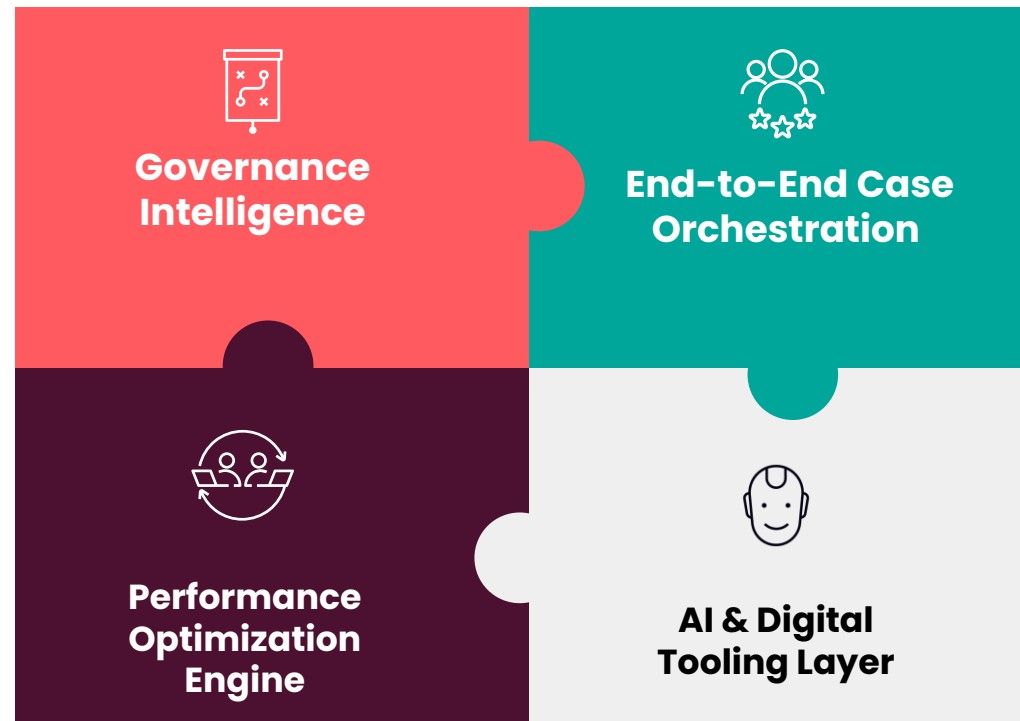


AI & Digital Architecture Supporting Guest & Host Journeys

Integrated AI and digital capabilities embedded within a globally coordinated delivery model to support consistent guest & host experiences.

- Real-time performance visibility
- Automated SLA & risk monitoring
- Exception triggers & trust alerts
- Centralized global oversight

- Root-cause intelligence
- Predictive demand modeling
- Capacity optimization insights
- Continuous improvement loops



- Workflow automation across guest & host journeys
- Intelligent multilingual routing
- Cross-market coordination
- True omnichannel continuity

- Agent co-pilot guidance
- Smart knowledge intelligence
- Automation of low-complexity tasks
- Data-driven coaching insights

A unified architecture enabling scalable marketplace trust, intelligence, and operational consistency.

Outcome Based Value Realization Framework



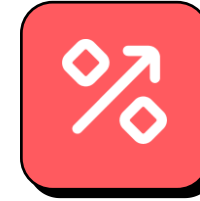
Performance Drivers

- Case Handling Efficiency
- Repeat Contact Elimination
- Intelligent Task Automation
- Predictive Workforce Precision
- Workforce Stability & Expertise



Operational Impact

- Faster case resolution velocity
- Reduced manual intervention
- Higher productivity per FTE
- Optimized peak & seasonal capacity



Commercial Impact

- Lower cost per resolved case
- Scalable capacity optimization
- KPI-linked performance discipline
- Sustainable cost-to-serve efficiency
- Structured commercial alignment tied to measurable outcomes

Outcomes

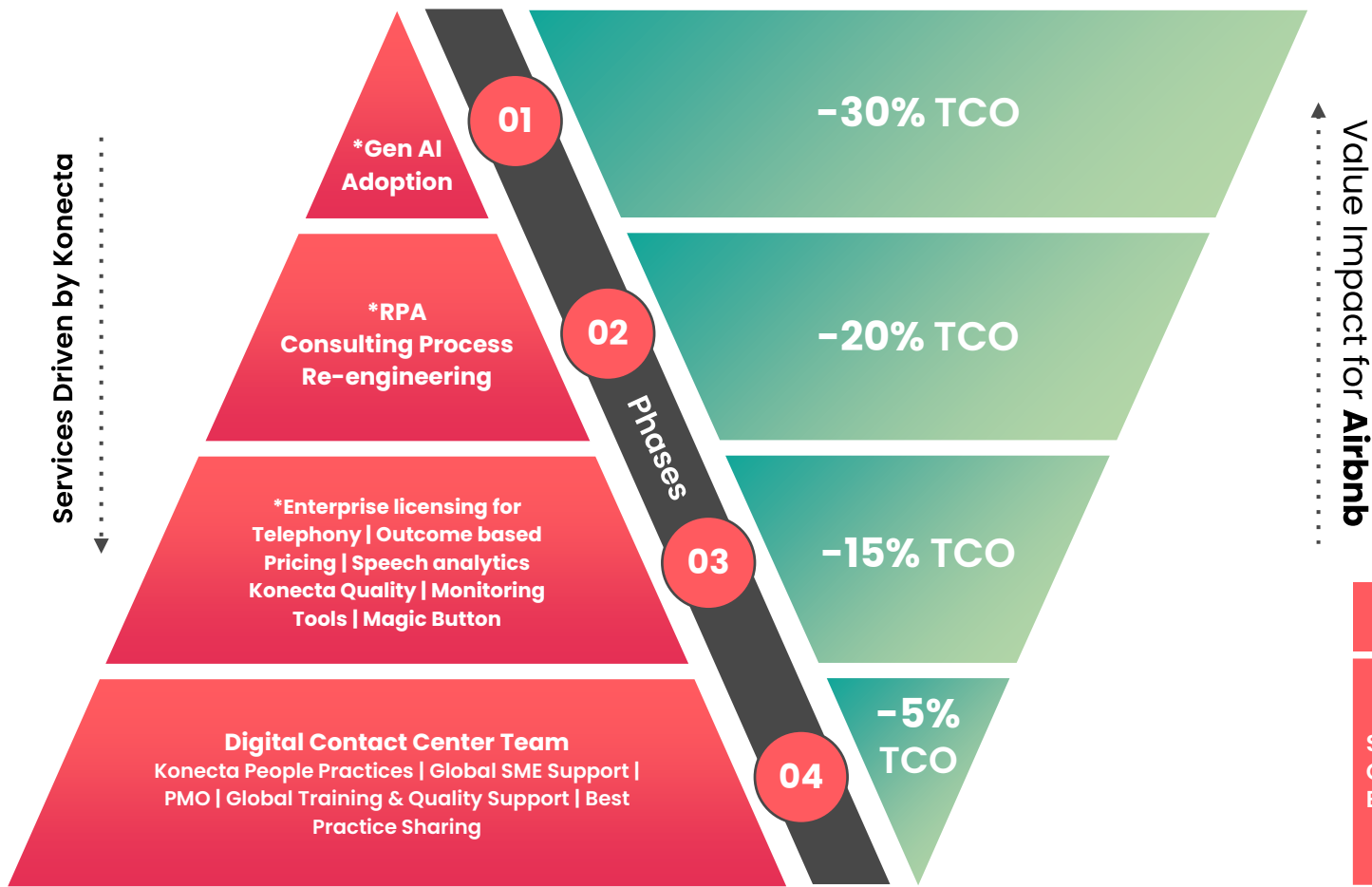
Operational excellence drives measurable commercial impact — linking performance discipline directly to sustainable marketplace value.

Phased Strategic Value Realization for Airbnb

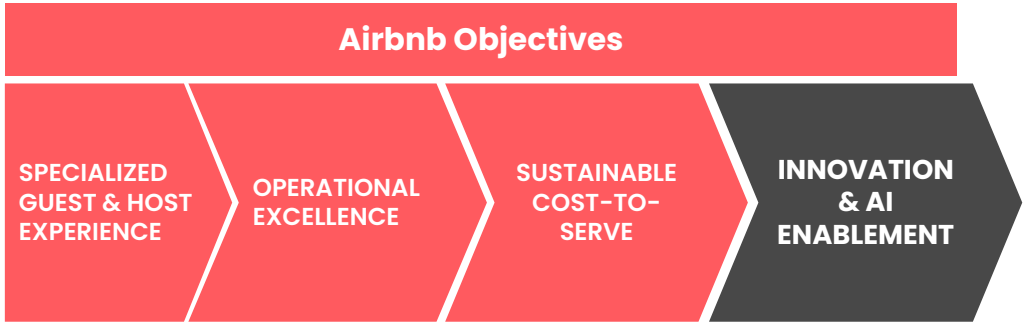
Konecta will deliver early, tangible results through a phased, results driven plan.

Impact Drivers: AHT Reduction, Outcome based pricing, Automation of back office tasks, Lower Attrition – Better Knowledge Retention, Increased collections

***Illustration only*
Assumptions: **500 FTEs , blended pricing of \$2,500/month/FTE**



\$ Millions - 3 year contract	Without Konecta Phase 2, 3 & 4 Proposed Solutions	With Konecta Phase 2, 3 & 4 Proposed Solutions
Total Contract Investment	45	48 (+7%)
% Reduction across the contract term	5.0% Through phase 1 initiatives starting year 2	>25% Through all initiatives listed under phases 1 – 4
Net Investment for Airbnb	42.75 (-5%)	**34.50 (>-25%)



GenAI in Action for Airbnb: Insights, Co-Pilot & Auto-Pilot

01

Marketplace Intelligence

- Correlating guest & host behavior patterns
- Identifying trust-risk signals
- Forecasting seasonal demand shifts
- Driving continuous operational refinement

Insights

Empowering Strategic Decisions
Through Intelligent Insights

02

AI Co-Pilot for Guest & Host Support

- Real-time policy guidance
- Smart knowledge retrieval
- Multilingual response assistance
- Sentiment-aware response prompts

Co-pilot

Empowering Agents for Exceptional
Engagement

03

Intelligent Journey Automation

- Automated low-complexity case resolution
- Smart routing across global language queues
- Seamless omnichannel orchestration
- Scalable peak-period support

Auto-pilot

Seamless AI-Driven Engagement

Quantified Performance Impact Across AI Maturity



INSIGHTS

- +8–20% revenue / conversion uplift
- -20% new agent ramp-up time
- +15% improvement in quality scores
- Improved demand forecasting accuracy



CO-PILOT

- 98% language accuracy in European languages
- 30–50% AHT reduction (email & written channels)
- +30% written quality improvement
- Up to 20% re-contact reduction
- 15–20% overall AHT reduction

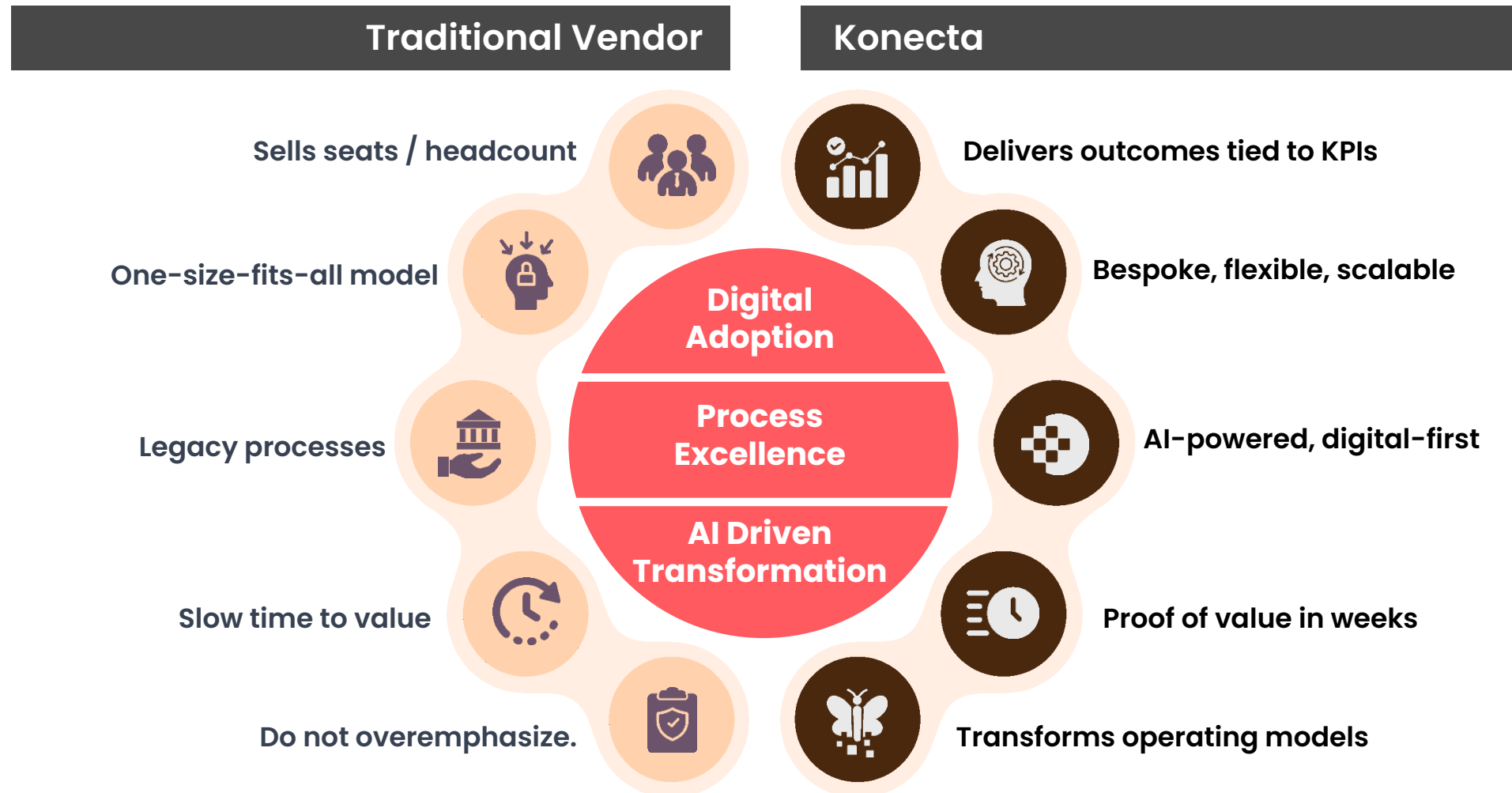


AUTO-PILOT

- Up to 50% automation of inbound contacts
- Up to 30% cost per interaction reduction
- Faster resolution during peak demand cycles

Across implementations, +5–15 p.p average NPS uplift — directly strengthening guest & host loyalty.

A Different Partnership Model: Traditional Vendor vs. Konecta



Measurable Performance Outcomes for Airbnb

What Airbnb Can Expect

Performance Stability



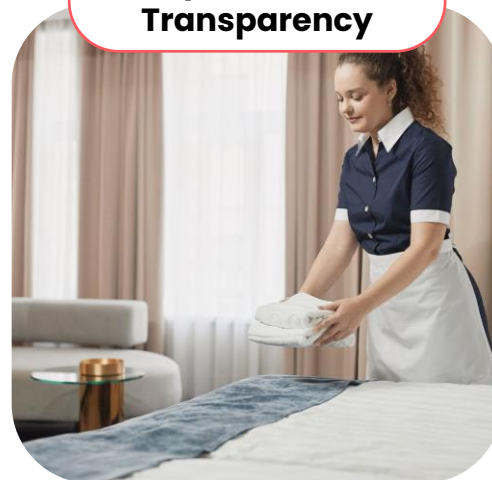
Predictable service levels across global language markets

Resolution Acceleration



Faster case resolution through AI augmentation and workflow orchestration

Operational Transparency



Real-time performance visibility across distributed global operations

Scalable Readiness



Scalable coverage aligned to seasonal travel demand and disruption events

Operational discipline powered by AI — delivering consistent marketplace trust at scale.

thank you

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