

NETFLIX / **konecta**

Proposal for Netflix

May 2026

Delivering a Consistent Netflix Experience with AI

As AI becomes a core part of customer interactions, maintaining the ~~Netflix experience~~ at scale becomes challenging

The Challenge



AI responses vary in tone and quality



Lack of emotional intelligence in critical moments



Inconsistent brand voice across interactions



Limited control over how AI behaves once deployed

Why This Happens



Out of the box AI models are designed for **accuracy and efficiency**, not **brand alignment**



Each model has a different default tone



No inherent understanding of brand personality



Limited control over how responses evolve over time

Impact



Inconsistent customer experience



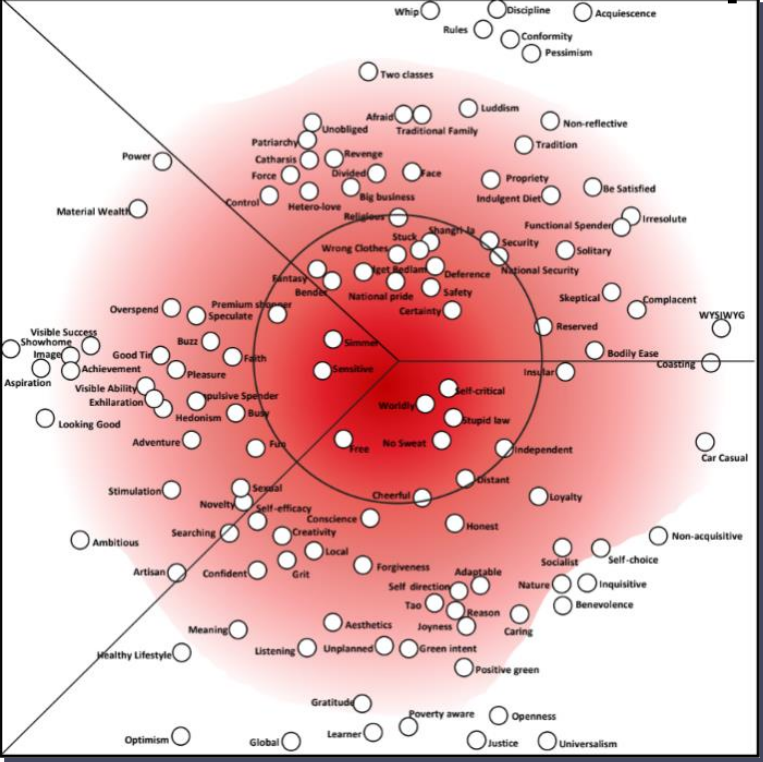
Reduced trust in AI interactions



Increased need for manual oversight

AI can respond but it doesn't inherently represent your brand.

The Human Values Gap in AI



Global Values Population Distribution(Humans)

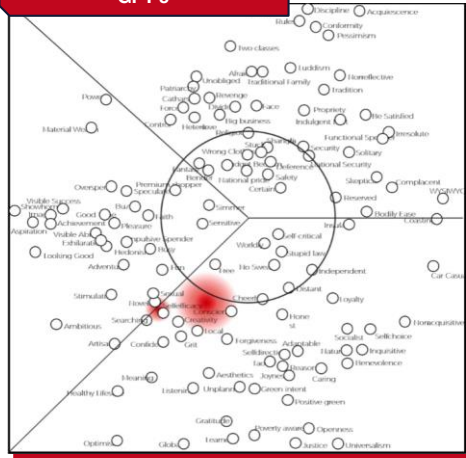
- Built on **1M+respondents**
across 124value dimensions
- Humans exhibit a **full,**
balanced value spectrum
- Values are **diverse,contextual,**
and often conflicting

Humans = Rich, multi-dimensional value systems

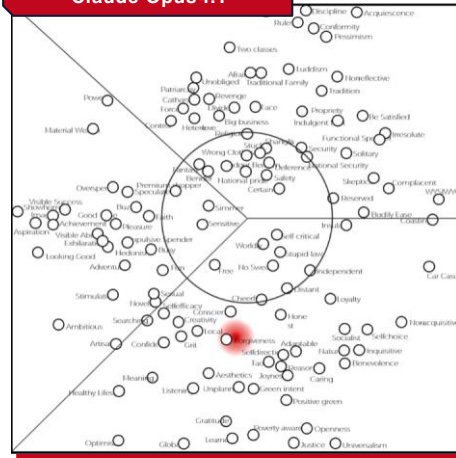


HUMAN VS AI

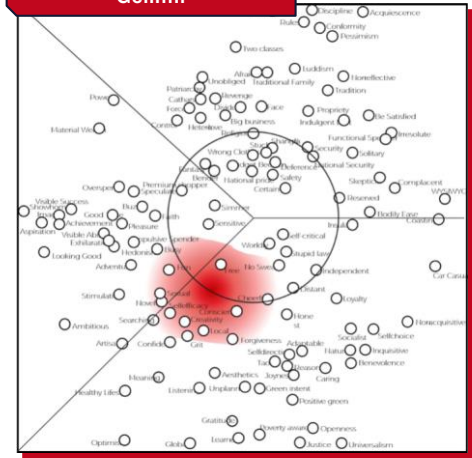
Global Values v
GPT 5



Global Values v
Claude Opus 4.1



Global Values v
Gemini



Global Values vs AI Systems

AI reflects only ~15%
of human values

Coverage is **narrow and
uneven across models**

Missing core dimensions:

Empathy :: Cultural context :: Moral nuance

AI = Fragmented, incomplete value representation

The gap is not intelligence — it's human values

Designing AI That Reflects Netflix

We go beyond prompting AI—we design how it behaves.

Our Approach

01



Translate Netflix's Brand into AI Behavior
Tone, values, and experience principles

02



Understand Your Customers
Intent, emotions, expectations across interactions

03



Shape AI Responses
Define how AI communicates, reacts, and makes decisions

Outcome

A custom AI persona that is:



Human



Values-driven



On-brand

We don't just configure AI, we shape how Netflix shows up in every conversation

A Continuously Improving AI System

Step 01

Build the Foundation

Convert Netflix values + customer insights into AI prompts and conversation design



Step 04

Refine & Improve

Continuously optimize responses, tone, and decision patterns

Step 02

Deploy at Scale

AI handles live interactions with aligned tone and behavior

Step 03

Review & Evaluate

Measure conversations against brand, tone, and customer

What Makes This Different



Not a one time setup



A managed, evolving AI system

AI performance is continuously reviewed, refined, and aligned to Netflix.

Values Drive Emotions. Emotions Drive Behaviour.



VALUES

Root beliefs that
Shape perception



EMOTIONS

Triggers that
Generate response



BEHAVIOR

Observable
actions

Understanding values reveals causes not just symptoms.



Travel



Media



Automotive



Sport



Policy



Research

Proven Across Industries

“Measure behaviour and you see what happened.
Understand values and you see what will.”

- Anticipate Needs
- Build Loyalty
- Make Better Strategic Decisions
- Create Deeper Societal Insight

Value Proposition

- Consistent, on-brand interactions
- More human, empathetic conversations
- Reduced manual effort
- Scalable across markets
- AI that reflects Netflix's identity
- Differentiated, future ready experience

AI that speaks in Netflix's voice—consistently, globally, and at scale.

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