

SONOS / konecta

Konecta's Presentation for RFP Sonos Customer Success Experience 2025

January 29th, 2026



INTRODUCTIONS



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SVP Global Sales/
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Julien Vidal
Group Chief Growth Officer



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Head of Digital
Transformation



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Global Operations SVP



AGENDA

Start	End	Agenda Item
12:00	12:10	Welcome & Introductions
12:10	12:35	Our Solution Overview, including pricing & location strategy
12:35	13:45	Transforming Operations in Practice
13:45	14:00	Q&A



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.).

#5

Top 5 Global BPO in South America and Europe, strong ambition in English speaking markets



Everest Group 2025 in CX Management: Leader in EMEA and Major Contender Americas



Cairo: Center of Excellence and Innovations Hub



Championing global diversity with majority-women workforce



120,000+
employees



40,000+
employees working
from home



30+
languages



€2bn+
revenue



28
countries



500+
blue chip
clients

SOLUTION OVERVIEW

Sonos Objectives:

Global, scalable CX
with multilingual excellence

Future-ready,
digital-first CX capabilities

Outcome-driven,
accountable partnership

Premium, high-touch Concierge
experience

Consistent English support
with cost flexibility

Konecta Solution Overview:

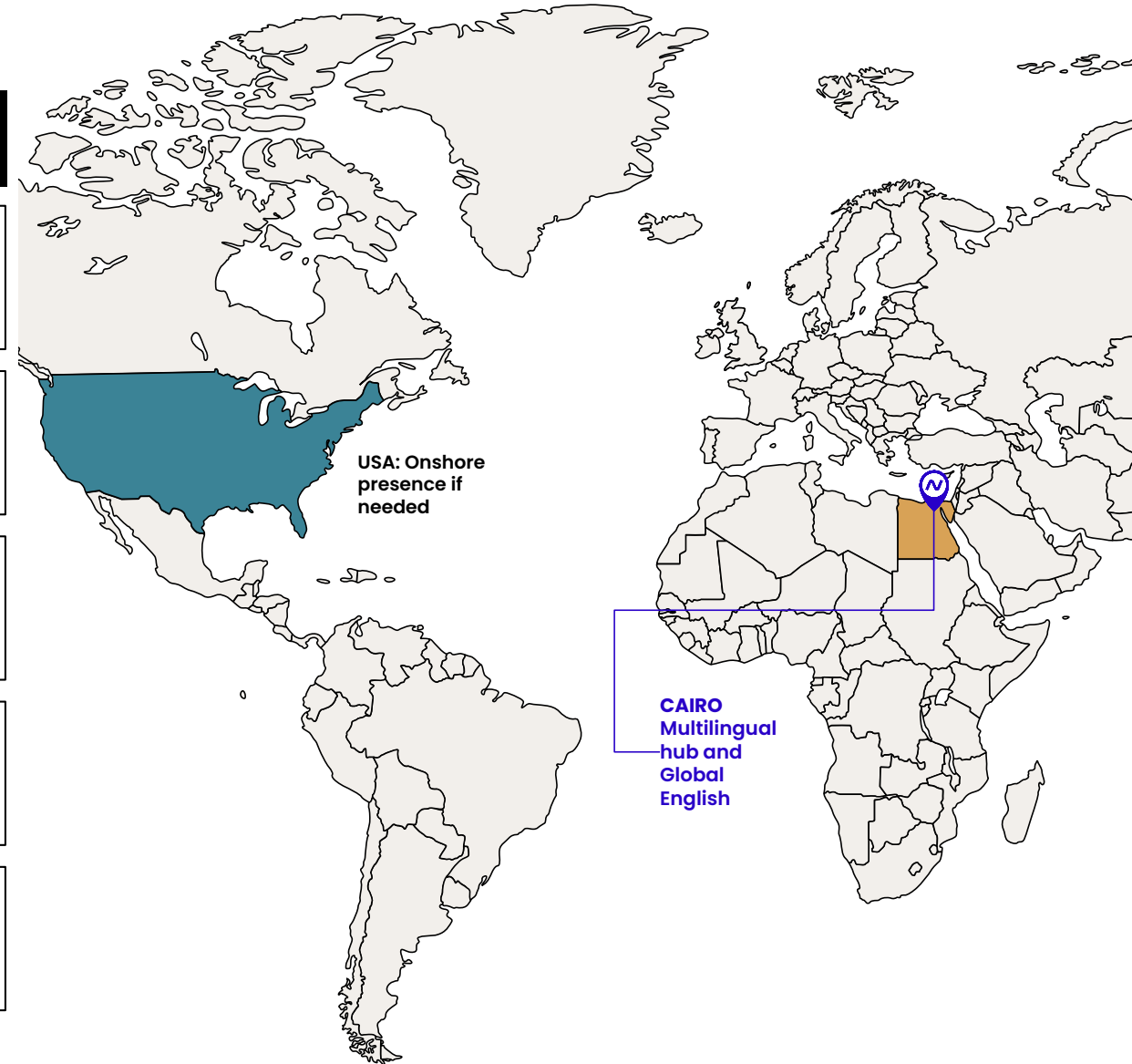
Centralized multilingual hub in Cairo,
supporting NA, EMEA & APAC with rapid
ramp-up.

Digital-first, high-touch CX model
integrating sales enablement, concierge
support, and scalable innovation aligned
to Sonos' growth.

Dedicated global account team,
executive sponsorship, and
performance-based KPIs and pricing.

Option for U.S. onshore Concierge
Services for brand-critical moments.

Blended English delivery from Cairo,
balancing quality, scale, and efficiency.



Our vision for the Sonos floor at Konecra The Floor



Our vision for the Sonos floor at Konecta



Meeting | Training | Coaching



Our vision for the Sonos floor at Konecra The Lab



Evolution of your service over three years (Scenario Cairo)

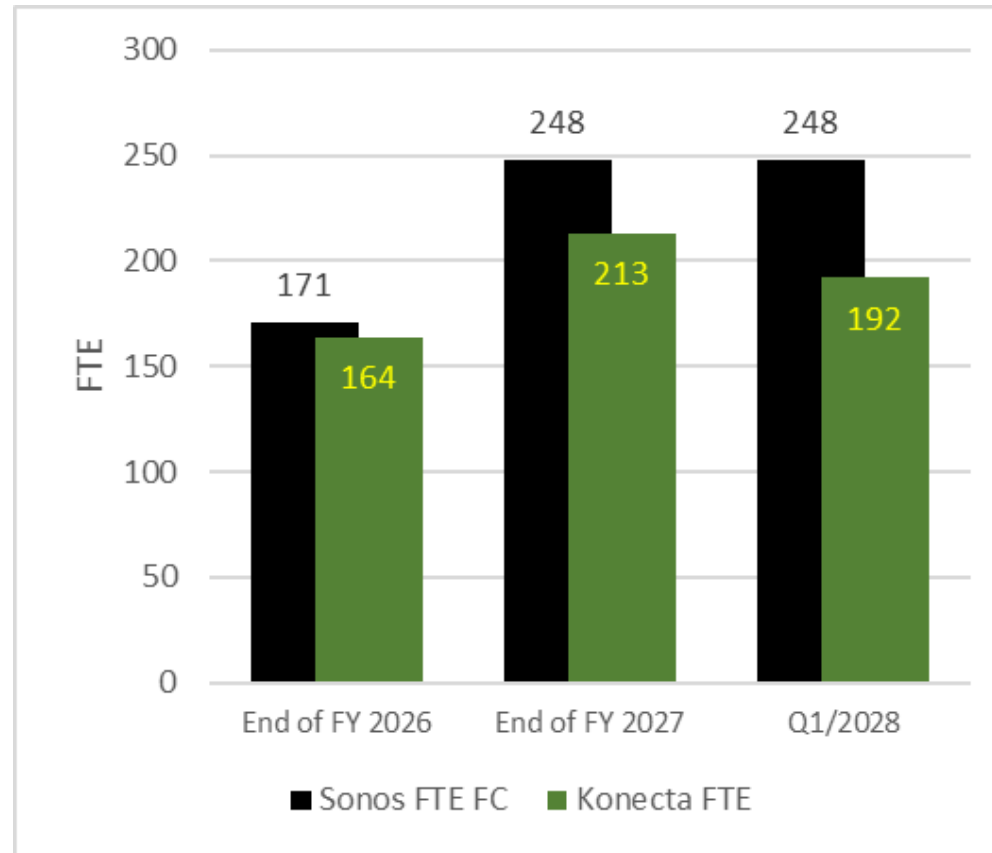
We will reduce operating costs, improve customer experience and support your growth.

We are confident that through:

- Operational simplification
- Best in class locations
- Augmentation of AI and GenAI within key processes and journeys, through Co-Pilot
- Implementing automation AI and GenAIs to reduce agent handled contacts, through autopilot
- Using Analytics and VOC to prioritize process improvement initiatives and improve FCR

we can reduce the FTE needed to deliver the service by 16% on a like-for-like basis...and at the same time improve your customers' experience!

This would result in a 18% cost reduction by the end of FY 2028.



Efficiency Improvement

- Layer 1 – From Data to Insight: ~4–6% efficiency impact
- Layer 2 – From Insight to Action: ~2–3% incremental impact
- Layer 3 – From Action to Orchestration: impact depends on the deployment scope:
 - Co-Pilot only: ~8–10%
 - Co-Pilot + Auto-Pilot: up to ~20%

In a fully deployed end-state, this translates into a cumulative efficiency improvement of up to ~24% over a 3-year horizon, following a progressive adoption curve:

- Year 1: ~10%
- Year 2: ~17%
- Year 3: ~24%

This trajectory assumes phased rollout, operational stabilization, and increasing automation maturity across layers.

Transforming Operations in Practice



SONOS
SONOS
SONOS
SONOS

SONOS
SONOS
SONOS

From traditional BPO to evolved Experience Orchestrator: Hybrid workforce + Tech + Data

kovecta
Transformation Journey

AUGMENTED BPO
AGENTIC FOUNDATION

AGENTIC AI OPERATION
EVOLUTION

EXPERIENCE
ORCHESTRATION

Enablers

New Operating and Business Model

Cloud native infrastructure & API first

AI & Data

Talent enhancement

Partner Ecosystem

Culture of Experimentation and
Co-creation: SONOS, Partner, Startup

Experience as a Driver of Business Growth and Efficiency

What is changing in CX?

- Customers expect **proactive, personalized experiences without friction**
- We need to drive **operational efficiency** without sacrificing experience.
- Opportunity to increase **loyalty at lower costs**

How do we get there?

Layer 1

From Data to Insight

Layer 2

From Insight to Action

Layer 3

From Action to Orchestration

Foundation: optichannel experience orchestration, integrating humans, GenAI, agentic, new service paradigms.

Client-as-Partner

We work on a pragmatic approach through “AI-driven Transformation Offices” with clients

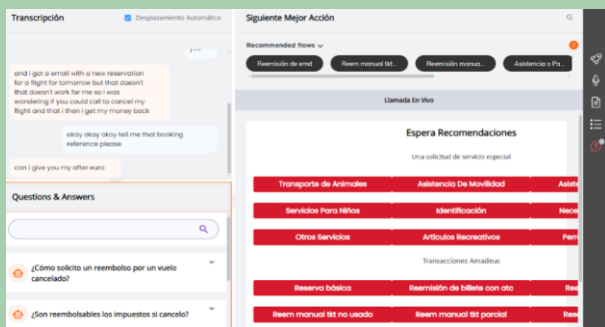
Mixed teams, shared metrics and roadmap, to co-create future experiences and engagements.

Strong focus on impact KPI

SUCCESS STORY. END TO END SERVICE AUGMENTATION

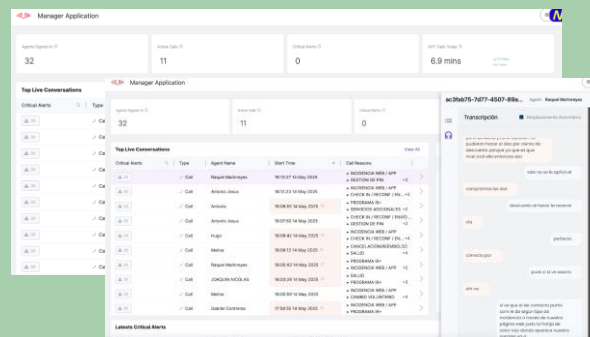
For a Flagship Airline, we transformed the entire support ecosystem by delivering tailored experiences for Agents, Supervisors, and Trainer

Agent experience Co-Pilot for Agents



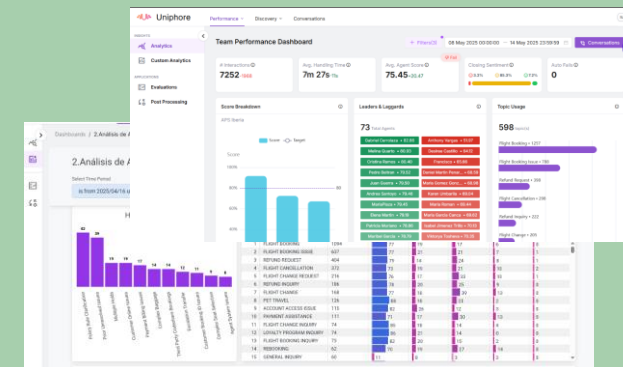
- Real-time AI guidance, automatic summaries, and knowledge suggestions.
- Reduced cognitive load and average handling time.
- Boosted confidence and customer satisfaction.

Manager & supervisor experience Co-Pilot for Supervisors



- AI-driven live monitoring, performance insights, and escalation alerts.
- Shifted from reactive firefighting to proactive service management.
- Enabled smarter mentoring and proactive support to agents.

Q&A & training experience Insights for QA & Trainers



- Automated quality evaluations, smart tagging, and root cause analysis.
- Data-driven coaching and continuous skill development.
- Higher consistency, faster onboarding, and scalable excellence.

Pragmatic Approach

Layer 1

From data to insight

Initial strategic input: where do we focus the joint transformation with clients?

Insights

Adding 'GenAI super-powers' to traditional analytics

- **Step 1:** We analyze conversations and data at scale with AI (traditional and GenAI).
- **Step 2:** We generate key insights to identify root causes and potential areas of opportunity.
- **Step 3:** We set recommendations to improve KPI and establish a transformation roadmap

Focus: "Intelligence that transforms experiences."

Analysis of conversations and data with AI/ML and GenAI

- Identifies and prioritizes reasons for contacts, re-contacts, and dissatisfaction
- Analyzes sentiments and frictions in interactions
- Turns insights into operational improvement actions

Role

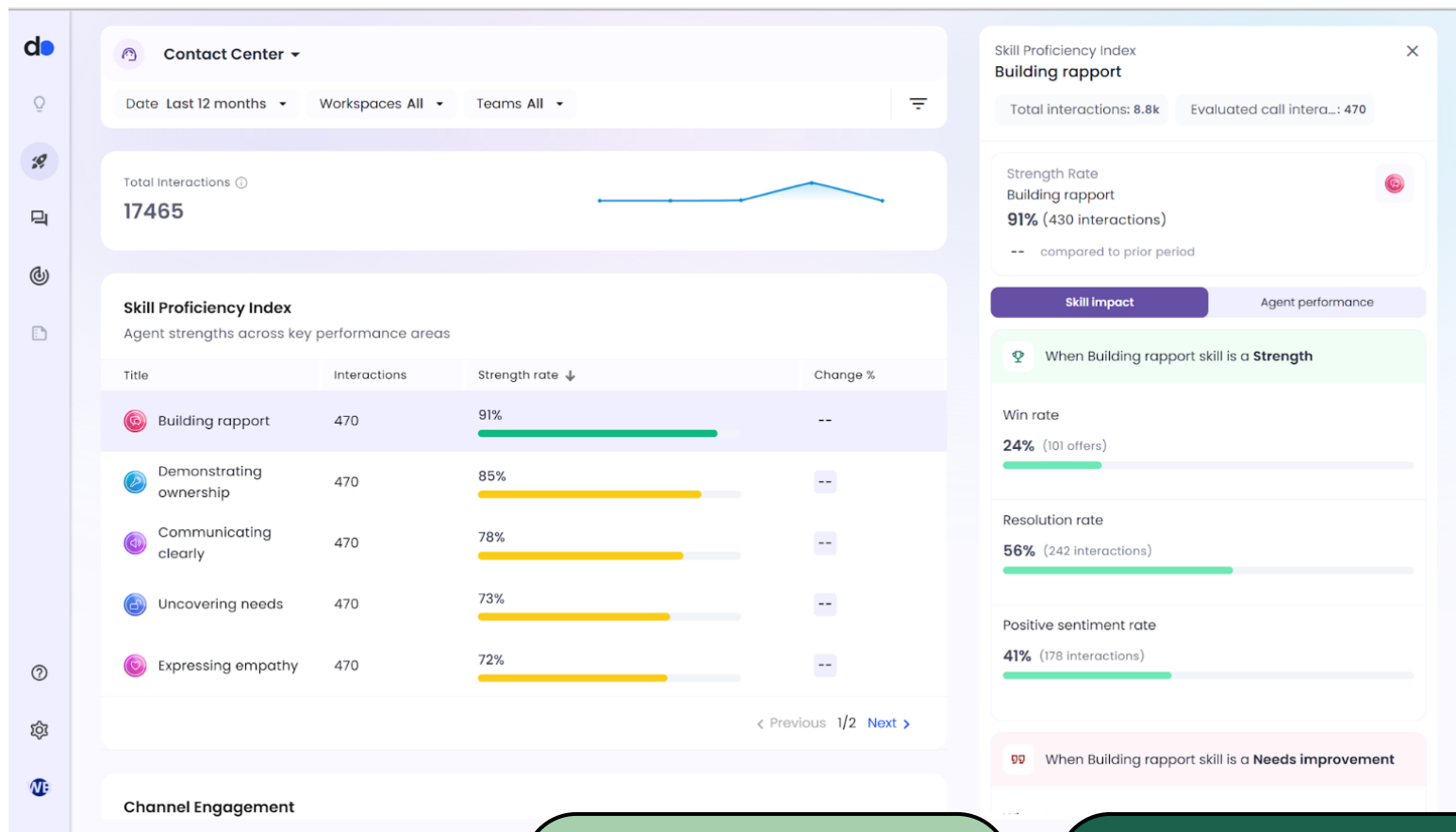
- **Sustainable optimization**
- Foundation to enable agents and next generation bots

Focus: "Automated Quality with Speech Analytics and GenAI"

Automation of the quality processes

- Massive and automated analysis of conversations, avoiding reliance in fixed rules
- Direct correlation with KPI (NPS, CSAT, FCR, etc.) to identify root causes
- Prioritization and smart feedback for Human Agents and Team Structure (supervisors, coaches, leaders)

With Insights, we can deliver granular skill analysis to help improve Quality, increase Client Satisfaction, and reduce agent Ramp-Up Time

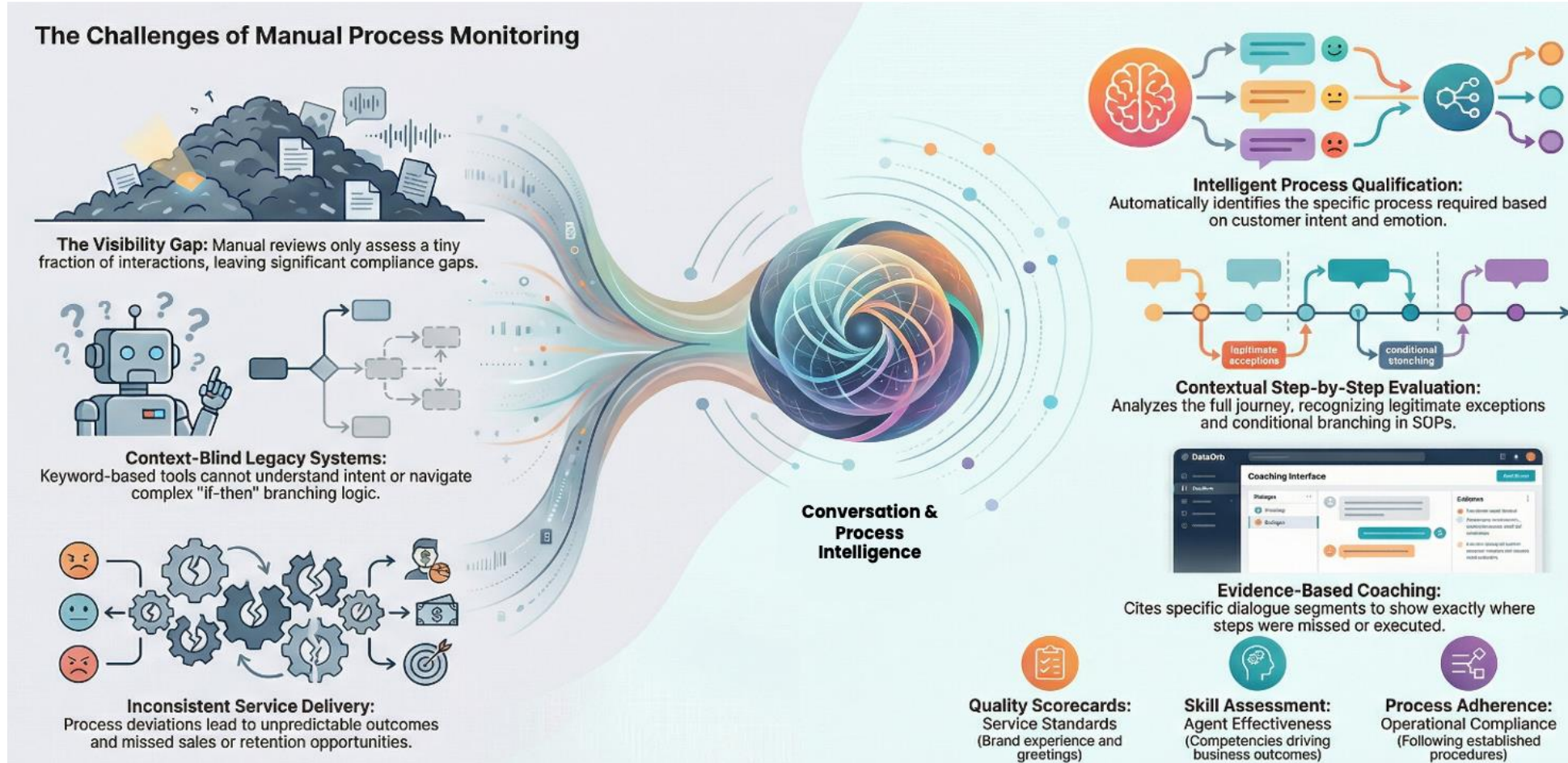


- Agent's Proficiency and Quality Adherence
- Root Cause analysis of service gaps and opportunity for CX/Process optimization
- Unified CX overview and proactive alerts
- Sales & Up/Cross-sell Attempt
- Customer Sentiment, Intent & Loyalty Detection
- Business-driven deep dive with Insight Advisor and Conversational Q&A

**-25%
Agent Ramp-Up Time**

**4p.p.
NPS Score**

Automating Process Adherence Intelligence with Contextual AI



AI-driven tool designed to monitor how strictly contact-center agents follow **Standard Operating Procedures (SOPs)**, instead of relying on manual sampling, this technology automatically analyzes every interaction across **80+ languages** to identify specific customer intents and apply the correct procedural rules



- **Accuracy:** Leveraging accurate transcription including bespoke terminology to ensure context is accurate, examples being different vaping or heated tobacco products
- **QA Automation:** Utilizing AI to automate and optimize quality assurance processes, ensuring consistent service standards and identifying areas for improvement

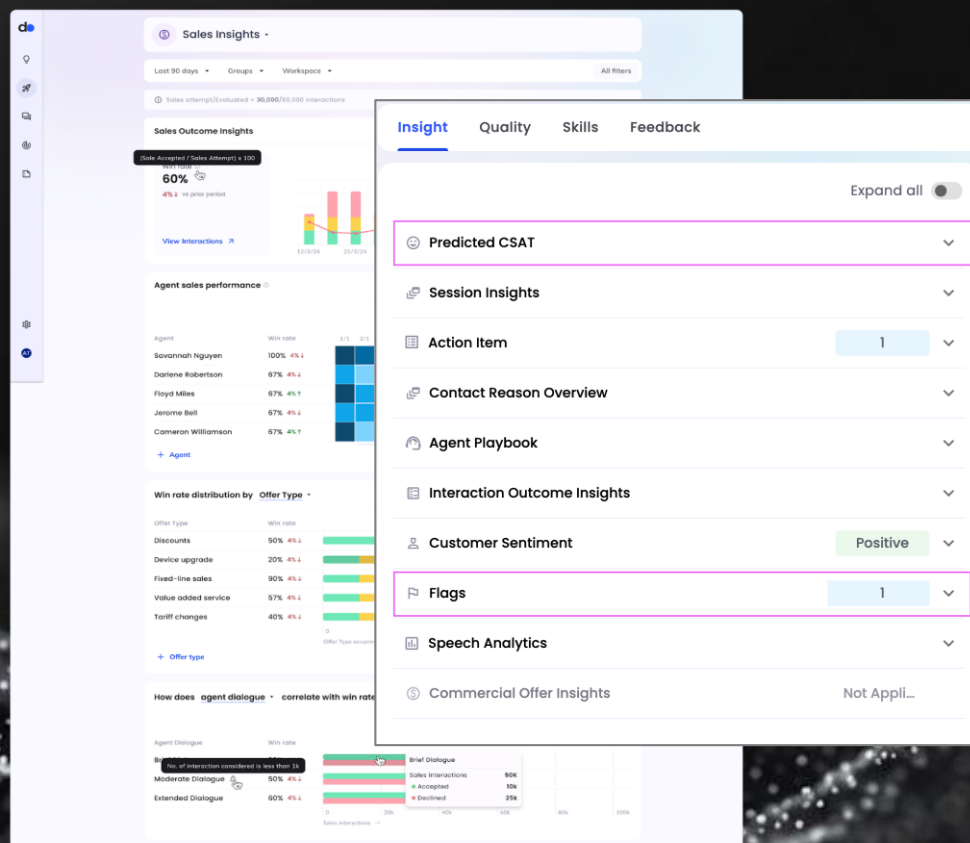
Tobacco: Transforming Outbound retention & Inbound CX with Insights

Konecta supports a global leader heated tobacco products. We worked in partnership with a market solution to automate QA scoring by programming existing global standard scorecards, used real time alerts for potential PCI issues, and ensuring adverse events are flagged, rectified and reduced!.

- **85%** avg experience recovery
- **+15%** QA and supported consistency of score MOM
- AHT decreased from **12min** to **9 min**
- **-12%** decrease in AE's



Case Study: Large Telco Client



Key Takeaways

- Sales & Up/Cross-sell Attempt
- Customer Retention & Loyalty
- Sentiment / Customer Engagement
- Agent's Proficiency and Quality Adherence
- Root causes Analysis
- Process Adherence
- RolePlay Simulation

Layer 2

From Insight to Actions

Transform the management of operations, strengthening the focus in people.

Training and Smart Coaching with AI Coaches

An AI Coach is the virtual assistant that connects **quality, training, and operation** so that leaders, trainers, and human agents can focus on what's important.

The objective is to **accelerate learning, improve customer experience, and optimize key KPI**: recontact, FCR, NPS, CSAT, productivity, and time to productive for agents.

Targets

- Adds agility to training and learning with optimized learning paths and continuous reinforcement
- Delivers appropriate and actionable feedback for leaders, trainers, and agents.
- Identifies opportunities for automation (copilot / autopilot / agents) prioritized by KPI impact

AI Coach

Automated alerts for trainer and leader



Optimization of learning paths



"Virtual Agent" Simulation of Critical Scenarios



Microlearning + training capsules

Insights feed AI Coaches for the key roles

Leader: summary of critical points with direct impact in KPI

Human Coach: Key topics with impact in experience to reinforce and adjust training activities

Evaluator/QA: Priority areas for evaluation with specific examples that help with time optimization

Agent: Personalized feedback capsules, practice opportunities with virtual agent

Continuous learning loop: converting insights in agent performance

OBSERVE

Winning calls feed bite-size audio "plays" highlighting top techniques

SIMULATE

Pre-launch role-play → agents practice real campaign scenarios & compliance flows

COACH

AI Q&A on demand - clarify edge cases, objections, policy & process

LOCK-IN

5-question quiz auto-builds from each Replay to cement knowledge & give managers instant scores



Modern CX success =
speed + consistency + agility

Traditional training is linear
(launch → hope for the best)



AGENT

I need fast, practical know-how exactly when a customer throws me a curveball.



MANAGER/ SUPERVISOR

Coaching takes hours; I can't be on every call.



TRAINING DEPARTMENT

Launching courses & updating content is slow and labor-intensive.



CX/ CONTACT CENTER OPS LEADER

We must hit KPIs while handling attrition and new campaigns simultaneously..

Non-Profit Sector: Enhancing Donor Engagement & Service Quality with GenAI

Business Objectives

- Increase donor engagement levels
- Boost donation value and sustainability

Operational Objectives

- Improve service quality
- Enhance agent skills through AI-powered coaching

**+ 20% conversion increase on control group
+30% compared to baseline**



A leading non-profit organization in the humanitarian sector is pioneering a GenAI transformation to **strengthen donor engagement and improve service delivery**

We are supporting the organization with the deployment of cutting-edge GenAI solutions: first by **implementing Insights to analyze conversations** and extract best practices, and now by **piloting AI Coaching & Role Play to upskill teams** and drive more impactful donor interactions

This approach positions the non-profit at the forefront of innovation, setting a new standard for personalized donor engagement and operational excellence



Proof of Concept: 2 customer archetypes

The Technical Troubleshooter (Eleanor Vance)



Complex HDMI Configuration Failure

Focuses on restoring Sonos Arc audio after changing TV settings or external devices.



High Technical Proficiency

Expects structured troubleshooting and logical explanations without resorting to a factory reset.



Goal: "Understand the Why"

Seeks to prevent future occurrences through deep understanding of HDMI ARC/eARC settings.

Comparison of Persona Expectations and Hardware Focus

Attribute	Persona 1: Eleanor	Persona 2: Kevin
Primary Device	Sonos Arc (Home Theater)	Sonos Roam 2 (Portable)
Emotional State	Frustrated / Logical	Sensitive / Hopeful
Resolution Need	Technical Fix	Cost Avoidance

The Policy-Driven User (Kevin Miller)



Accidental Damage & Warranty Boundary

Seeks coverage for a Sonos Roam 2 after an accidental drop near a pool.

Non-Technical Perspective

Often confuses "waterproof" durability with "accidental damage" protection.



Goal: Empathetic Clarity

Requires clear yes/no answers delivered with empathy to avoid perceptions of unfairness.



Pragmatic Approach

Layer 3

From action to orchestration

At scale orchestrated transformation

Advanced analytics / ML

Continued analysis of conversations, data, and processes

- **Step 1:** Reasons for long interactions
- **Step 2:** Reasons for long waiting times (client or agent) and silence
- **Step 3:** Analysis of processes vs. target journeys.
- **Step 4:** Simple, repetitive reasons for high volumes

Foundations for NextGenOps in Agentic Systems

We prioritize critical reasons and activate solutions that help us move from analysis to autonomous action

Identify what can be automated and improve / re-engineer client processes and operating processes (training, agent)

Identify potential interactions that can be addressed to more effective channels — all the way to fully autonomous agents

COPILOT

AUTOPILOT

WORKFLOWS

AGENTIC

Standalone Copilots

Magic Button with Agentic RAG

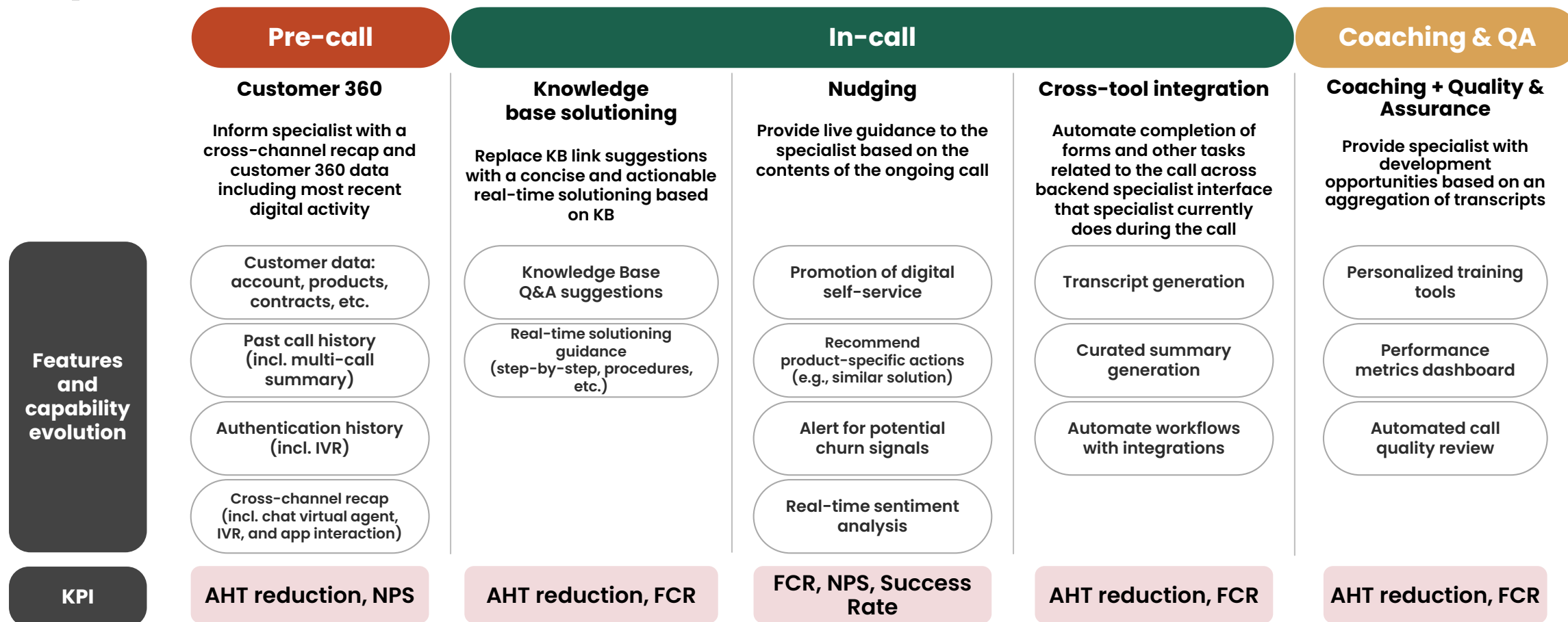
Real Time Copilots

Multiple Partners

Agentic + Autopilots

Konecta Platform (incl. Sovereign solutions)

Copilot Enhances CX Across the Entire Agent Workflow, from Pre-Call Prep to Post-Call QA





Insurance Sector: Transforming Outbound Sales & Inbound Claim Management with GenAI

Konecta supported a global leader in the Insurance industry, that is spearheading a transformative initiative. We helped in deploying cutting-edge GenAI solutions, including Insights, QA Automation and Co-pilot to revolutionize its CX and redefine client relationships.

- **Insights:** Leveraging GenAI to extract actionable intelligence from vast datasets, enabling data-driven decision-making and improved understanding of customer needs and behaviors.
- **QA Automation:** Utilizing GenAI to automate and optimize quality assurance processes, ensuring consistent service standards and identifying areas for improvement
- **Co-pilot:** Implementing AI-powered tools to assist employees in claims customer service, enhancing efficiency, and improving the quality-of-service delivery.

-12,5% AHT reduction in Inbound Claims Management

+20% Conversion Rate increase in Outbound Sales

+6p.p. Net Promoter Score increase



Legal Services Sector: Boosting Customer Engagement & Conversion Rates with GenAI

Konecta supported a leading player in the Legal Services sector to transform its B2C & B2B outbound sales operations through GenAI-powered solutions. The program enabled knowledge transfer at scale, empowered agents with dynamic support, and improved customer engagement and conversion outcomes.

- **Insights & QA Automation:** Assessing agent competencies, monitor service quality, and capture best practices from top performers, transforming implicit expertise into explicit knowledge available to all agents
- **Dynamic Knowledge Base:** Creating an enriched knowledge hub that automatically integrates documentation with recurring insights from conversations and best practices, ensuring agents always have updated and actionable guidance
- **Co-pilot:** Deploying AI-driven tools to guide agents in real time during sales interactions, dynamically supporting objection handling and providing personalized coaching

-5% AHT reduction in Sales Management

+22% Conversion Rate increase in Outbound Sales



Case Study: Flagship Airline

Key Takeaways

- Empower human agents with automatic alerts, processes and proactive knowledge suggestion
- Reduction of ACW with automatic summarization and updated of CRM
- Operational cost & effort reduction

The screenshot displays the KonecTA AI Agent interface, which is a web-based application for managing customer service cases. The interface is divided into several sections:

- Case Information:** A form for entering case details, including Case Owner (Carlos Lopez), Case Number, Contact Name, Account Name, Type, Case Reason, and Priority. It also includes fields for Web Email, Web Company, Web Name, and Web Phone.
- Additional Information:** Fields for Product, Engineering Req Number, Potential Liability, and SLA Violation.
- Description Information:** Fields for Subject, Description, and Internal Comments.
- Transcripción:** A section for viewing call transcripts, with a note that transcripts only show data during active calls.
- Preguntas y respuestas:** A section for asking questions and receiving answers, with a search bar and a button to ask a question.
- Siguiente Mejor Acción:** A section for recommended next actions, including a list of recommended flows and a section for recent flows.

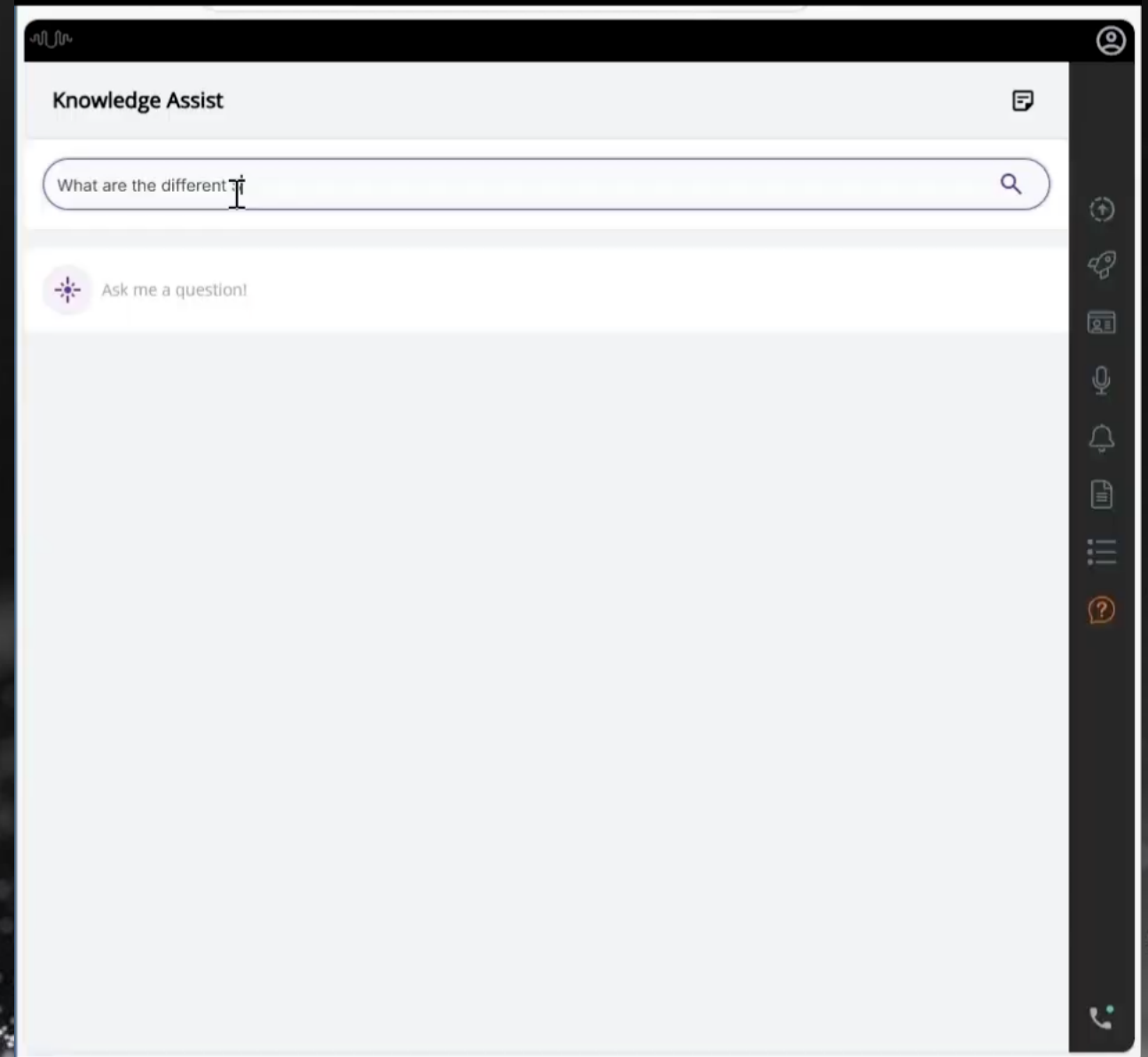
The interface is designed to be user-friendly and efficient, with clear labels and intuitive navigation. The KonecTA logo is visible in the top right corner of the interface.



Proof of Concept: Knowledge Agent for Sonos

Key Takeaways

- Automatically extracting entities and topics from multimodal data sources
- Advanced conversational AI technologies combined with cognitive search capabilities





Demo KNOWLEDGE AGENT

Demo: Magic Button

Augmented language proficiency & capabilities for a Major Global Fashion Retailer

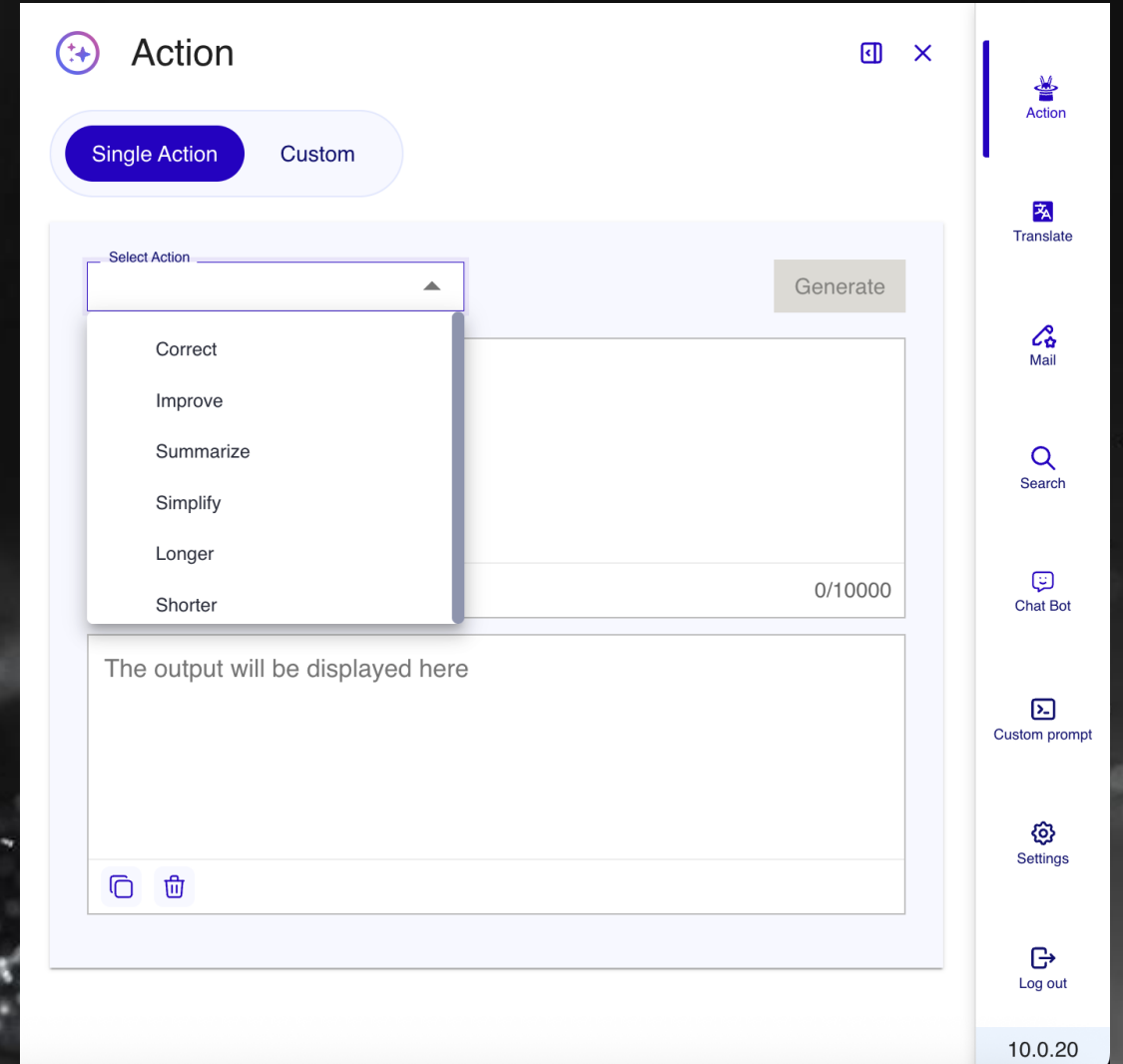


98%

Language Accuracy

Istanbul Pan-European Hub

167 Turkish-speaking Agents supporting German and Nordics Languages



Agentic AI

The next frontier of conversational AI: digital agents that are capable of executing actions and accelerate the resolution of problems





Autopilot Increased Digitized Volumes by 30%+ for a National Railroad Operator

CLIENT NEED

Manage unexpected volume peaks, reduce waiting times and optimize the routing of requests to human agents through faster and smoother interactions.

KONECTA APPROACH

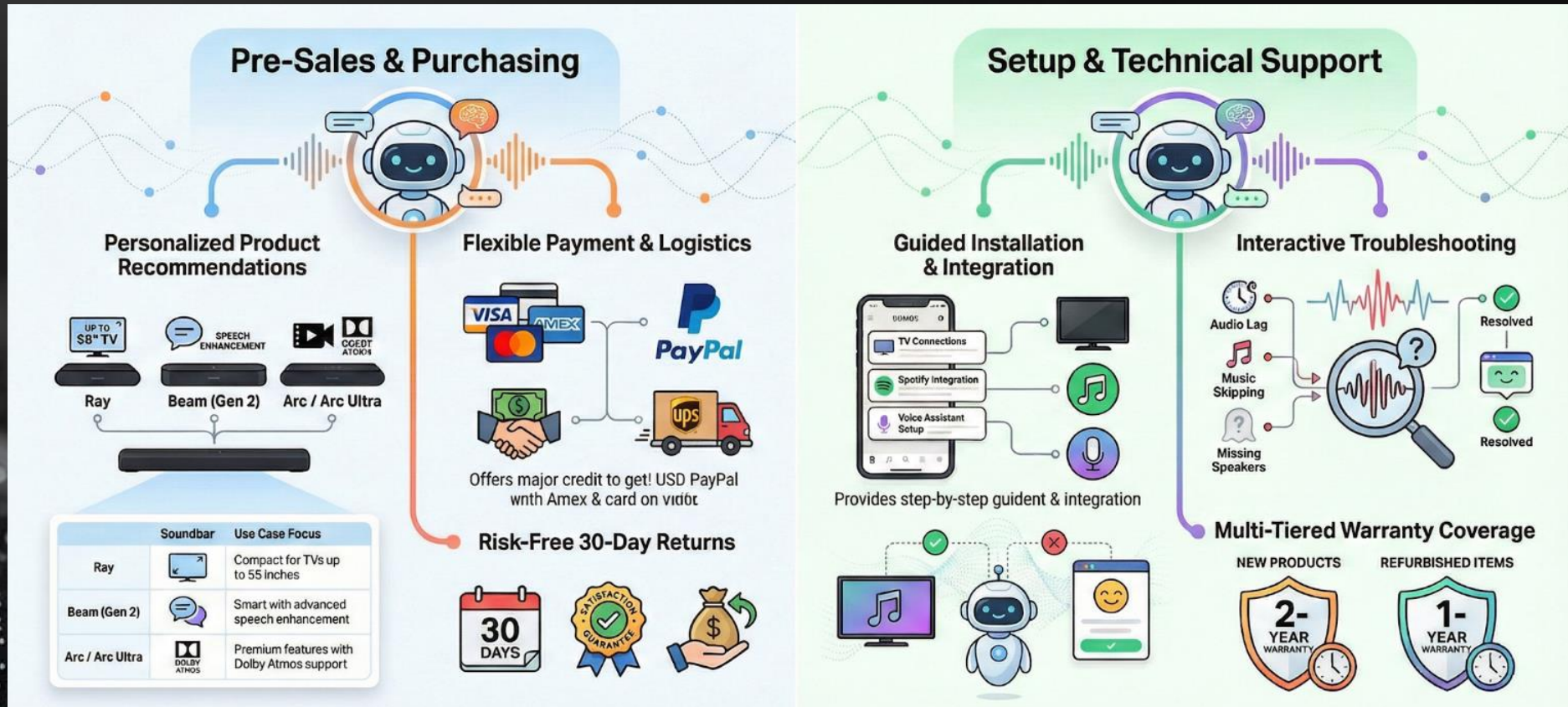
- **Intent Clustering**
- **Chatbot and Voicebot** integration for 1st level support (information, bookings, refunds, ticket dispatch/sending, etc.) to automate the management of simpler requests
- **Service availability 24/7**
- **Co-pilot** implementation for agent empowerment

30%+
Increase in digitized volumes

Customer Experience Scores
Improvement



UC#1 : FAQs & Troubleshooting



Key Takeaways

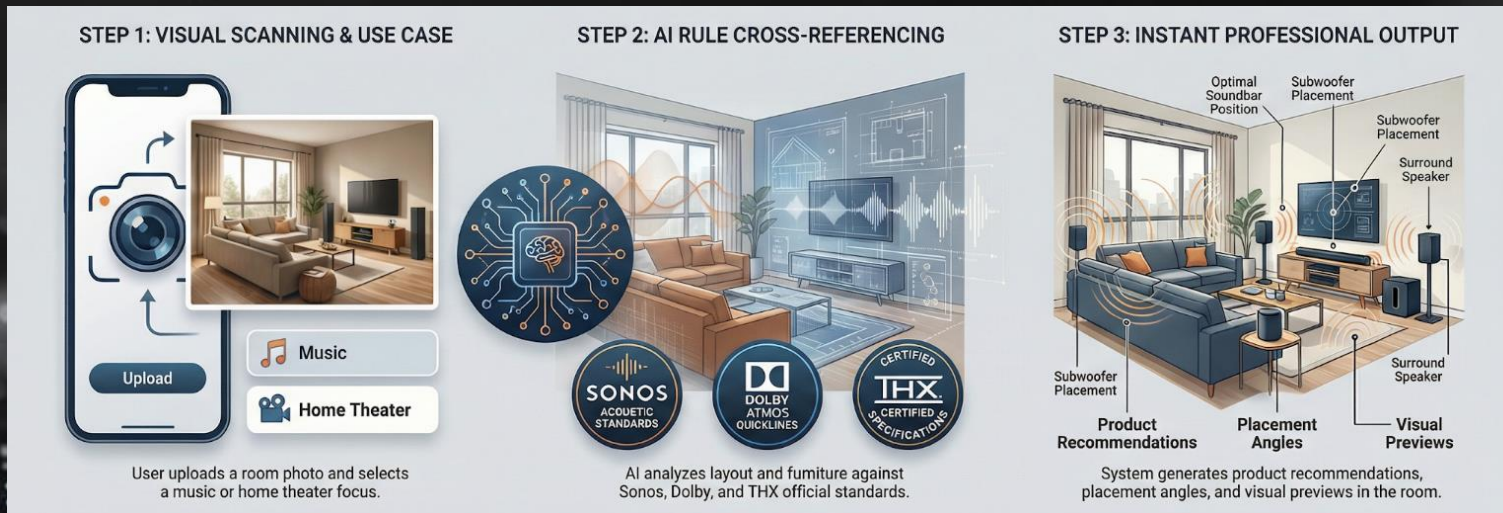
- A Seamless Support Journey
- Automated assistance from pre-sales inquires through technical troubleshooting



UC#2: Home Theatre Recommendation Journey

Key Takeaways

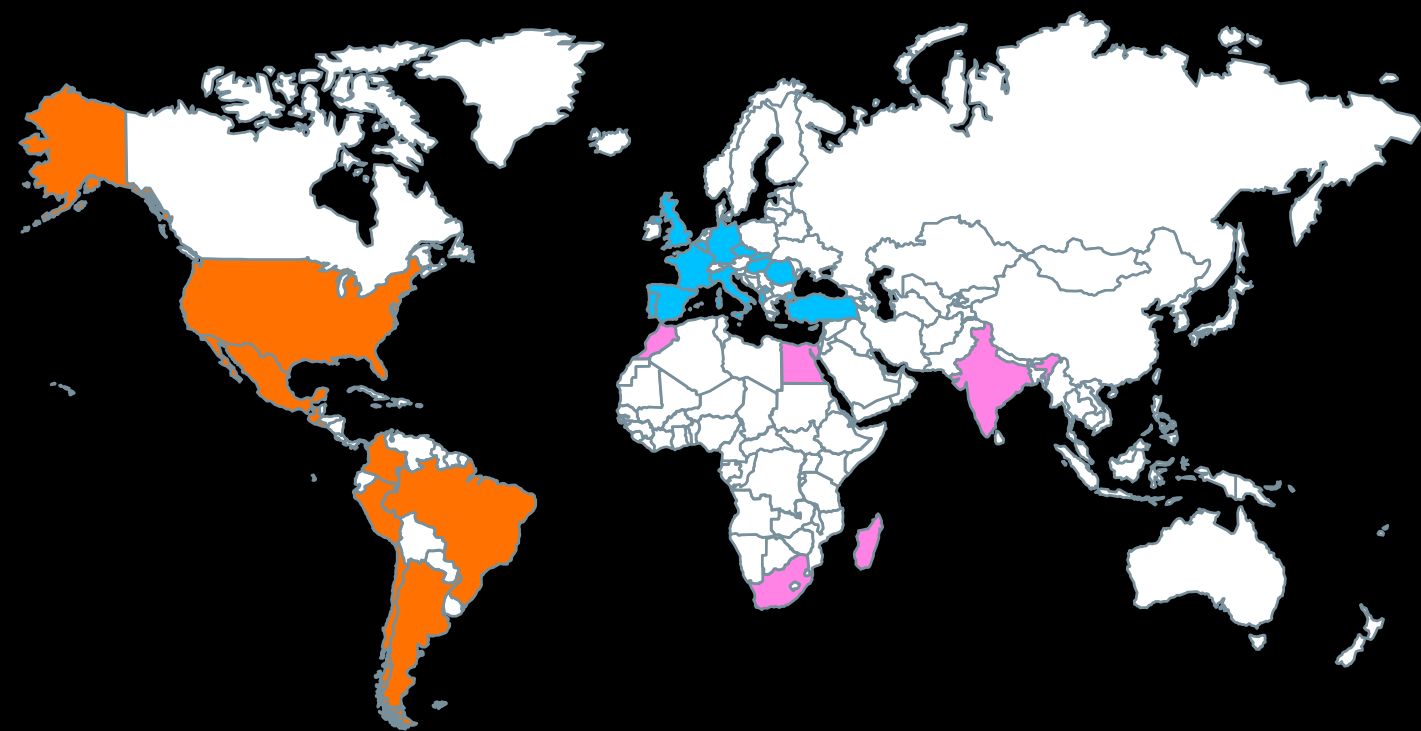
- From room photo to professional audio with installer-grade precision leveraging agentic AI
- Recommendations grounded in trusted industry standards
- Increase pre-purchase confidence
- Customers receive installer-grade advice instantly, without guesswork on best tool and positioning
- Quick and effortless comparison of most suitable products and pricing to accelerate decision making and confidence
- Sonos' own expertise is scaled digitally, without replacing Trueplay or professional tuning



APPENDIX



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

Forthcoming: Canada

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
13 sites

South Africa - 1 site
Madagascar - 2 sites

Morocco - 7 sites
Egypt - 2 sites

India - 1 site

Forthcoming: The Philippines | Pakistan | Saudi Arabia

MULTILINGUAL HUBS

All along with a comprehensive virtual model to provide best-in-class Work from Home operations

Barcelona	Lisbon
Bogota	London
Cairo	Mexico
City	
Casablanca	Paris
Istanbul	SONOS kovecta



89%
Employee Satisfaction

6.0%
Attrition Industry: 10-12%

94%
Loyalty

+85%
Internal Promotion

EGYPT

Our chosen theme song:
"Ain't No Mountain High Enough" Cascada

Egypt serves as a strategic gateway to North Africa and the Middle East, offering strong cultural and linguistic alignment with European markets and boasts a dynamic, abundant and highly educated workforce, proficient in Arabic, French, and English, with emerging capabilities in various European languages.

Low operational costs and proactive government support, including tax incentives and investment in digital infrastructure, further enhances the appeal of Egypt's BPO sector. Major global BPO players deliver scalable and reliable solutions from Egypt, leveraging its strategic location to overlap with African, European, and Middle Eastern markets, ensuring real-time support for clients.

The country's robust infrastructure includes direct air and internet connectivity across Africa, facilitating seamless business operations. The BPO market in the Middle East and North Africa (MENA) region is projected to reach \$22.63 billion by 2030, growing at a compound annual growth rate (CAGR) of 14.5% from 2023 to 2030.



2

Konecta sites



200+

Staff

Client Selection:





3 TOWERS, CAIRO, EGYPT

Our newest site in Cairo, 3 Towers Mall: Modern building with 5,000 sqm. Over 700+ workstations with capacity to expand to 3,000. 4+ Training rooms, spacious break rooms with kitchen, relaxation areas, game rooms equipped with video games, pingpong tables, football tables, and other games. Dining options within delivery distance, with snack and beverages provided in the cafeteria space free of charge.

Only 5 minutes from the bus station and monorail, with accessible public transport options. Located within ten minutes from Konecta GenAI hub building, near main roads in the 5th District which allows for fast transport and close distance to highways. 15 minutes drive from Cairo International Airport.

RECRUITMENT CAPABILITIES

100 English-speaking FTEs per month

EMPLOYEES

Large population of multilingual talent with a mix of university graduates and experienced professionals in the BPO and IT sectors. Languages: Arabic, English, French, options for Spanish, Italian, German and others

SERVICES

Omni-Channel Multilingual Customer Service | Technical Support | 24/7 | Serving clients across a wide range of industry sectors.

CERTIFICATIONS

ISO 27001 | PCI DSS and GDPR compliance (Q4/2025)

3 TOWERS, CAIRO, EGYPT



Women in Leadership

"Realizing you are one of millions of women leading change around the world is not just empowering — it's unifying." — Margaret Thatcher



Together
we lead,
from Cairo
August
2025

- Championing women in leadership and strategic roles
- Promoting flexible work models to support work-life balance
- Partnering with local organizations to advance education and opportunities for women
- Aligning with global DEI and sustainability standards as part of our Social Projects agenda

EGYPT

Employment Conditions & Labor Law Framework

Employment in Egypt is governed by Labor Law No. 12 of 2003, which regulates contractual relationships, working hours, leave entitlements, termination, and employee protections.

Key highlights:

- Fixed-term employment contracts (renewable)
- Standard working hours: 8 hours per day / 48 hours per week "productive hours (without breaks)"
- Overtime: Compensated as per labor law and internal policy
- Annual leave: Minimum 21 working days per year (increasing with tenure)
- Public holidays: As officially announced by the Egyptian government
- Social insurance: Mandatory registration covering pensions, disability, and workplace injury
- Payroll taxes: Fully compliant with Egyptian tax regulations
- Termination: Regulated notice periods and legal safeguards in line with the law

Konecta Egypt operates in full compliance with all applicable labor, social insurance, and tax regulations.



Internal HR Policies and Employee Benefits

Our internal policies are aligned with both local legislation and Konecta global standards, including:

- Equal opportunity and non-discrimination
- Code of conduct and ethical workplace practices
- Performance management and feedback cycles
- Learning & development governance
- Health, safety, and workplace compliance

All employees are contracted under clear employment agreements outlining rights, obligations, and benefits.

Konecta Egypt offers a competitive **benefits package**, including:

- Medical insurance (company sponsors employee + 3 dependents)
- Life insurance (company-sponsored)
- Social insurance coverage in line with statutory requirements
- Paid annual, sick, and special leaves
- Transportation Allowance: Provided for 100% on-site / office-based projects
- Night Shift Allowance: Paid for employees working approved night shifts
- On-Call Allowance: Applied when employees are required to be on-call outside regular working hours, in line with project needs
- Training and certification support based on role and business needs
- Career development and internal mobility opportunities



Our success is powered by the talent and motivation of our team

Our social strategy is built on listening, understanding and taking positive action, guided by our commitments to profitability, quality, innovation, ethics and transparency, respect for human capital and welfare, diversity, equity and inclusion.

People and talent fuel our growth



We focus on attracting, developing, and retaining specialized professionals who share our ambition to create value for our business, stakeholders and communities around us.

We embrace diversity, inclusion and wellbeing



We are deeply committed to developing an inclusive and supportive workplace, and fostering social impact through a range of practices integrated into our operations.

65% of women in our workforce
15.5% of our people are from vulnerable groups

We empower our people to drive innovation and change



Through our talent management paradigm, we're supercharging employee experience and professional development.

Over 11 million hours of training in 2024

We use partnerships to build a sustainable future



We collaborate with public and private-sector partners on high-profile community outreach, social responsibility and volunteering initiatives aligned with our business objectives to multiply the impact of our activities.

Employee Well-Being, Engagement & Support

We place strong emphasis on employee well-being through:

- Structured onboarding and integration programs
- Engagement activities (townhalls, celebrations, recognition initiatives)
- Wellness and mental health awareness initiatives
- Safe and inclusive workplace culture
- Continuous feedback channels and HR support

Our focus is on creating a **stable, supportive, and people-centric work environment** that enables both performance and sustainability.



 **Konecta Egypt gives back to its community**

Konecta Egypt and its Pulse Makers team organized a special event in celebration of Orphans Day to support children in needs.



 **Konecta Egypt townhall**

Konecta Egypt hosted a townhall with Ahmad Elharany, celebrating the teams, building more than careers, but a true culture.



Internship & Early-Career Development Programs

Konecta Egypt runs a structured internship program on a quarterly basis, designed to support early-career talent development and build a sustainable talent pipeline.

- In 2025, we trained over 200 undergraduates and fresh graduates
- Programs covered multiple tracks, including operations, technology, digital, and support functions
- Interns receive structured training, on-the-job exposure, and mentoring
- High-performing interns are considered for full-time employment opportunities

This initiative reflects our commitment to youth employability, skills development, and long-term workforce sustainability in Egypt.



Ensuring low attrition through superior employee experience & a genuine opportunity for career development

Our internal career development for agents is structured around growth within the same account, moving up through different tiers of delivery positions, or growing into middle management positions or support staff roles.

Another important element is that we provide a formal possibility to switch between different projects, maintaining an equivalent role, in order to gain additional experience and a different point of view. In the same way, people who already hold roles other than agent in different layers of the organization can apply for opportunities within their current department or in others.

Our recruitment department manages internal career progression, applying processes similar to those used to acquire external talent.

To prepare our team members for the next step, we launched a number of coaching initiatives and cross-departmental sessions to give everyone a clear understanding of what is done in the different job positions and what needs to be taken into consideration for future career progression.

More than 80% of senior and managers positions are covered through internal growth.



OUR TEAM IN EGYPT



Ahmad ElHarany
MEA vice Chairman

Experience in digital services from DXC, Atos, and HP, Ahmad brings invaluable expertise in business process optimization, digital transformation, and project portfolio management



Safinaz Elkhattam
Chief Business officer MEA

20 years in BPO. Has held leadership roles at global organizations such as HP, DXC, and Atos. Her expertise is in delivering innovative solutions and driving sustainable growth



Mohamed Nosier
MEA CTO & Head of Solutioning

20 years in tech solutions. Committed to leveraging technology to create scalable and efficient solutions that empower businesses to focus on their core competencies



Wael Ismail
Head of MEA GDC

Over 25 years in GDC industry. Experienced in delivery leadership, process and system set-up and GDC project management



George Delacroix
Head of Digital workPlace

17 years in BPO. Electronics & communication Engineer with a mixture of technical / customer service and senior operational roles globally



Nour Youssif
Head of MEA HR

13 years of Experience in HR, specializing in talent management and employee engagement



Sherif Mounir
WFM manager

18 years in recruitment specializing in operational roles and support functions (WFM and Quality). Holds an MBA in Strategic Management



Essmat Ibrahim
Operations Director

11 years in BPO. Vast experience in customer service, Team Leadership, and operation Management



Eman Mohamed
Training Manager

6 years in BPO. Vast experience in customer service, travel, technical support and different operational roles



Menna Yassin
Recruitment Manager

With over 7 years of expertise in recruitment, across diverse industries. Proven track record in developing robust recruitment strategies



Mina George
Team Leader

16 years in BPO. Vast experience in sales, customer care, technical support and different operational roles for French and English speaking markets



Hebatallah Ahmed
Quality manager

8 years in BPO. Expertise across sales, after-sales, and technical departments serving French and Canadian customers, in quality assurance and training

Workforce Management

Workforce Management Structure

WFM Manager

WFM Coordinator

WFM Specialist

WFM Staffing

WFM PROCESSES FOR DAILY, CONTINUOUS AND ADVANCED MANAGEMENT



FORECASTING Predictive artificial intelligence models based on "Random Forest".



PLANNING Operational modeling. Calculation of needs and strategy of hiring plans, based on the different variables that impact said calculation.



SCHEDULING We use different planning methods to create fixed, rotating or totally flexible shifts that fit the needs of our clients and operational teams.



INTRADAY Tracking graphs by time zone and automatic alerts for deviations from NDS, NDA and KPI's.



COMMUNICATION AND ABSENCES Agents can make offers, exchange shifts and request absences with complete transparency and real time using the tool.

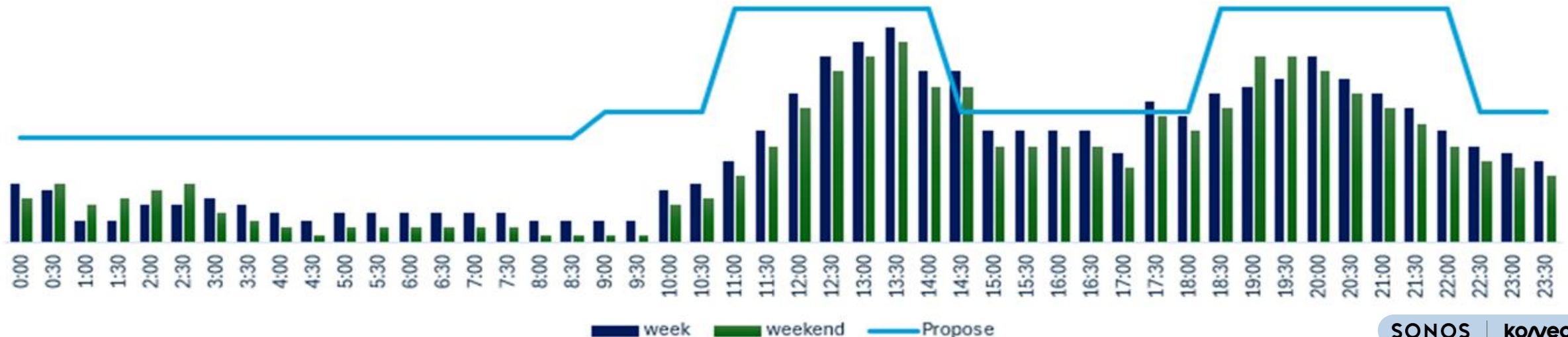


REPORTS Customized dashboards for comprehensive control and management of KPI's in real time.

Forecasting & Scheduling

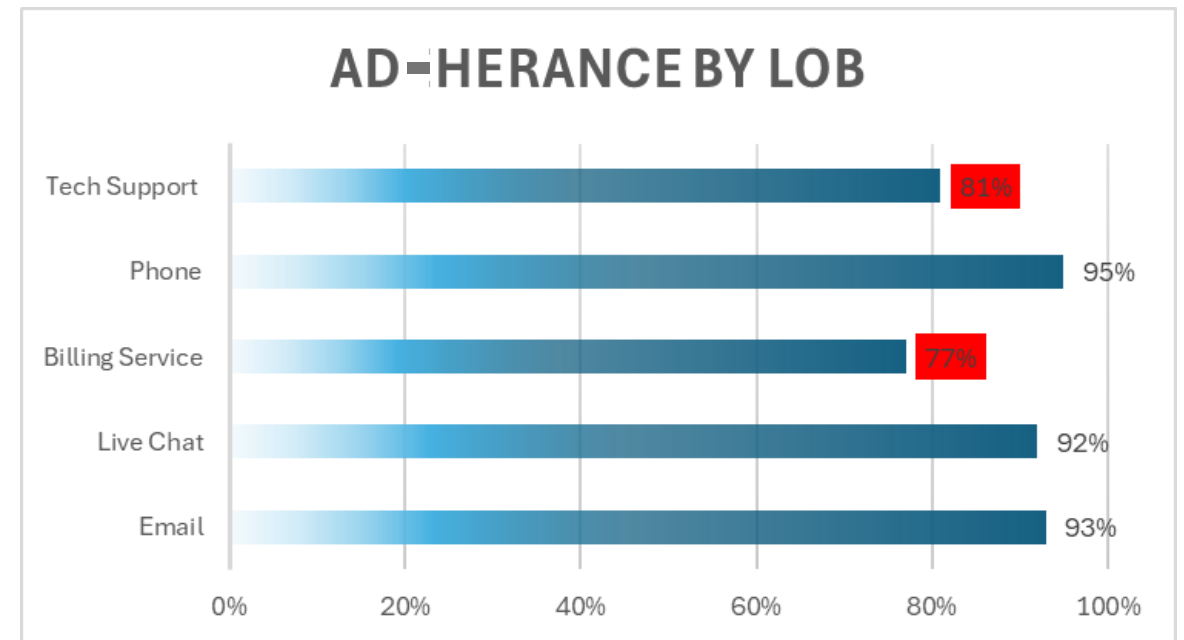
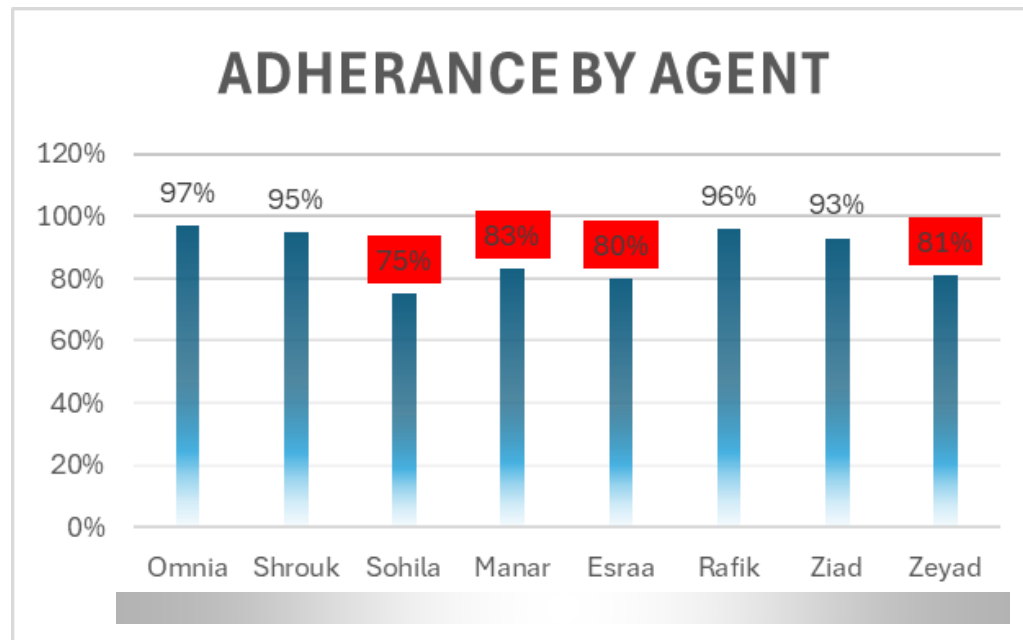
- Analyze historical data and trends to assess staffing needs and scheduling.
- Forecast future volumes and workload
- Include all scheduled holidays and offline activities, such as coaching, training, and meetings.
- Enhance utilization by adjusting shifts, breaks, and offline activities.
- Implement contingency plans for unexpected fluctuations in workload, maintaining flexibility in staffing
- Regularly review and adjust schedules based on real-time data to respond to changing demands effectively

Forecast Requirement and shift



Time Attendance and Real Time Management

- Monitor employee attendance and auxiliary states to assess performance and mitigate risks.
- Encourage adherence to shifts, breaks, and offline activities to meet SLAs.
- Provide real-time support through monitoring and reporting to manage behaviors and trends.
- Use data analytics to identify patterns and proactively manage attendance and performance issues.



Our Expertise in Managing Seasonality

Strong RTA and access to flexible resources enables Konecta to meet unexpected sudden peaks – up to 20–25%

Flexible Workforce– We require flexibility, with overtime providing an extra 10–20% in resources.

Cross-Trained Staff: Bilingual and multidisciplinary agents can assist during demand surges, with a WFM skills matrix enabling smooth reallocation.

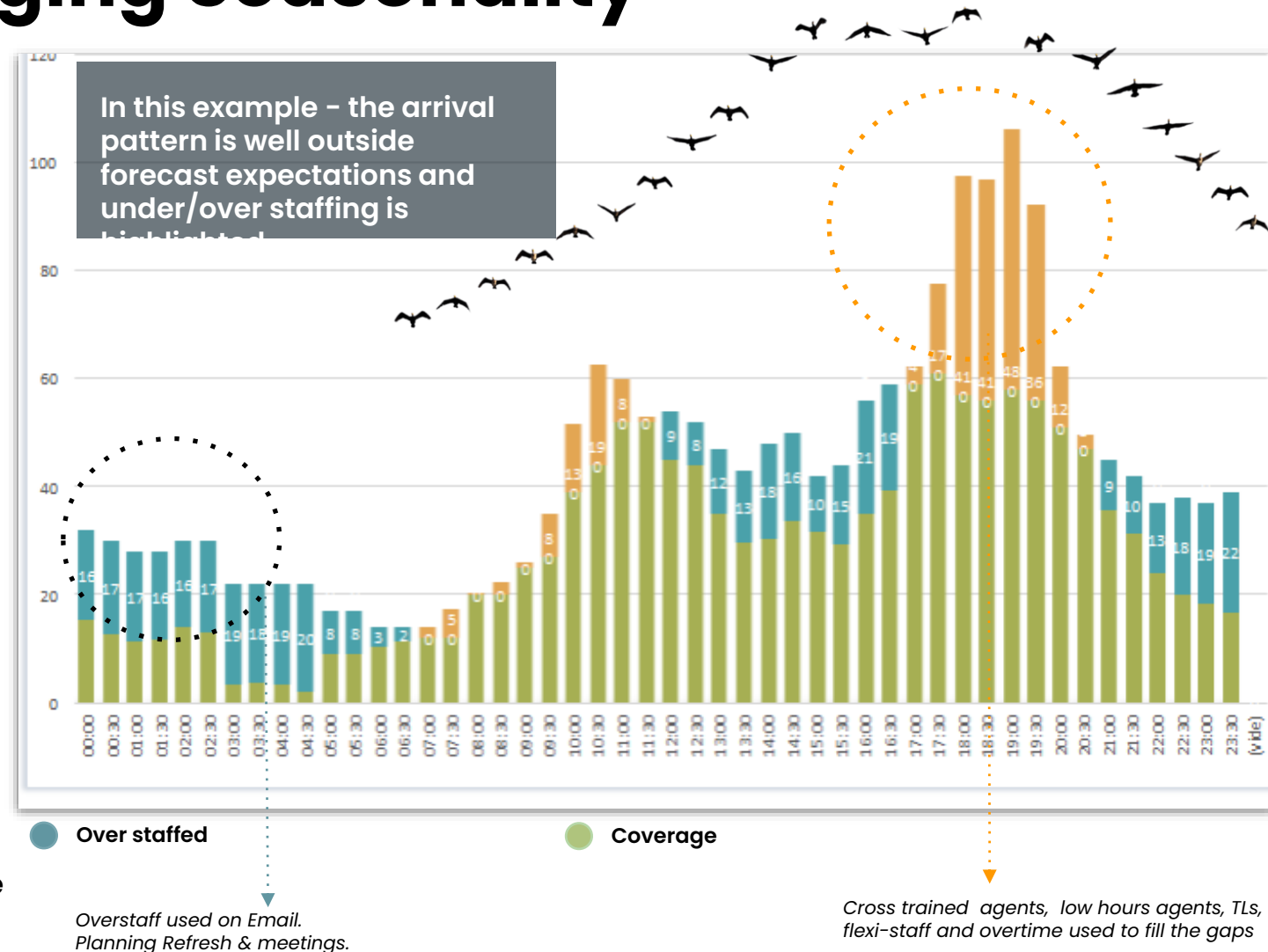
Workload Management: Less critical interactions can be delayed during spikes, minimizing quality impact.

Incentives: Offering incentives encourages teamwork to address high volumes.

Redistributing Workloads: We can shift tasks between locations within Konecta and the wider client network.

Efficiency Gains: Problem-solving focus has led to a 5–10% reduction in average handling time for some clients.

Flexible Staffing: Part-time and flexible agents add valuable extra hours.



thank you

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