

Proposal for DHL

December 11th, 2025



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Our Global Support to DHL



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Konecta and DHL have had a long standing partnership since 2002. We have delivered multi geography, multilingual agent support returning outstanding KPI's as well as being a trusted partner to help redesign, develop and deliver digital enhancements. Our goal is to continue to be a valued strategic partner and help assist other regions and DHL verticals deliver outstanding leading class CX.

From our initial conversations with DHL UK we understand you have some key objectives in order to drive more self serve and reduce call volume into the contact centre by a minimum of 10%. The solution we intent to replicate should produce similar results to the change we implemented for DHL Spain in 2022 which delivered around 18% reduction in call centre volume. In our proposal you will see the solution we will deploy and also the further areas we could bring into scope that would drive further efficiencies and self serve options to your customers.

In addition this extended relationship provides us with the opportunity to bring our extensive expertise of working with more than 500 partners to further help solution DHL's goals and ambitions in 2026 and beyond.



01

KONECTA OVERVIEW AND DHL PARTNERSHIP

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 Reducing cost to serve through automation

#1 Building long term partnerships with purpose

#1 Challenging traditional revenue hungry BPO's



120,000+
employees



€2bn+
revenue



40,000+
employees working
from home



27
countries

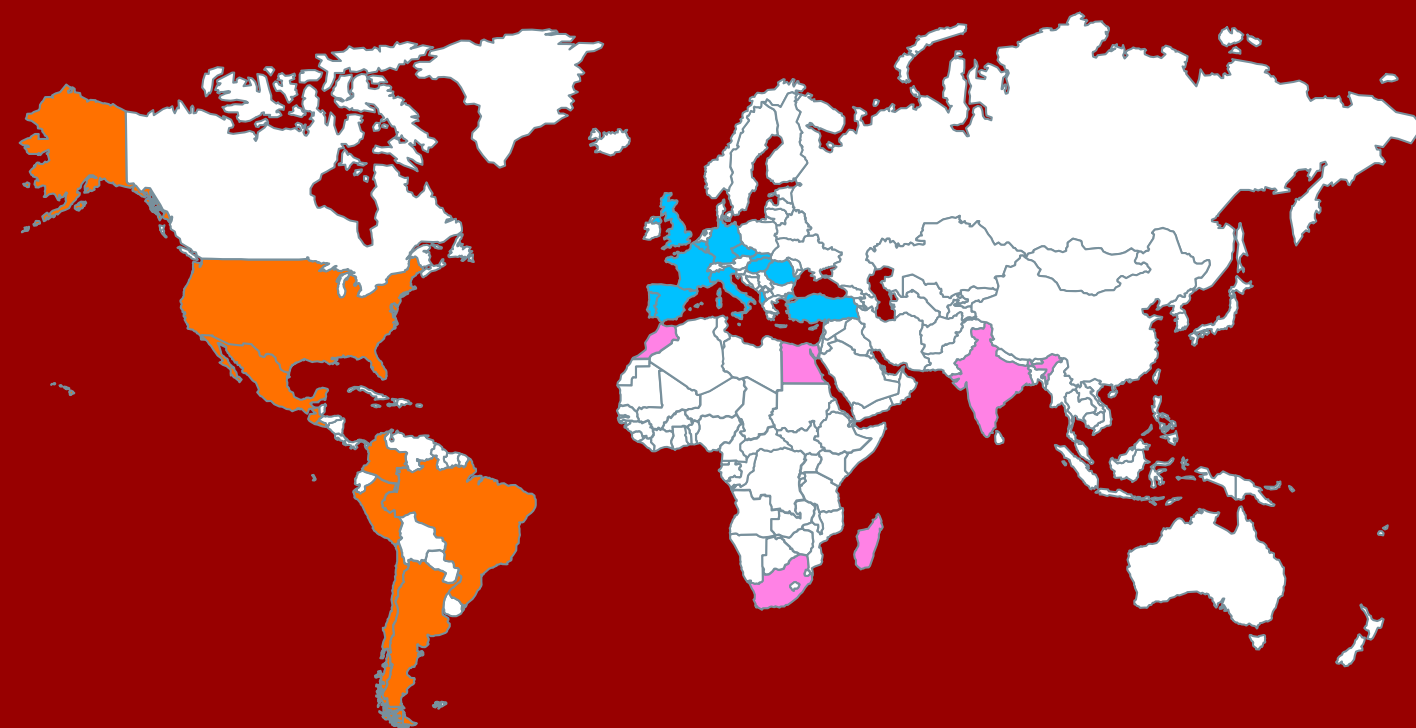


30+
languages



500+
blue chip clients

A leadership position across five continents with best-shoring capabilities



AMERICAS

9 countries
55+ 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 - 1 site

Forthcoming: Canada

EUROPE

13 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 - 4 sites

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 | Pakistan

11 MULTILINGUAL HUBS

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

Barcelona
Bogota
Bucharest
Cairo
Casablanca
Istanbul

Lisbon
Mexico City
Tangier

London
Paris



89%
Employee
Satisfaction

6.0%
Attrition
Industry: 10-12%

94%
Loyalty

+85%
Internal
Promotion



OUR EXPERIENCE

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



OUR EXPERIENCE

Transport & Logistic Experience

8+

markets
supported

20+

years in
this industry

1,294+

agents

8+

clients



LANGUAGES

English | Spanish | French | Catalan | Portuguese

CHANNELS

Chat | Client App | Email | IVR | SMS | Social Media | Tickets | Voice | Webform | WhatsApp

SECTORS

Goods transport | Delivery | Logistics | Supply Chain Management | Distribution & Fulfilment Centers | Dealership | Distribution & Fulfilment Centers | Last-Mile Delivery | Food Delivery | OEM | Part Suppliers

VALUE ADDS

Multi-Channel | Multi-Lingual | 24/7 | Social Media | Digitization | CX Analysis & processes

CLIENT SELECTION



Konecta confidential and proprietary information
Some brands under NDA

OUR JOURNEY TOGETHER

Our Partnership with DHL, a Stable, Multi-Country Partnership Built on Operational Excellence & Continuous Evolution

We have gone through significant growth and transformation across the DHL portfolio

- A long-standing partnership since 2002, expanded across France, Spain, and Colombia, supporting multiple DHL divisions (Express, Parcel, Aviation, Group) with both B2B and B2C operations.
- Evolved into a multi-function, multilingual delivery model covering customer care, sales, technical support, collections, middle office, and back-office services — strengthened by automation, MYDHL+ tools, and the ability to scale from 20 to 200+ agents during peak demand.



A Unique Employee Experience Across Countries & Business Lines

- **Low Attrition & Strong Stability:** Long-tenured teams across France and Spain ensure service continuity and deep product knowledge.
- **Multilingual, High-Skill Workforce:** Coverage in French, English, Spanish, Portuguese, and Catalan, supporting cross-border and high-volume scenarios.
- **Deep DHL Expertise:** Many agents have advanced skills across shipment platforms, customs, tracking, claims, and back-office processes — enabling faster case resolution and improved CX.
- **Adaptive & Agile Operations:** Teams regularly transition between campaigns, peak seasons, and DHL business units, ensuring agility without losing service quality.
- **Continuous Upskilling:** Focus on MYDHL+ support, technical troubleshooting, compliance processes, and cross-functional training.
- **Strong Sense of Belonging:** DHL-aligned office branding, dedicated leadership, and clear internal career pathways across multiple DHL divisions.

4.8%

Average monthly attrition across long-tenured DHL teams

200+

Maximum agents deployed across Spain & Colombia during peak periods

90–95%

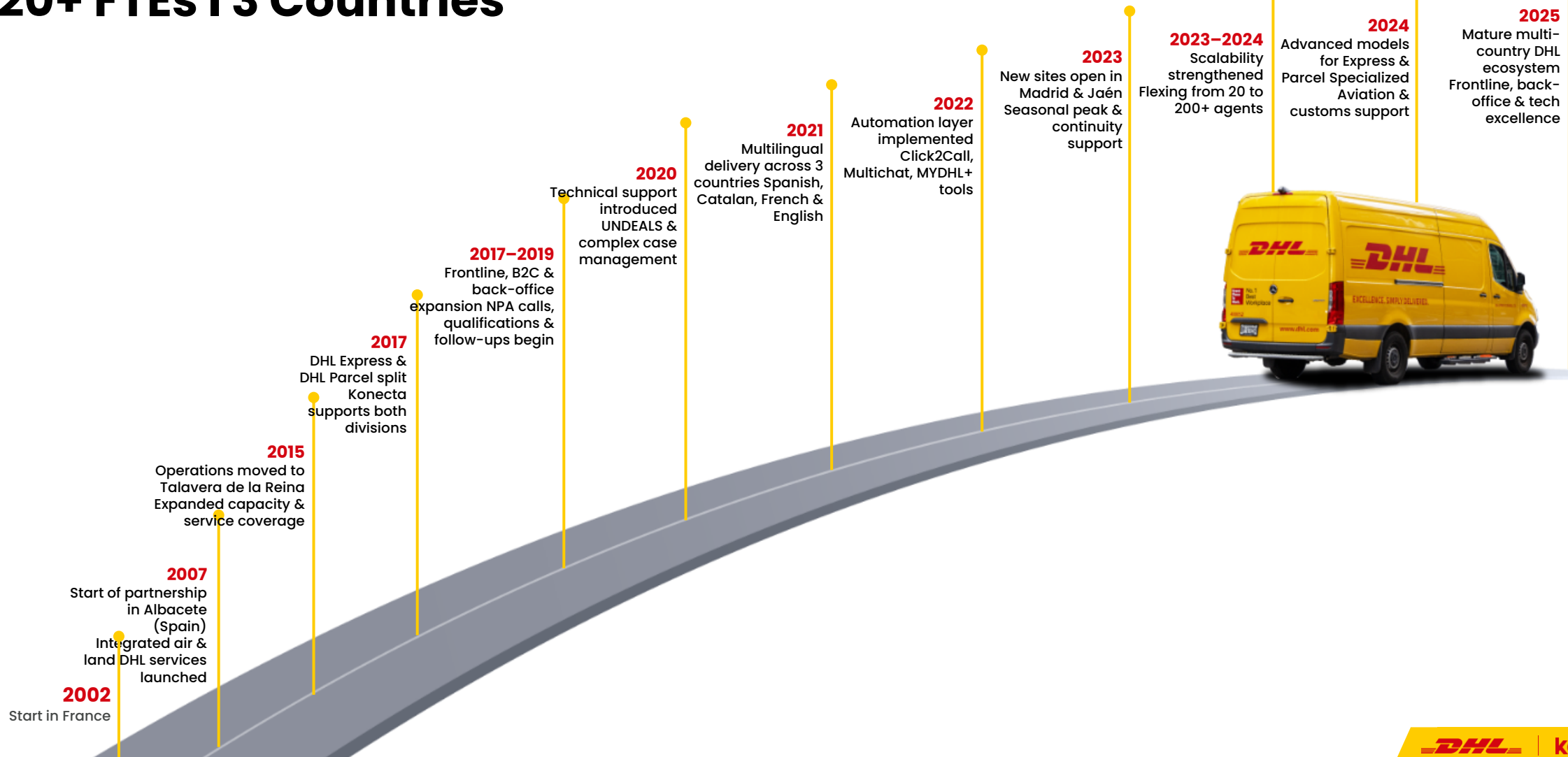
Average annual quality delivered across DHL Express, Parcel & Group

5

Languages supported across all operations (FR, EN, ES, PT, CAT)

OUR JOURNEY TOGETHER

Our Journey Together – DHL 120+ FTEs | 3 Countries



Konecta & DHL



Delivering Multilingual Customer Operations Across France, Spain & Colombia

For more than two decades, Konecta has been a trusted operational partner to DHL Express and DHL Parcel, delivering high-quality, multilingual customer support across France, Spain, and Colombia. Our teams manage a wide scope of DHL operations, including customer care, sales support, shipment information, complaints, tracking, order management, middle-office processing, technical assistance, back-office services, debt collection, and aviation customs support.

Our partnership began in France (2002), where we continue to manage overflow from DHL's internal centers, outbound CX campaigns (NPA), complex "UNDEALS" cases under 72 hours, and B2B platform support.

We expanded to Spain and Colombia (2007), strengthening DHL's customer experience through multilingual service (Spanish, Catalan, English), high-volume front-line and back-office support, and advanced multichat solutions that improve speed, accuracy, and digital engagement.

Konecta supports DHL with flexible workforce models—from 20 to more than 200 agents during peak periods—while maintaining consistently high quality, adherence, and operational reliability across all supported markets.

50M+

Customer interactions
managed annually for
DHL

3 Countries

France • Spain •
Colombia

4 Languages

French • Spanish •
English • Catalan.

Some Client Showcases



Client since: 2022
Delivery Locations: Argentina
Markets Served: Argentina
Languages: Spanish
Support Channels: Telefónico In/Out (Genesys), Digital Channels (Genesys + X/Twitter), Backoffice
Employees: 81
Services: Customer Service, Tracking parcels & nationwide shipments, Lost-package claims management, Scheduling new visits, VIP attention, etc.



Client since: 2018
Delivery Locations: Czech Republic
Markets Served: Czech + Slovak
Languages: Czech
Support Channels: Inbound Customer Service (Calls), Email Handling
Employees: 20
Services: Inbound customer service for B2C & C2C, Complete handling of customer inquiries, Email communication management, etc.



Client since: 2014
Delivery Locations: Czech Republic
Markets Served: Czech + Slovak
Languages: Czech
Support Channels: Inbound Customer Calls, Email, Webchats
Employees: 16
Services: Processing incoming calls, emails, and webchats, Shipment information, tracking & redirection, Communication with delivery points, etc.



Client since: 2022
Delivery Locations: Guatemala
Markets Served: Guatemala
Languages: Spanish
Support Channels: Inbound Calls, Social Media, Email, WhatsApp
Employees: 10
Services: Customer service for export advice, Monitoring & support, Full omnichannel management, Social networks management, etc.



02

KONECTA IVR SMS SOLUTION

- OUR SOLUTION
- ECONOMICS
- IMPLEMENTATION TIMELINES



CURRENT SITUATION

CONTACT CENTER OVERVIEW

5,000

Calls per day

100

Agents handling UK calls

80%

Answered within 20 seconds (KPI)

8%

IVR success rate (significantly low)

KEY PAIN POINTS

Low IVR containment

Customers bypass IVR via "Something else" option

Fast answer time reduces incentive

20-seconds SLA means easier to wait than self-serve

Limited self-service awareness

Customers unaware of online tools availability

Delivery rearrangement demand

Major contact driver with limited IVR support

Legacy IVR system

20-year-old platform with limited automation



DELIVERING CHANGE EFFECTIVELY

Proven self service IVR SMS solution to deflect low value calls and enhance customer experience.
Successfully deployed in DHL Spain.

10%

**DHL UK TARGET
DEFLECTION**

~500 calls/day

15%

**KONECTA ESTIMATED
DEFLECTION FOR DHL UK**

~750 calls/day

3

WEEKS TO DEPLOY

Fast implementation

18%

DHL SPAIN RESULTS

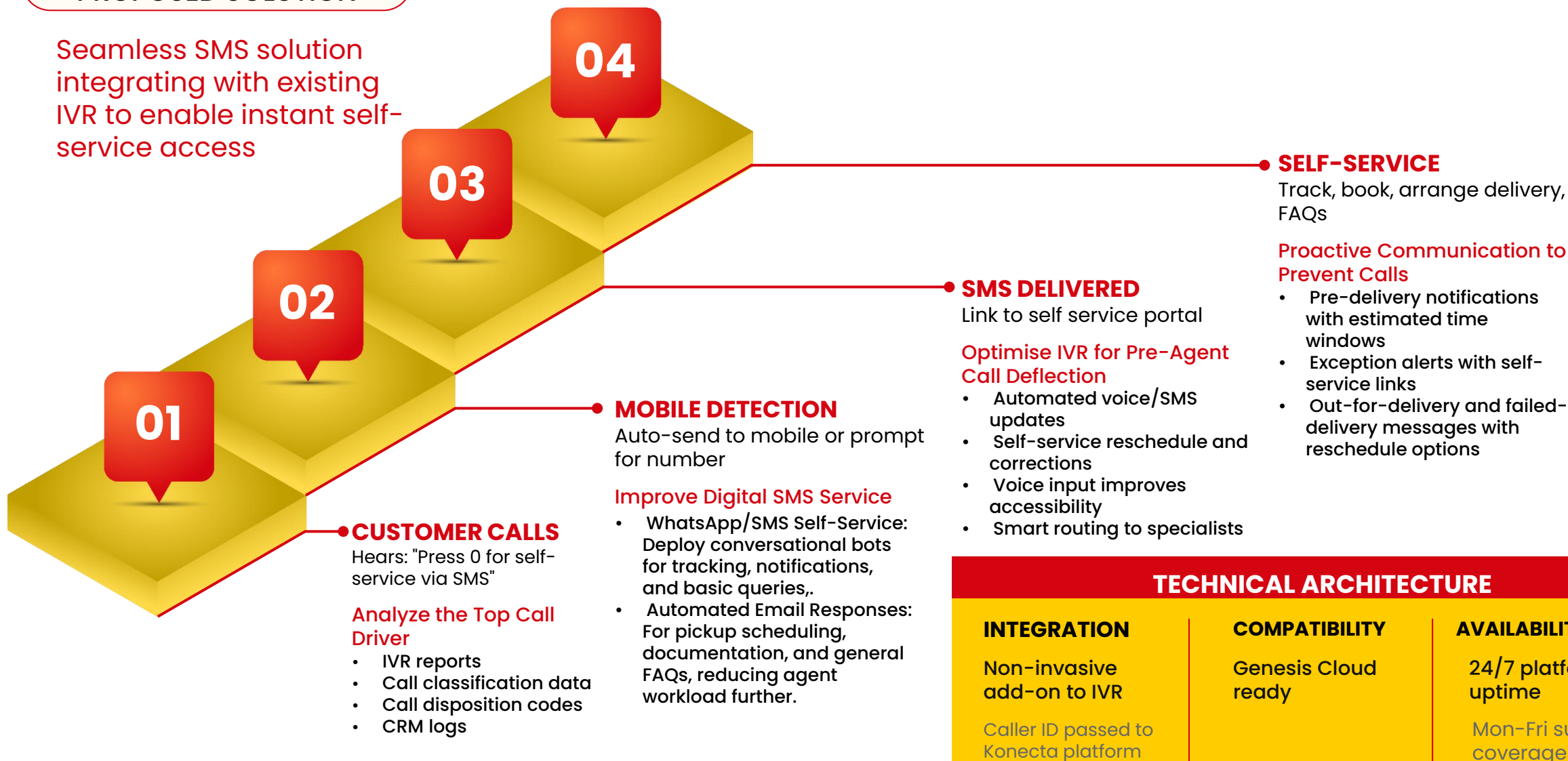
In production since 2022

Key Benefits

- Reduce operational costs by automating low value inquiries
- Improve customer satisfaction with instant self service
- 24/7 availability, ensuring customers get support anytime without relying on agent hours
- Improved call deflection, reducing load on call centers by resolving common queries through IVR/SMS
- Seamless integration to the IVR
- Enhanced customer engagement through personalized, context-aware messaging

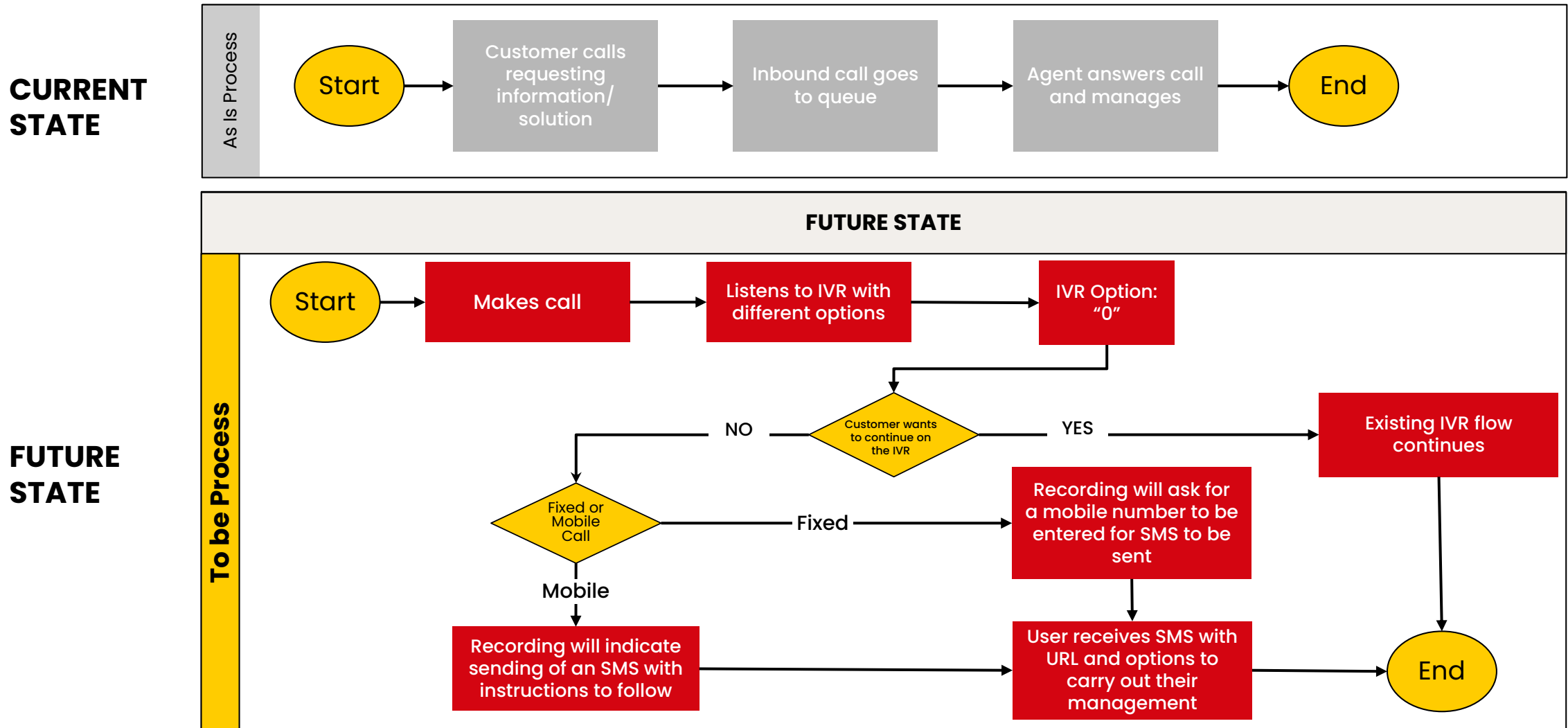
PROPOSED SOLUTION

Seamless SMS solution integrating with existing IVR to enable instant self-service access



SELF SERVICE (IVR)

Development Design:



SELF SERVICE (IVR)

Phase 1

SMS Self Service

Current IVR options to choose from :

Track my shipment

Schedule delivery date and location

Request a pickup

Find a nearby service point

Above contact drivers will be pushed to self service. These options will be available to the customer through the SMS link received on their mobile device.

All other query types are to be handled by an agent, either via chat or email.

Phase 2

Future IVR Initiatives

Other contact drivers that can be pushed to IVR SMS for self service

Report an issue with a shipment

Customs: Import procedures

Request a quote or open an account

Consult shipment documentation

Chat with an Agent or Virtual Agent

Assumptions

- *Avaya/Genesys will support to build/modify up the call flow on the IVR for both Phase 1 & 2 changes.*
- *IVR recordings will be facilitated by DHL and will be implemented by Avaya. Konecta will advise wherever necessary.*
- *SMS package and ongoing support for any SMS text related issues will be managed by Konecta.*

INVESTMENT & BENEFITS

Financial Investment

Setup Fee (One-time fee for SMS service implementation only)

£950

SMS Cost (Basic)

£0.079

Per message

Year 1 Total (15% deflection ,22 days working per month)

£16,592

~198,000 SMS included

All prices exclude VAT | Pricing valid through January 31, 2026

£75

Monthly Maintenance Fee (A fee for ongoing maintenance and troubleshooting can be determined once the solution is finalised)

QUANTIFIABLE BENEFITS

Call Deflection Impact

~750 calls/day automated

Operational Efficiency

Agents focus on high-value inquiries

Customer Experience

24/7 instant access, no wait

Peak Period Management

Reduced staffing pressure

Scalability

Foundation for AI enhancements

POTENTIAL SCENARIOS

10%

DHL Target

15%

Konecta Target

18%

Spain Level

Fast track deployment methodology

WEEK 1 Development & Configuration

- Platform configuration
- SMS setup

- Configure platform for IVR/SMS workflows.
- Build and validate routing flows and templates.
- Set up and test sender IDs and compliance paths.
- Prepare environments for smooth Week 2 integration

WEEK 2 Testing & Integration

- SMS Integration
- UAT with DHL

- Integrate IVR Call recording with SMS for real-time data.
- Run functional, integration, and performance tests.
- Conduct UAT with DHL to validate experience.
- Fix defects quickly for production readiness.

WEEK 3 Production Launch

- Go live with monitoring
- Training & reporting

- Deploy solution to production and go live.
- Monitor performance, delivery rates, and SMS flows.
- Train DHL teams on operations and reporting.
- Deliver initial reports and optimization insights.



03

FUTURE STRATEGY & VALUE ADDITIONS



Our Digital Solutions for Our Clients

01



Consultancy Services

Position Startup's offering, craft compelling value propositions and demonstrate expertise and impact (PoC, ROI models, and storytelling)

02



Deployment Services

Scale product adoption with seamless customer onboarding and deployment expertise jointly through training and knowledge transfer

03



Next Gen BPO Services

AI-powered, 24x7 omnichannel customer & tech support in 30+ languages from L1 helpdesk and back-office operations to NOC, network, cloud infrastructure, and workplace device support.

04



Shared Services

Provide flexible, cost-effective shared services (HR, Payroll and Legal that scale as the business grows

BPO as a Growth Enabler: Konecta's Proven Capabilities

Industry-backed benefits, proven cost efficiencies, and scalable delivery models

Cost Efficiency & Scale

- 61% of global CX leaders outsource to reduce costs by shifting work to low-cost, high-quality delivery centers.
- 60% outsource to achieve greater scale — essential for DHL's high-volume, seasonal demand.
- Outsourced IVR eliminates fixed costs (tech, infra, hiring) and converts them into a predictable, flexible OPEX model.

Why it matters for DHL: A scalable, cost-optimized IVR operation ensures consistent availability during peaks without over-investing in internal resources.

Reliability, Expertise & Service Consistency

Top criteria companies value when selecting outsourcing partners:

- 96% — Price competitiveness
- 94% — Provider reputation
- 94% — Proven industry expertise
- 93% — Consistency of service delivery
- 90% — Ease of adoption

Koneccta brings 20+ years of DHL operations experience, multilingual IVR + care delivery, and proven reliability across 3 countries.

Why it matters for DHL: A partner who already understands DHL's ecosystem ensures faster deployment, seamless integration, and fewer risks.

Better CX, Better Insights, Better Automation

Advanced CX Intelligence & Digital Transformation

- Outsourcing is no longer only cost-driven — process improvement (51%) and CX enhancement (44%) are key drivers.
- Market has shifted from traditional QA to Quality Intelligence (QI):
 - Voice of Customer (VoC)
 - CX insights
 - Sentiment & trend analytics
- BPO partners integrate automation, smart IVR routing, speech analytics, AI-driven optimisation.

Why it matters for DHL: This transforms IVR from a menu-based system into an intelligent, automated, insight-driven CX engine.

VALUE ADD

GenAI for CX

We transform customer interactions by automating processes, augmenting agent capabilities, and unlocking data-driven insights to drive efficiency, personalization, and better business outcomes.



Insights: Unlock operational data with advanced analytics by:

- Analyzing call recording to connect content and KPIs
- Monitoring agent performance to deliver personalized feedback
- Providing dashboards with customer satisfaction insights

+8% to 20% revenue

-20% ramp-up time reduction

+15% quality results



Co-pilot: Enhance agent performance with AI-driven support:

- Pre-call: Summarizes past calls and customer data for better responses
- Nudge: Analyzes intent in real-time to assist with resolution
- Post-call: Generates call summaries to reduce Average Handle Time (AHT)

98% language accuracy

-30 to 50% AHT in email & comm

+30% quality of written comm.



Auto-pilot: Automate routine customer interactions with AI-powered agents:

- Handles calls autonomously with natural, human-like conversations
- Enhances customer understanding and problem-solving at lower costs

Up to 30% cost interaction reduction

-15 to -20% AHT reduction

50% automation of inbound contact

FOCUS POINTS

- **Industry-Focused AI** – Solve real business challenges in an innovative way
- **Seamless Integration** – AI must work smoothly with CX platforms, CRMs, and enterprise systems
- **Smart Model Selection** – Expect the best AI solution for your needs, driving performance at the best price

Konecta differentiators

- AI-powered customer journeys with a scalable low-code platform
- CyberSec proof and no IT dependency to manage AI workflows
- Tech & model agnostic – no dependency to specific players
- Outcomes focus – cost-to-serve, AHT reduction
- Consultative approach to problem solving & collaborative approach with clients and partners

CASE REFERENCES



thank you

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