



Proposal Presentation for Costa Coffee's Project Elevate RFP

November, 2025



Welcome & Introductions



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Agenda

01 Introductions

02 Who we are

03 Costa & Konecta Journey

04 Our Solution

- ConnexAI Demo
- Our site in South Africa & UK
- Our Operating Model
- Key Team
- Implementation Plan

05 Q/A



02

Who We Are





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



€2bn+
revenue



40,000+
employees working
from home



27
countries

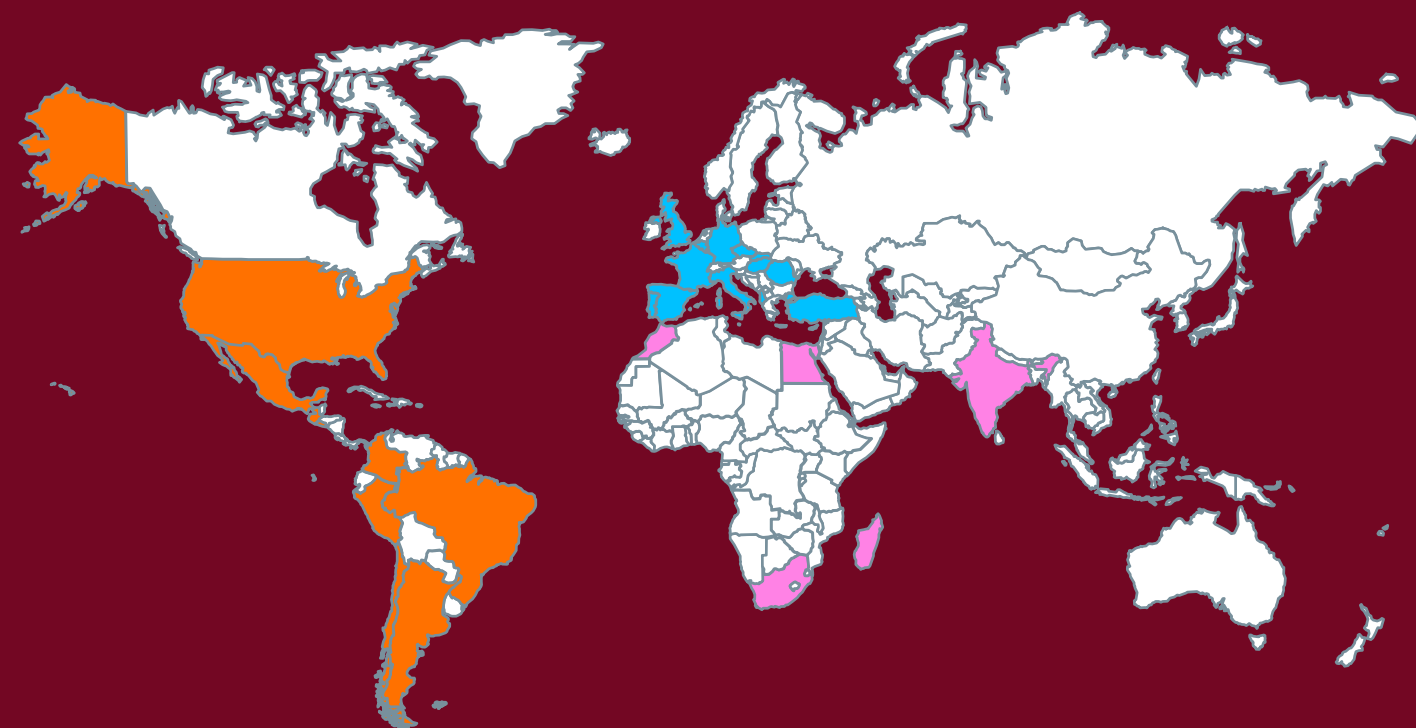


30+
languages



500+
blue chip clients

A leadership position across five continents with best-shoring capabilities



AMERICAS

9 countries
55+ sites

Colombia - 21sites
Peru - 9 sites
Argentina - 10sites

Mexico - 4 sites
Brazil - 8 sites
Chile - 1sites

El Salvador - 1site
Guatemala - 1site
USA - 1site

Forthcoming: Canada

EUROPE

13countries
110+sites

Spain - 34 sites
Italy - 31sites
France - 18sites
Czech Rep - 9 sites

Türkiye - 5 sites
Romania - 6 sites
UK - 3 sites
Albania - 3 sites

Slovakia - 1site
Germany - 1site
Belgium - 1site
Hungary - 1site
Portugal - 2 sites

MIDDLE EAST | AFRICA | ASIA

5 countries
12sites

South Africa - 1site
Madagascar - 2 sites

Morocco - 7 sites
Egypt - 1site

India - 1site

Forthcoming: The Philippines | Pakistan

11MULTILINGUAL 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



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





SITE VIDEOS

United kingdom



South Africa



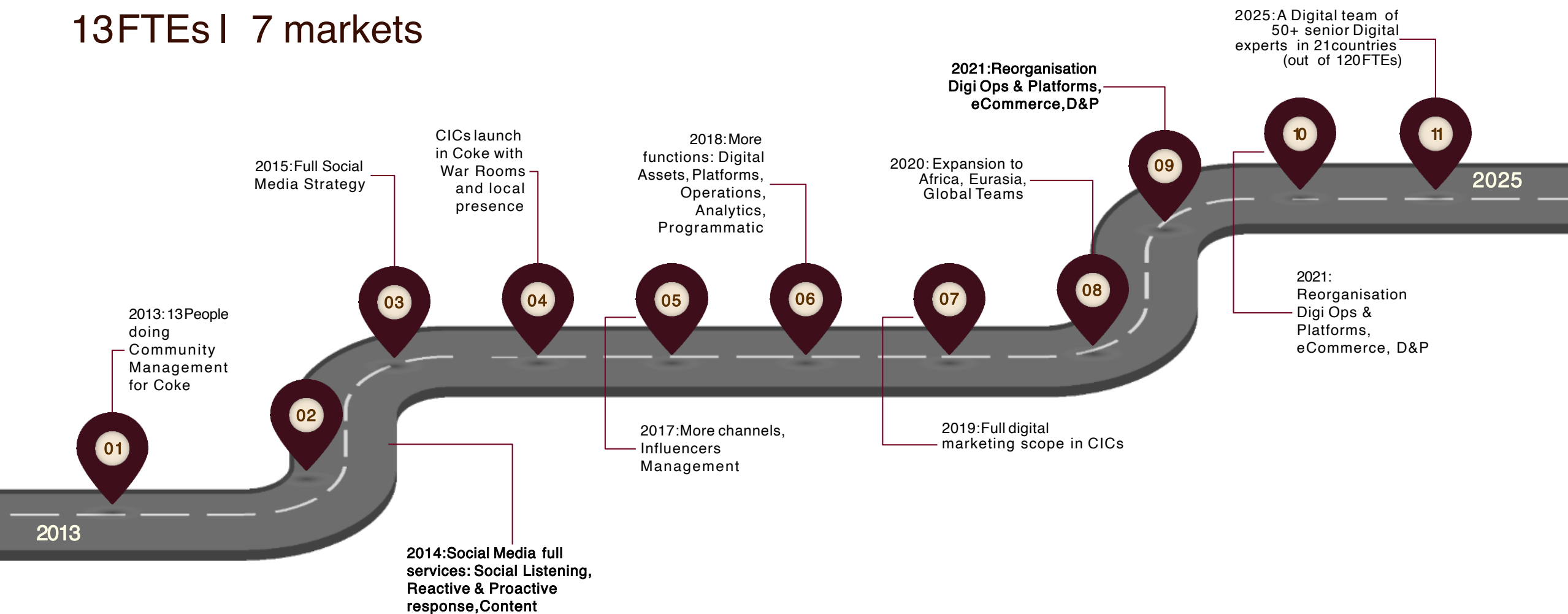
03

Costa & Konecta Journey



Our journey together with you started with the CICs in 2013

13FTEs | 7 markets



A stable Partnership with a strong sense of belonging

We have gone through Several Transformations

- **West Europe Consumer Care (2024):** Transferred from a localised operations model to a multilingual hub in London, with the implementation of Technological and AI Solutions, and providing first class reporting capabilities. We cover Phone, Email, Social Media, LiveChat, Email, Physical Letters.
- **PACS and IMX (2025):** Reactive Community Management and Publishing transferred to Konecta.



4%

Average annual attrition
since 2021

29

June 2025 eNPS

83/ 100

June 2025 eSAT score

78%

Of current team members
have had at least 2 different
roles within the team

Our teams enjoy a unique Employee experience

- **Low Attrition means stability:** Local and central team know that our team members are here to stay, enhancing trust and successful collaboration
- **A Talent Pool for TCCC:** Over the last 6 years, dozens of mid and senior Konecta employees have joined TCCC, bringing unique and needed Leadership and Operational talents to support TCCC.
- **Unique Employee Experience:** ensuring our employees feel passion for the work they do and are ready to go beyond their SOW
- **Change and transformation:** Our team members can evolve and adapt to new needs from TCCC and move internally. External hires are done in less than 3 weeks and there is always business continuity.
- **Sense of belonging:** Coca-Cola specific office design, used by our client to promote internal tech innovations

Ongoing work done with Costa Coffee

CURRENT SITUATION- We currently operate with Coffee across multiple workflows. We support the company with Consumer Care requests in GB, Benelux, France, Nordics, Dach and Iberia.

Consumer Care

- In GB, Quality complaints on RTD are done by Konecta TCCC GB Team
- In smaller markets, with just a few machines or coffee shops, Quality and Non-Quality complaints go to our European Konecta for TCCC team (small volumes because small presence)
- Konecta already knows the brand, the internal processes of Costa, and we have a strong relationship with CCEP.

Digital Marketing

- Costa RTD Coupon through the Coke App
- Design and update brand page, campaign page for latte and app campaigns as well as set-up analytics
- App and OneXP Support

BENEFITS

- **Consistency:** We will be able to create uniformity across the operations and use our learnings in technology transformation, processes and brands.
- **Efficiency:** More efficiencies and decreased costs by cross training teams, providing support for busy periods for both clients.
- **Governance:** Strong, tested and operation ready governance across markets and across UK and Europe.
- **Faster transformation:** By incorporating Costa Coffee with Konecta's operations, we can accelerate tech advancements, Training programs, Employee retention and fast-pacing your transformation.
- **Digital excellence:** Our synergies with our Digital teams allows for more efficiency, quick information flow on promos, and digital transformation. We could develop a similar model long term with Costa Coffee.
- **Better insights:** We have a strong Data and analytics in place with TCCC and we could use this as learnings for Costa Coffee.

We are the right partner to undertake this journey with you. The transition can be paced to suit your needs, whether fast or gradual

Relevant Client Showcases



Client since: 2020
Delivery Locations: Durban
Markets Served: UK
Languages: English
Support Channels: Voice and Non-Voice
Employees: 450
Services : Full-service Customer Services, Voice + Non-Voice Support, Offshore launch support for Octopus Customer Services, Accredited Kraken trainers & pro-users, Testing & launching new markets, etc.



UNDER NDA

Client since: 2020
Delivery Locations: UK, Turkey, El Salvador
Markets Served: Germany, Austria, Switzerland, UK, USA, France, South Africa
Languages: English, French, German
Support Channels: Inbound & Outbound Customer Service
Employees: 60
Services: Inbound Customer Service, Outbound Campaigns, etc.



Client since: 2013
Delivery Locations: UK
Markets Served: UK
Languages: English
Support Channels: Inbound, Outbound
Employees: 15
Services : B2C & B2B customer support, Corporate order management, Peak-season operations, Outbound retention & engagement campaigns, Tenured core team operations, etc.



Client since: 2023
Delivery Locations: UK
Markets Served: UK & Ireland
Languages: English
Support Channels: Phone, Email, WhatsApp, Web-chat, Multichannel product inquiries, Complaint management, Back-office & fulfilment support
Employees: 15
Services: Multichannel product inquiries, End-to-end complaint management, Back-office fulfilment, etc.

04

Our Solution



Solution Overview

Costa Coffee's Objectives :

Improve Customer Interaction Capture & Accuracy

Strengthen Customer Feedback & Insight Loop

Gain Deeper Operational & Customer Insights

Deliver High-Quality Human Support for Complex Cases



Konecta Solution Overview

Konecta's AI adaptive forms auto-capture customer details and sync seamlessly with Costa's systems.

Konecta's automated CSAT workflows use AI chatbots to collect feedback and trigger real-time follow-ups.

Konecta's analytics suite delivers real-time insights on performance, sentiment, and system health.

Konecta's expert agents manage escalations and sensitive cases with empathy and precision.

Konecta's Hybrid Solution (AI + Human Agents)

- ✓ 24/7 instant AI support with zero wait time
- ✓ AI resolves 75% of frontline queries; humans focus on complex cases
- ✓ Scalable AI performance with consistent, human-quality responses
- ✓ Effortless handover to Konecta experts with full interaction context
- ✓ Hybrid model: 20 AI agents + 7 human agents for optimal coverage

Konecta + ConnexAI: Powering Costa's Next-Generation AI Experience



Konecta partners with ConnexAI as our exclusive AI technology collaborator for the Costa programme combining Konecta's proven operational leadership with ConnexAI's next-generation Agentic AI platform. Together, we deliver a scalable, secure, and continuously evolving customer engagement ecosystem engineered specifically for Costa's transformation goals.

Why ConnexAI:

- **10+ years of AI innovation** powering global CX transformation
- **4B+ interactions** processed annually across industries
- **9 international delivery locations** supporting multilingual operations
- **99.999% uptime** for enterprise reliability
- **Strategic partnership with Konecta** delivering aligned, AI-driven CX

How the Partnership Delivers Value to Costa

- **Unified Governance & Support:** Joint governance, shared Customer Success, and Technical Management for a coordinated deployment.
- **24/7 Technical Support:** ConnexAI provides continuous monitoring, onboarding, configuration, and real-time optimisation.
- **Operational Excellence (Konecta):** Konecta ensures day-to-day delivery, QA, multilingual support, and performance management using ConnexAI's analytics and automated scoring.

Costa-Trained AI Agents (Athena)

Built on ConnexAI's Athena ecosystem (AI Agent, Guru, Analytics, Voice, ASR) to deliver:

- Personalised interactions
- Real-time AI augmentation
- Predictive intelligence
- Seamless omnichannel orchestration

Customer testimonials of AI Agent - [Customer Testimonial](#)

Connex Athena - [Connex AI- Athena](#)

Connex AI website address - www.connex.ai

Costa Requirements and Konecta Solution

Konecta's has partnered with Connex AI's Agent solution is ideally suited to meet Costa's goals of delivering a high-quality, cost-effective and internationally scalable consumer contact centre experience with advanced AI capabilities and rigorous security adherence.

- AI-Driven Customer Experience
- Expert Customer Journeys & Smart Escalation
- Customisable AI Agents for Every Role
- Compliant and Secure Knowledge Management
- Scalable and Integrated AI Workforce Management
- Comprehensive Security Certifications and Compliance -
- SOC 2 Type 2, ISO 27001, Cyber Essentials Plus, GDPR and HIPAA, PCIDSS: Additional

Konecta will provide Costa with a unified, AI-powered platform that captures and routes customer contacts from all channels through a secure system. The platform uses intelligent capabilities like sentiment analysis to automate common queries, while seamlessly escalating complex cases to human advisors. This results in a scalable, cost-efficient service that enhances customer satisfaction and delivers a consistent, exceptional consumer experience.



01- AI Agents

An intelligent AI agent that manages real-time chats, interprets customer intent, and resolves complaints, feedback, compliments, and queries across all channels. It auto-creates cases, routes business enquiries to forms, and escalates low-confidence interactions to human agents, ensuring fast, accurate, human-like support with seamless context transfer.



02 - Customer Contact Form - Webform Redesign

Costa's web and app contact form lets customers submit complaints, feedback, questions, and compliments with instant email acknowledgement. Business enquiries route directly to internal teams, while all other submissions automatically create cases in the management system. Powered by Connex AI, this delivers seamless omnichannel capture, efficient routing, and consistent, integrated customer support.



03 - Social Media Tool

Costa's social media tool monitors all channels, captures complaints, feedback, queries, and compliments, and enables fast responses. Qualifying interactions automatically create cases with full context and acknowledgement emails. Connex AI enhances this with unified dashboards, automated case creation, and integration with tools like Sprout, improving responsiveness, efficiency, visibility, and compliance.



04 - Case Management Tool

A unified case management system that captures all customer interactions—AI agent, web form, social media, email, voice, and letters—automatically creating and updating cases in real time. It supports workflow automation, escalations, reminders, attachments, CSAT surveys, and integrates seamlessly with Costa's existing Microsoft Dynamics 365 CRM for centralised oversight and efficient resolution.



05 - AI Chatbot Agent

Flow feature in our tool is an automation tool that solves the problems of traditional surveys by systematically collecting Customer Satisfaction (CSAT) scores across all customer touchpoints. Its no-code platform uses customizable, automated workflows to trigger surveys at optimal moments, ensuring consistent feedback and enabling immediate follow-up on negative ratings.



06 - Analytics & Reporting Tools

We will provide advanced analytics and reporting tools that directly support Costa's goals of delivering a high-quality, scalable and efficient consumer contact process through its AI Agent capabilities.

CONNEXAI DEMO



ConnexAI

How Konecta's AI Agent Solution aligns with Costa's needs

Costa Needs	Konecta Provides	Business Impact
Omnichannel Intake	Auto-capture & routing	Faster recognition, no friction
Social Handling	Unified social dashboard	No missed interactions
Case Mgmt	AI-driven prioritisation	SLA improvement
AI Resolution	80% routine auto-resolved	Lower cost-to-serve
Support/Uptime	UK 24/7 and 99.9%+ monitoring	Always-on CX
AWS Cloud	Secure single-tenant environment	Scale + security
Analytics	Real-time dashboards	Better decisions
Virtual Agents	Human-level AI at scale	Efficiency boost
Audit Support	Full logs + audit structure	Compliance assured

For a deep dive into our Software solution, please refer to Appendix: 9

Proposed Locations

Konecra proposes a flexible delivery model where the 25% human agent requirement can be fulfilled from either our UK center in London or our South Africa hub, depending on Costa's preference for proximity or cost efficiency. Both locations offer high-quality talent, strong governance, and seamless integration with AI-led operations.

United Kingdom



- Strategically located in Canary Wharf, London's premier financial district with world-class connectivity.
- 24/7 operations center with 330-seat capacity, high physical security, and Tier 1 business continuity standards.
- Multilingual, tenured workforce supporting Energy, Utilities, Retail, and Travel industries.
- ISO 9001, ISO 27001, PCI-DSS, and GDPR certified for quality, security, and compliance excellence.
- TUPE possibility if needed.

South Africa



- Top tier English proficiency with neutral accents and over 64,000 skilled professionals.
- Strong cultural alignment and shared time zones with the U.S., UK, Australia, and New Zealand.
- Exceptional cost efficiency and world-class service quality.
- Technologically advanced, low risk economy Africa's most industrialized and stable BPO hub.

LONDON, UNITED KINGDOM

Konecta London – Overview

Konecta London is based in Canary Wharf, a modern financial district known for its skyline, waterfront, and excellent transport links. The area is lively with restaurants, green spaces, and events, and is 3 miles from London City Airport and 20 miles from Heathrow.

Facility

Launched in 2015, the site has a **330-seat capacity** on a 1,783m² floor, with room for expansion. It includes conference rooms, training areas, cafeteria, relaxation spaces, and operates **24/7** with strong physical and digital security. The site meets **Premier Tier 1** business continuity standards, including multiple generators and dual-carrier network resilience.

Employees

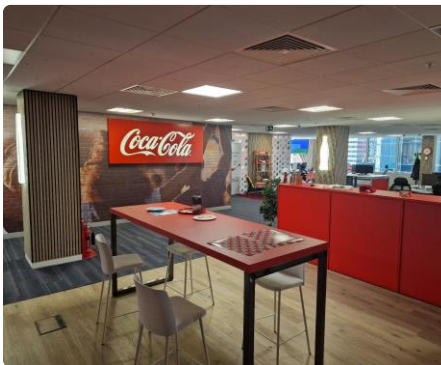
Experienced, tenured workforce | Strong multilingual capability

Services

Omni-channel Customer Service | Loyalty & Telesales | 24/7 operations | Serving Energy, Utilities | Retail & Travel sectors

Certifications

ISO 9001 | ISO 27001 | PCI-DSS | GDPR



The faces behind smooth implementation & operations



Dan West

UK Operations Director

20+ years multiple BPO roles including IT, Client Management

Strong technological background and experience in implementing over 30 new projects across multiple verticals



Tom Gray

Consumer Care Manager

10+ years in customer care, sales, and BPO operations

Leads Coca-Cola Consumer Care for Great Britain & Nordics for 5+ years

Strong expertise in KPI delivery, team leadership, and retail/e-commerce operations



Liz Parry

Global Relationship Manager

34+ years experience within the BPO space

Experienced Strategic Account Manager with a strong background in omni-channel contact centre outsourcing, specialising in service delivery, operations, business development, etc.



Damien Bernard

Konecta TCCC Lead/HRBP Global

20+ years experience creating unique high performing environment in startups and Corporate firms

A strategic HR leader specializing in building international teams leading People Operations for TCCC Konecta teams.



Stewart Ferguson

Operations Director UK & USA

26+ years in BPO and tech industry

More than 26 years' experience in BPO Customer Services, setting up operations in the USA and nearshore. Managed operational & commercial functions, administration, operations setup



UMHLANGA, DURBAN, SOUTH AFRICA

Konecta in Umhlanga, Durban - Our bright, spacious 5,562 m² site spans three floors and includes relaxation areas, multiple training and meeting rooms, and a dining area with food service during business hours and kitchen access after hours. Employee lockers and CCTV provide added security. The site has **1,200 seats** and is just 15 minutes from the nearest airport and Durban city, known for its strong business environment, excellent infrastructure, beautiful beaches, top surf spots, and leading universities.

RECRUITMENT CAPABILITIES

350+ English-speaking FTEs per month

EMPLOYEES

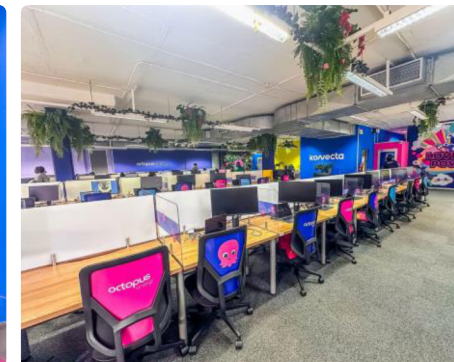
Highly educated individuals, graduated from South Africa's best universities |
Language: English

SERVICES

Omni-channel Customer Service | Technical Support | 24/7 | Clients served in wide variety of industry sectors

CERTIFICATIONS

ISO 27001 | PCI-DSS | GDPR



KEYTEAM IN DURBAN

Our seasoned and highly professional team that understands your business and ensures smooth, successful operations

The only South African BPO with almost 100% South African Management team at all levels



Sunera Maharaj
Operations Director

- 18 years of progressive BPO experience across retail and financial services.
- A solution-oriented leader, with expertise in designing, re-engineering, and mobilizing effective solutions that improve performance and elevate client satisfaction.



Ruvanya Sing
Head of Recruitment

- 20 years recruitment experience across FMCG, Betting & Entertainment & BPO industries focusing on transformation & transition of recruitment end to end.
- Local & Global Service Delivery & innovation across 45 countries. Transformation leader with expertise in implementation & optimization of processes & systems.



Sanesh Gangapersad
Head of Projects & Transitions

- 15 years of BPO experience
- Senior Ops & Support: Management, CX Metrics, BI & Projects
- 10+ years' experience in SA & UK Telco & Energy operations.



Munyaradzi Mtoko
Training Manager

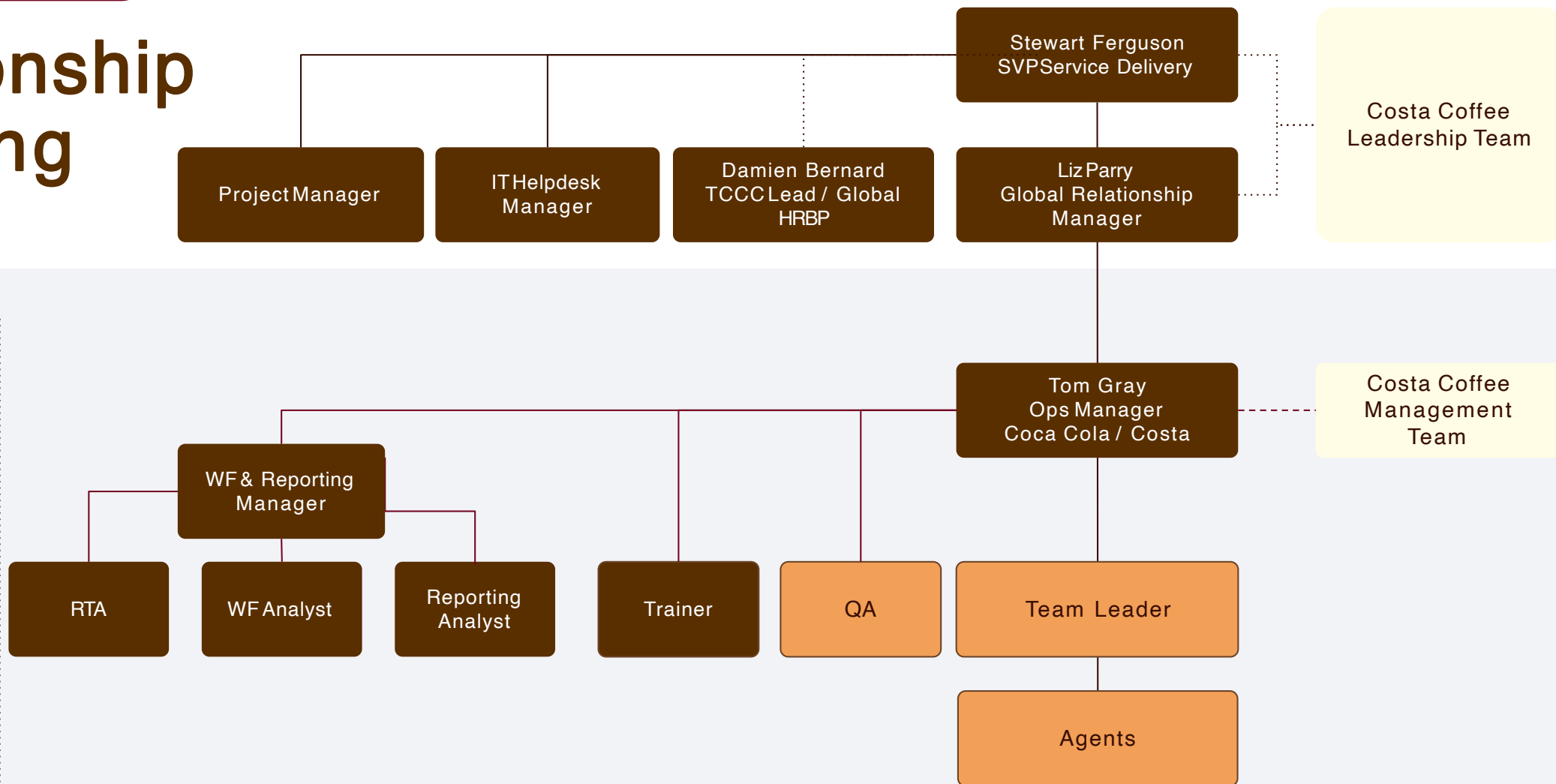
- 13 years in BPO
- 11 years in L&D with experience in delivering telco, retail, energy and learnership programs.
- A combined 5 years of delivering telco training solely (sales and customer service) in both local and international markets.



Devendran Pillay
Head of Quality Assurance

- 15 years in the BPO
- Organisational Management expert, committed to developing the skills and competencies of our people to set them up for success
- Senior Ops and Management, CX Excellence
- Framework implementations expert

Relationship Mapping

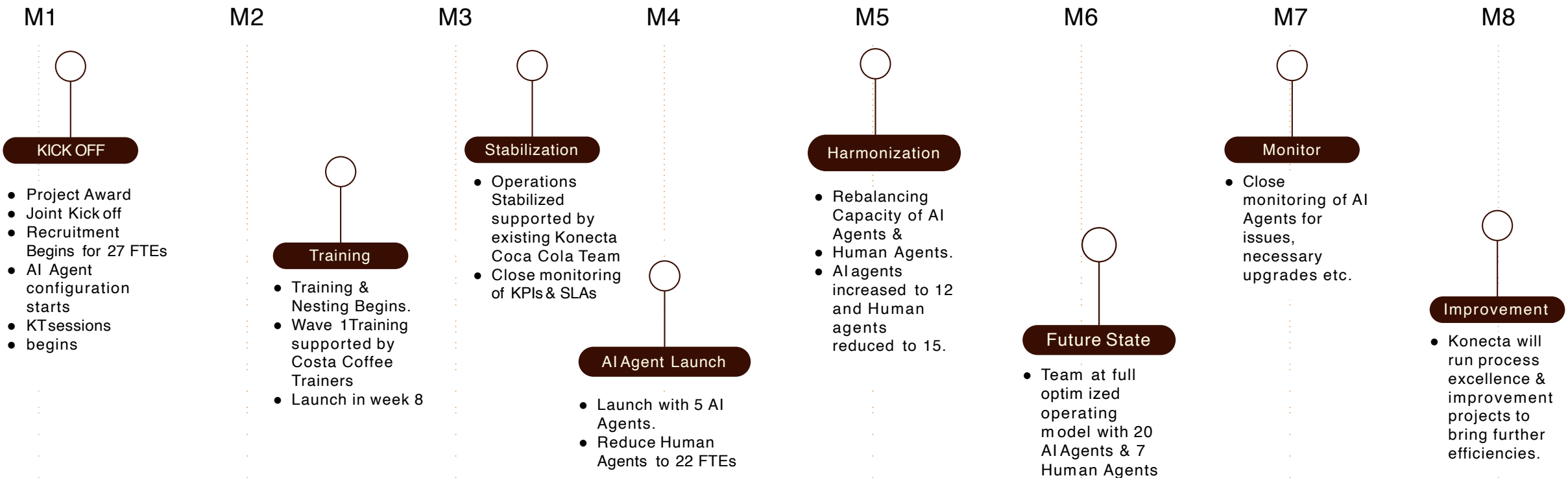


DEDICATED

SHARED

Roadmap to AI Enhanced Customer Service

Our phased plan to deploy, train, and optimize a blended AI+ human agent model with continuous performance improvement.



05

Q/A



thank you

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