

konecta | Crunchyroll

Welcome to Konecta

Aug 11th, 2025



Content



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ABOUT
KONECTA



02

GLOBAL
ENGLISH



03

VALUE
ADD



01

ABOUT KONECTA





WHO WE ARE



We seamlessly hybridize human and AI agents to make every experience feel special **for our clients' customers and employees.**

Our **diverse, multicultural 120,000-strong** team brings a wealth of perspectives, ensuring that every experience is tailored, authentic, and meaningful.

With **+25-year experience**, we are uniquely positioned to deliver end-to-end experiences, services, and solutions to meet the needs of our clients.

Katalyst 2028, our strategic 3-year plan to become a GenAI-powered company

We foster a holistic ecosystem where human ingenuity and advanced GenAI work together to create impactful and personalized interactions.

01

Redefining CX for the future

by deploying advanced AI solutions and providing end-to-end support through strategic partnerships.

02

Driving the transformation with Konecta Digital

by scaling innovative offerings, incl. GenAI, system integration, employee experience solutions, and cybersecurity, but also serves as a trusted advisory and consulting partner.

03

Expanding global reach

by reinforcing our presence in established markets where we are already a leader like Spain, Italy, Colombia, Argentina and Peru, while expanding into high-potential regions such as the U.S., Middle-East, and South Africa.

04

Upskilling for the digital era

by equipping our employees with trainings in advanced AI and GenAI tools, and internal AI solutions, such as virtual assistants and AI coaches.

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, patent etc.).



120,000+
employees



€2bn+
revenue



40,000+
employees working
from home



27
countries

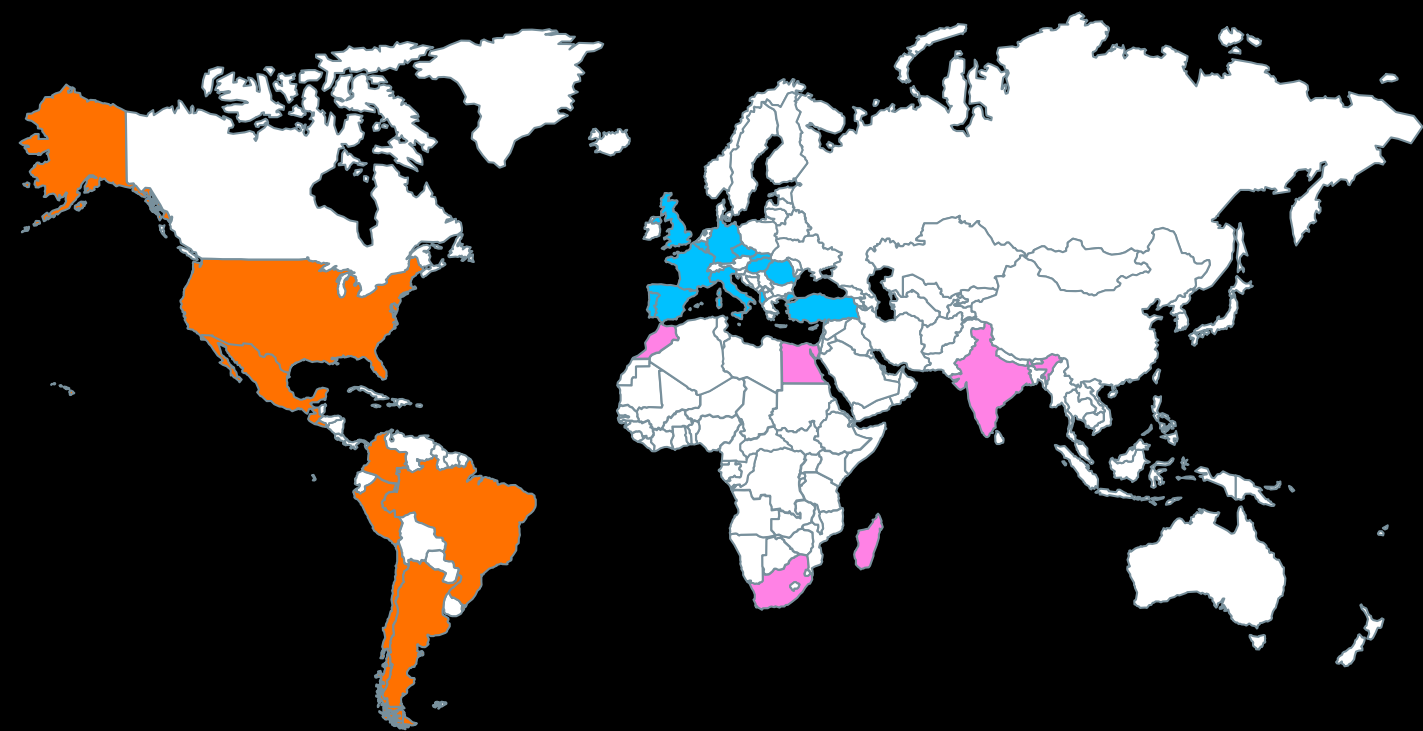


30+
languages



500+
blue chip
clients

A leadership position across five continents with best-shoring capabilities



AMERICAS

9 countries
55+ sites

Colombia - 21sites	Mexico- 6 sites	ElSalvador - 1site
Peru- 9 sites	Brazil- 6 sites	Guatemala - 1site
Argentina- 9 sites	Chile- 3 sites	USA- 1site

Forthcoming: Canada

EUROPE

13countries
110+sites

Spain- 35 sites	Türkiye- 8 sites	Slovakia - 1site
Italy - 27sites	Romania - 6 sites	Germany - 1site
France - 18sites	UK- 3 sites	Belgium - 1site
Czech Rep - 7 sites	Albania - 2 sites	Hungary - 1site
		Portugal - 1site

MIDDLE EAST | AFRICA | ASIA

5 countries
12sites

South Africa - 1site	Morocco - 7 sites	India - 1site
Madagascar - 2 sites	Egypt- 1site	

Forthcoming: The Philippines | Pakistan

11MULTILINGUAL HUBS

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

Barcelona	Lisbon	London
Bogota		
Bucharest	Mexico City	
Cairo		Paris
Casablanca	Tanger	
Istanbul		

We are guided by our values...

We are future-ready

We keep our human and digital skills as future-proof to deliver seamless and scalable experiences.

We disrupt with purpose

We aim to transform the industry by creating solutions that inspire progress, empower communities, and leave a positive mark.

The team is our spirit

We are a collective house of positive collaboration, driven by a strong culture of experience.

We are reliable game-changers

We are determined to revolutionize the world of experiences, with reliability and resilience.

...to deliver seamless customer and employee services.

We offer a full range of end-to-end customer management process and digital outsourcing – including acquisition, retention, customer service, technical support, and collection – all based on a sustainable business model.

AI & GENAI SERVICES

Start-to-finish support to accelerate your AI/ GenAI journey



Customer Experience

Hybrid GenAI agent solutions and AI-enabled innovations for both front- and back-office to revolutionize your customer experience and fit your needs.



Employee Experience

Employee care solutions, from helpdesks to knowledge management, to support and engage your employees and help your business thrive.



Digital Marketing

Outcome-based solutions to boost your sales, improve efficiency and achieve better ROI.



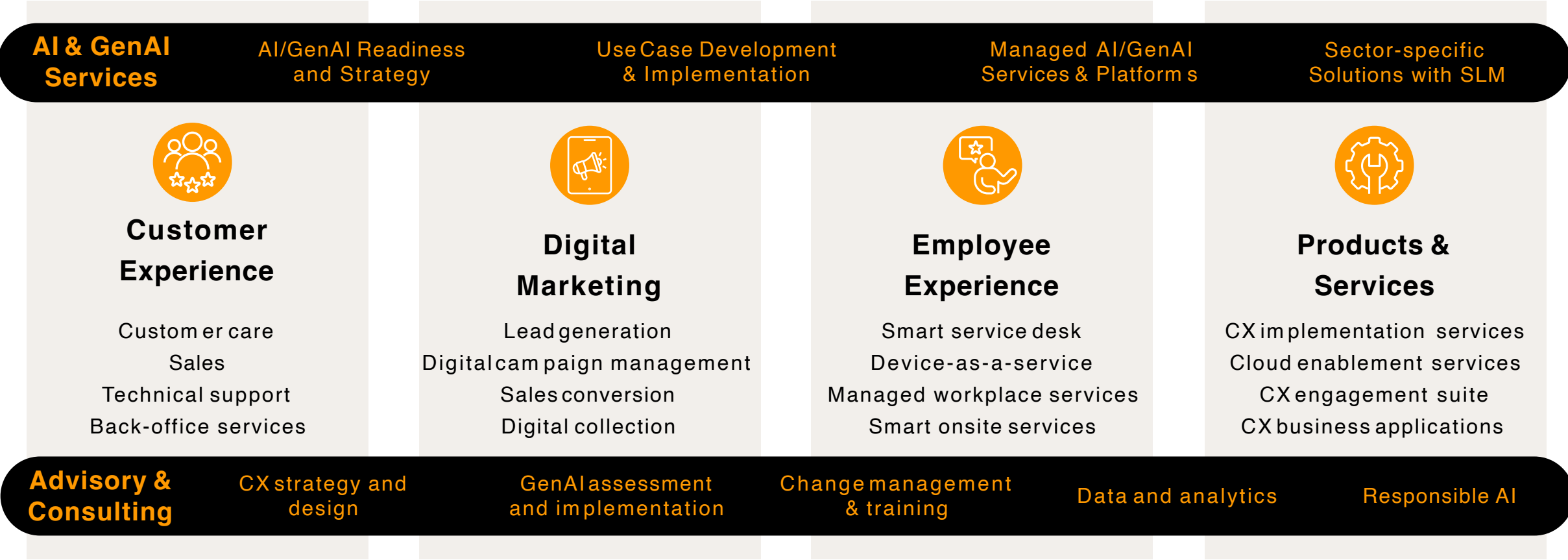
Products & Solutions

Best-in-class solutions and services, from CX automation to analytics, to reinvent your relationships - harnessing our own and third-party innovation.

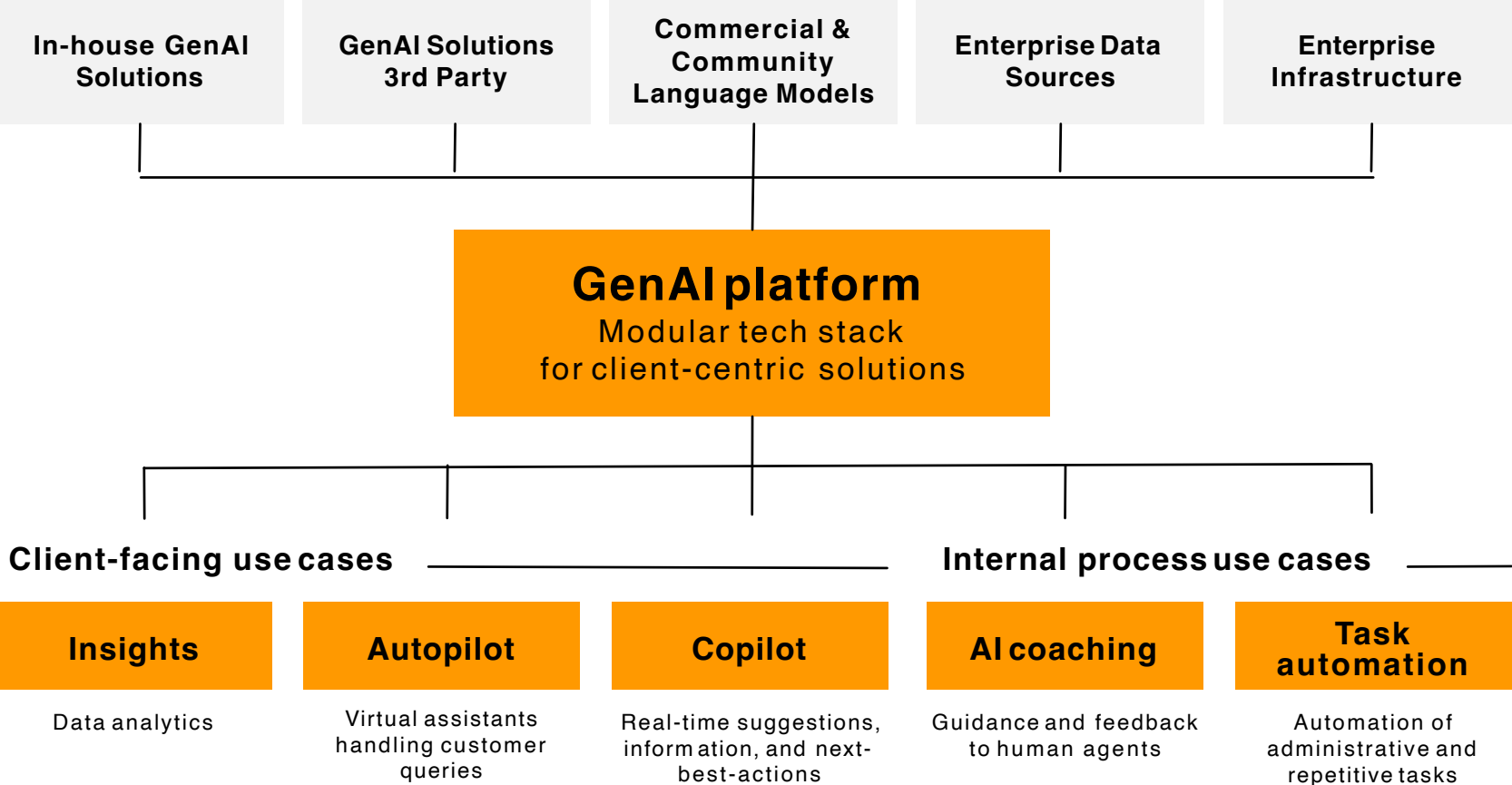
Agile advice and strategies from service design to technology implementation to process optimization.

ADVISORY & CONSULTING

Our technology-driven solutions aim to enhance interactions effectively



An open platform to empower agents with GenAI capabilities



Hybrid

Seamless collaboration between human and virtual agents



Open

Open, secure and scalable technology ecosystem



Consistency

Central tech stack for consistent implementation and highest standardization



Scalability

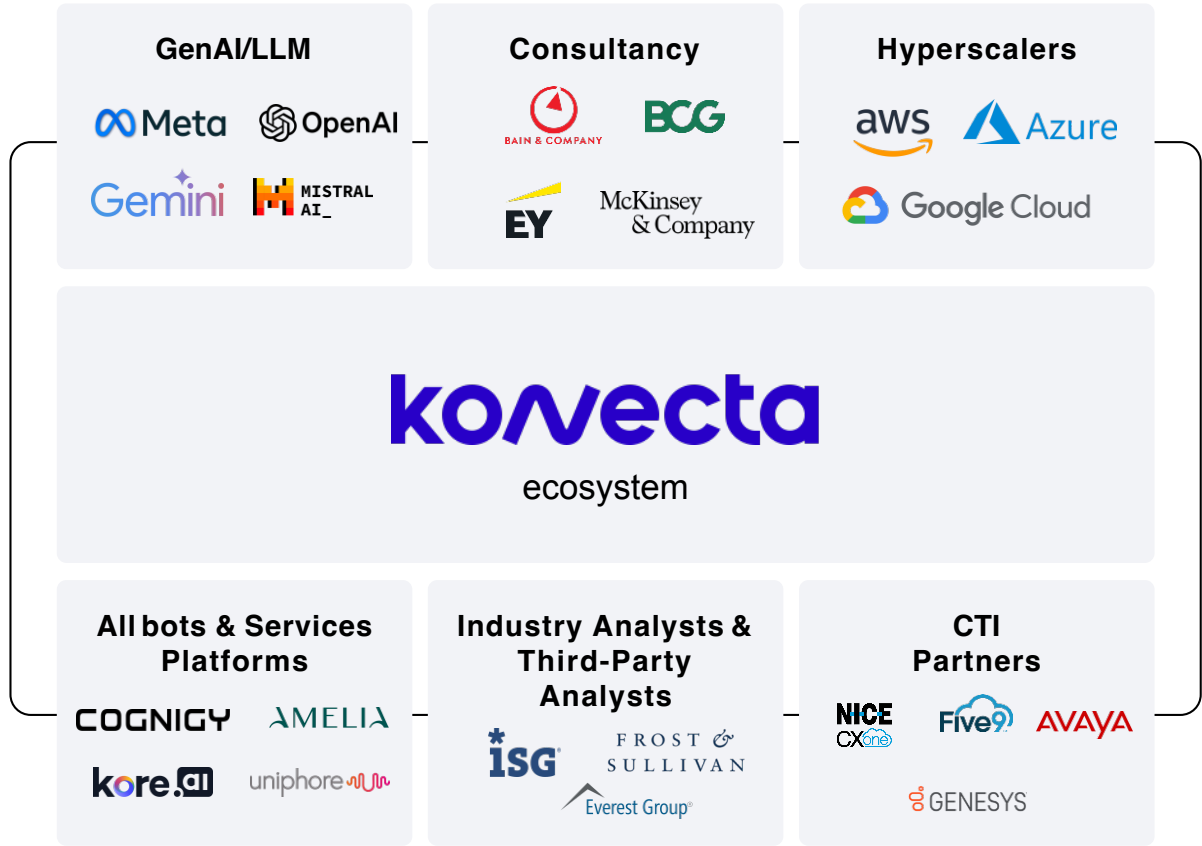
Particularly for the AI models, enabling replicability of assets and maximum scalability



Lowcode/no code service

Democratization of usage, ensuring non-technical colleagues can configure flows

We rely on dynamic tech and strategic partners to deliver the best



We join forces with global leaders, innovators and future leaders across all elements of hybrid experience to provide you with agile solutions, unleash your potential, and open up new worlds for you.

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

We are leader in the Customer Experience Management



Major Contender 2024 CX management Americas Peak Matrix.

Leader 2024 in CX management EMEA Peak Matrix.



Top innovation & growth leaders in Frost Radar 2024 CX Outsourcing Services in EMEA & Latam.

Among top players in Frost Radar 2023 CX Outsourcing Services in Latam & EMEA.



Best Place to Work 2023 Albania (4th year), Hungary, Madagascar & Morocco (7th year).

Best Place to Work for Women 2023 Morocco.

Great Place to Work 2023 Africa, Argentina, Colombia, Morocco & Peru.

**With all
certifications
required**

ISO 9001
Quality
Management
System

ISO 27001
Information
Security
Management
Systems

ISO 22301
Business
Continuity
Management

PCI-DSS
Payment Card
Industry Security
Standard

We shape tomorrow's customer experience, responsibly

We strive to integrate sustainability across our business model and value chain, setting our company up for long-term success and resilience.

ENVIRONMENTAL

Aligned with the Science-Based Targets Initiative, we reduce and offset our emissions, while cutting resource consumption and shifting to renewables.

SOCIAL

We foster diversity, equity & inclusion, with a strong focus on professional development, health, safety and wellbeing, underpinned by ethical behaviors.

GOVERNANCE

Through our robust compliance program, we adapt to the evolving needs of our dynamic business while considering the interests of customers and stakeholders.



Konecta Foundation

Created in 2005, it promotes projects for people and communities in four domains: Employability, Volunteering, Innovation, Social & Community Development

+220,000
lives changed

+20,000
engaged employees,
social leaders,
strategic partners

+18 M€
invested in
charities

+16,000
vulnerable people
with new
employment and
life opportunities

Our people are the Pulse of our business



DIVERSITY & OPEN CULTURE

We believe that diversity and open management can together encourage delegation and empowerment, develop collaboration, boost creativity and innovation and increase agility.



TALENT ATTRACTION & ACQUISITION

We invest heavily in the recruitment process (candidate research, interviews, simulation, ...) to find the best profiles, passionate people and ambassadors of Konecta.



DEVELOPMENT, RECOGNITION & RETENTION

We help our people find their purpose and develop their employability through best-in-class training and career development programs. We recognize their performance with rewards and promotion.



WELLBEING & QUALITY OF LIFE AT WORK

Our people feel good at work because we offer them a modern work environment, we are in tune with their passions. We encourage healthy or artistic hobbies, and we create a general sense of community.

02

GLOBAL ENGLISH



Nearshore from Colombia, Mexico, El Salvador, and Peru

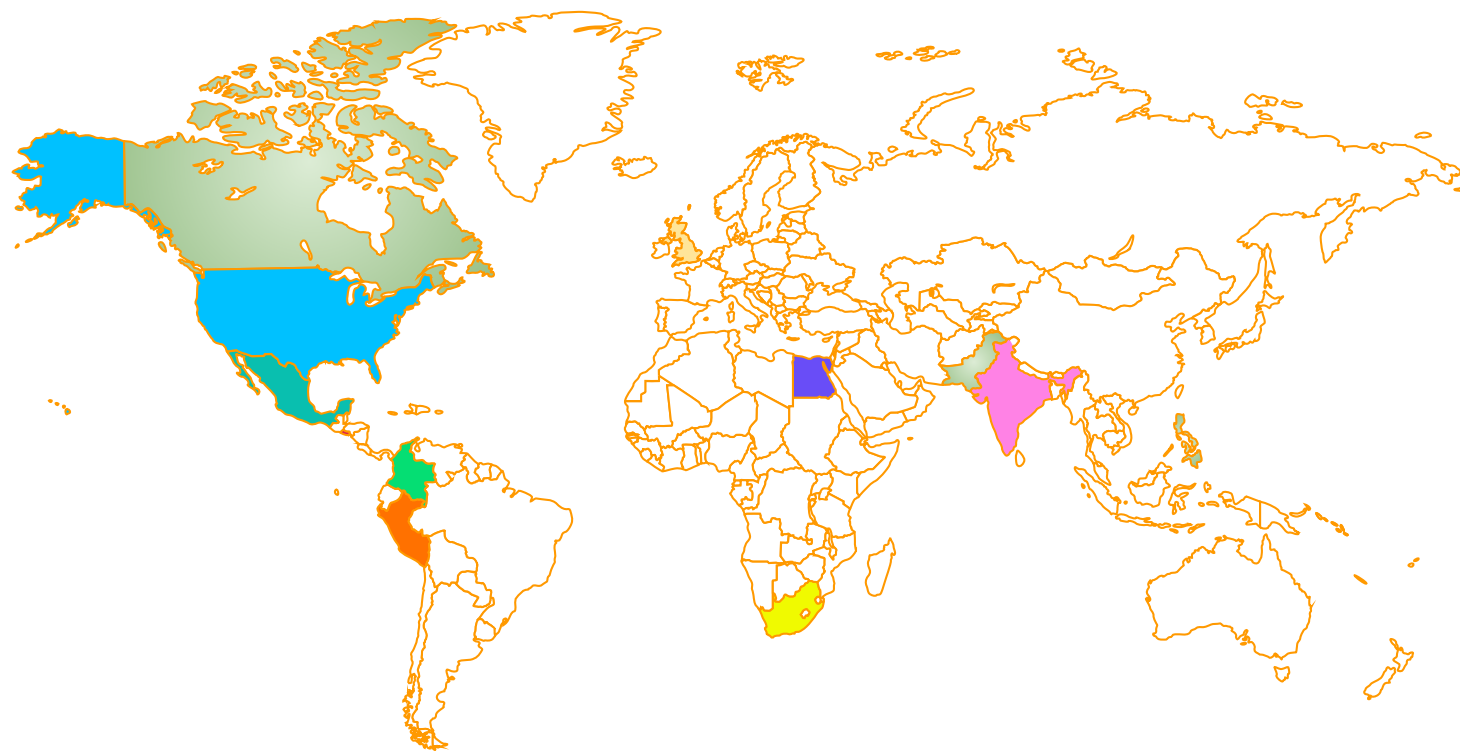
Outsourcing to LATAM offers perfect **timezone alignment** with the USA, ensuring real-time communication and support. The region's **neutral accent** makes interactions seamless for English-speaking customers. LATAM's **proximity** allows for easier management and quicker on-site visits. The **cultural similarities** enhance personalized and empathetic customer service. Additionally, nearshoring to LATAM is **cost-effective** and provides access to a **skilled, English-proficient workforce**.

USA, UK, South Africa and Canada for Native English

In certain situations, impeccable English is absolutely essential, and anything less than **native-level proficiency** simply won't suffice. There are also instances where onshore outsourcing is the most strategic option—whether it's to guarantee a **risk free business transition** or to remain within the United States for **compliance** with specific standards and streamlined processes. By choosing onshore outsourcing, you can achieve superior communication, maintain strict adherence to standards, and benefit from the convenience of local management.

Maximize Value in India, South Africa, Egypt, Pakistan and The Philippines

Our strategically located offshore centers offer the perfect balance of **cost efficiency and exceptional service quality**. By partnering with us, you can **maximize value** without compromising on excellence and gain access to a highly skilled workforce. Our **global presence** allows us to deliver consistent, high-quality service while optimizing your operational costs. The decision making balance often lies within the requirement for voice, experience levels and availability of talent.



India

Peru

Colombia

El Salvador

USA

Egypt

UK

Mexico

South Africa

Upcoming



Peru is a top anime-loving nation in Latin America, known for its interest in the yaoi genre and classics like *Dragon Ball Z* and *Saint Seiya*. Anime has fueled interest in Japanese culture, with a vibrant “otaku” community hosting regular events.



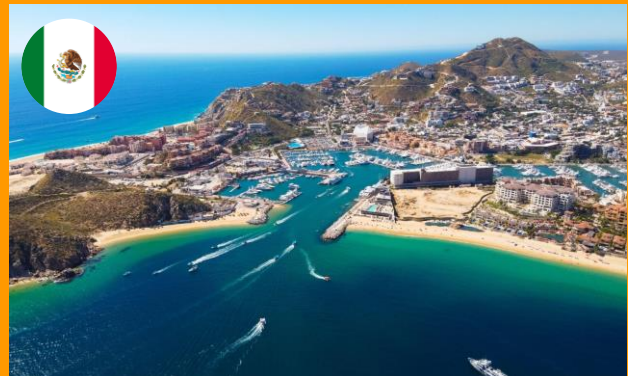
Anime is increasingly popular in Colombian pop culture, especially among youth, with hits like *Naruto*, *Attack on Titan*, and *Demon Slayer*. Its storytelling and artistic style resonate strongly, and shows like *Dragon Ball Super* and *The Simpsons* remain highly demanded.



Anime in India has grown from a niche to a mainstream trend, boosted by streaming platforms offering local-language content. With around 118 million viewers and an annual growth rate of 11.5%, India is set to become a major contributor to the global anime market.



El Salvador has a strong anime fanbase, with conventions, screenings, and events celebrating Japanese culture. Despite lacking exact viewership figures, its fandom is large relative to the country's size.



Mexico has one of Latin America's largest anime fanbases, with over 80 million viewers. Classics like *Dragon Ball Z*, *Naruto*, and *One Piece* have been TV staples since the 1990s, reflecting anime's deep cultural integration.



In South Africa, anime is gaining popularity, especially among youth. Classics like *Dragon Ball Z* and *Pokémon* remain favorites, while interest in newer titles grows. Conventions and fan gatherings are increasingly common.



In Egypt, anime has been popular since the early 2000s with shows like *Yu-Gi-Oh!* and *Shaman King*. Now a key part of youth culture, it ranks among the top three streaming genres, fueling cosplay and active online communities.

03

VALUE ADD



すべては「クソみたいな世界」を変えるために

U-AssistCo-Pilot- the most comprehensive agent-assist solution in the market

01	Real-Time Agent Guidance	- Next-Best Action Based on Real-Time Intent - Emotion and Sentiment Detection
02	Automation	Automate summaries, call disposition for voice and chat interactions
03	Knowledge Assist	Leverage Knowledge AI To Deliver Relevant Responses
04	Promise Management	Accurately capture promises and automate the fulfilment
05	Supervisor/ Manager Application	Monitor agent performance in real-time

Improve Agent Experience

Reduce Agent On-boarding and ramp up time by enabling real-time in-call guidance and in-call alerts

Save time on After-call work for the agents through automatically generated summaries

Help agents handle customer requests faster

50%

Reduction in Agent Onboarding Time

Improve Customer Experience

Reduce AHT and Boost First Contact resolution through real-time in-call guidance with next best actions

Help the agent focus on better customer service by automating backend tasks

Deliver a seamless and positive experience across interactions

40%

Reduction in Average Handle Time

Drive Revenue

Help agents sell better by enabling ready access to all sales campaigns and offers

Optimize cross selling and upselling through in-call recommendations

Leverage insights on customer preferences to drive targeted sales campaigns

80%

Reduction in Agent Errors



CASE STUDY

How we use AI in our Quality Process

Our team oversees customer and driver interactions in Spanish-speaking markets across Central and South America, providing continuous process improvement through a tech-enabled, data-driven approach. Our client, a leading ride-hailing platform with over 550 million users, previously relied on in-house quality measurements with limited, non-representative samples. Data compilation took over a week, delaying critical feedback.

We developed a comprehensive measurement model analyzing 54,000 samples monthly and created a cross-vendor reporting dashboard with access protocols.

100%

Automated
daily reporting

100%

Improvement
in agent
feedback time

95%

measurement
confidence
level

60%

Of processes
improved

thank you

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