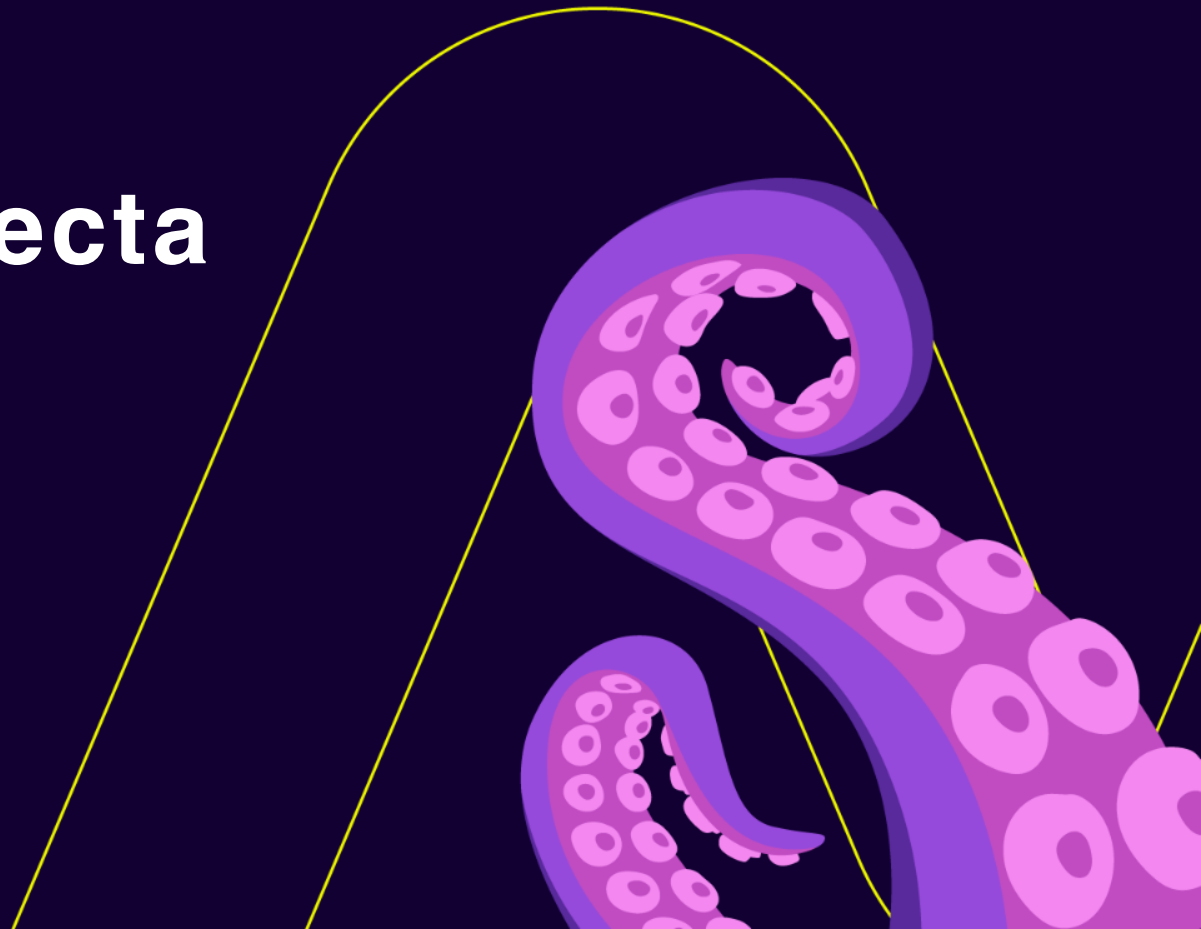


Kraken/Konnecta Partnership

October, 2025





*platform &
operating model*

+

konecta

*Delivery, change & global
scale capabilities*

=

**unified, end-to-end
transformation**

Together, we deliver a **single, integrated transformation engine** that combines Kraken's technology platform and operating-model innovation with Konecta's deep operational expertise and global delivery.

This allows our clients to transform **at pace**, maintain **operational continuity**, and **scale change** across multiple geographies, languages and sectors without introducing additional risk.

Konecta Vision- Integrated Kraken Partner End to End- From 70m- 270m customers in 4 years

01

Implementation Partner

Joint Konecta/Kraken involvement early in sales cycle

Joint Partnership with integrator(EY) to deliver implementation

Develop own expertise to deliver full implementation of Kraken and to have different options

Open up down the line opportunity and fully embrace end to end delivery

02

Change Management

Full responsibility for Kraken operating model and culture change adoption globally

Manage onboarding direct with end client

Tigerteam enhancement and investment for global deployment of change management

03

BPO Programme/Service Delivery

Maintaining global consistency and elite standard of Kraken delivery KPI's for our clients

Tigerteam enhanced and available
For site deployment

Joint investment/resources to maintain world class delivery

04

Global and Vertical sales reach

Konecta global regional sellers coordinated via global structure

Global sales pipeline/target map

New joint targeted Geographies/ Site set up

Expanded vertical reach across (Utilities, Telco, Water)

Enhanced global offering on new LOB's (Distribution, Field Monitoring)

Konecta +Kraken -Powering the GTM(DRAFT)

Future-ready platform: A proven, scalable technology engine built to power complex customer operations across markets.

Customer obsessive: customer experience at the forefront of everything

Rapid transformation: Accelerates digital change — reducing time to value and simplifying deployment.

Single source of truth: Unified data, process, and customer view across channels and geographies.

Operational efficiency: Automation and workflow orchestration that lower cost-to-serve and boost productivity.

Frictionless integration: Accredited implementation partners and end-to-end ownership of integration

Regulatory confidence: Embedded compliance and governance tools, ensuring risk is managed proactively.

Global scalability: Ready to activate in multiple countries with a consistent operating model.

Innovation pipeline: Ongoing platform enhancements, AI-driven capabilities, and co-creation opportunities.



Proven delivery engine: Trusted partner with deep operational expertise across multiple sectors and geographies.

Fast and frictionless activation: Experienced implementation teams and end-to-end accountability to accelerate time-to-live in new markets.

Operational excellence: Mature service delivery capabilities ensure quality, consistency, and performance at scale.

Sector expertise: over 80 Global clients within Utilities and Telco markets to open up opportunities

Change enablement: Kraken adoption/advocacy to transition management, training, and adoption

Scalable workforce: Flexible, multilingual, and multi-site operations and tiger teams ready to support rapid growth.

Embedded compliance & governance: Strong controls and experience in regulated industries.

Customer-centric execution: Frontline talent focused on experience, retention, and satisfaction.

On-the-ground expertise: Local delivery centres enable fast ramp-up and cultural alignment with end customers.

Partnership mindset: Integrated with the platform strategy to deliver end-to-end transformation, not just outsourcing.

Business continuity assurance: Proven resilience and adaptability to support client stability and growth

**Work in progress
To be brainstormed
(Marica / Jordan /
Jennifer / Mehdi)**

**270m
Customers
80 New clients
£x Billion
5,000 new jobs
etc.....**

2026 expansion focus:

Outside of the clients that we are currently working with

AMER

United States



EMEA

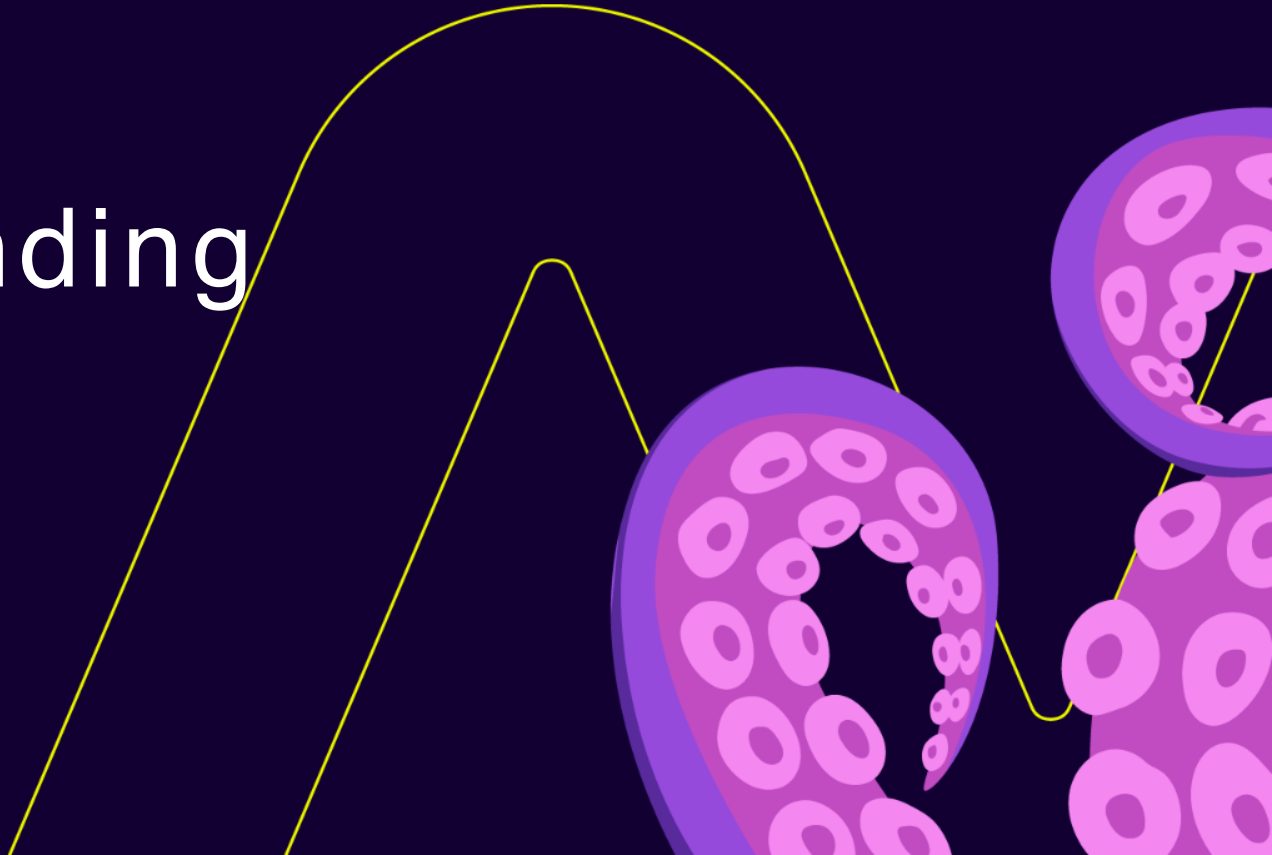
Austria
Greece
Germany
France
Ireland
Netherlands
Poland
Romania
Slovakia
Spain
South Africa
Ukraine

ASIA

Japan
Indonesia
Malaysia
Philippines
Saudi Arabia
UAE

AUS

Utilities Understanding



Utilities is a strategic sector for Konecta

We serve utilities clients all over the world and on all type of services

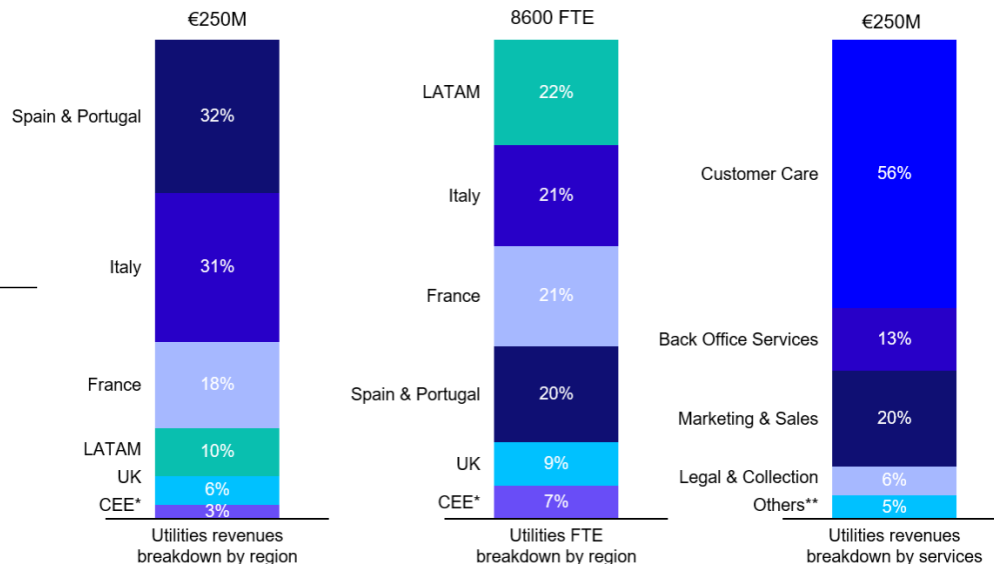
12% of Konecta's global revenue comes from the Utilities sector

€250M in revenue is generated from the Utilities sector

80+ clients

8600+ FTEs

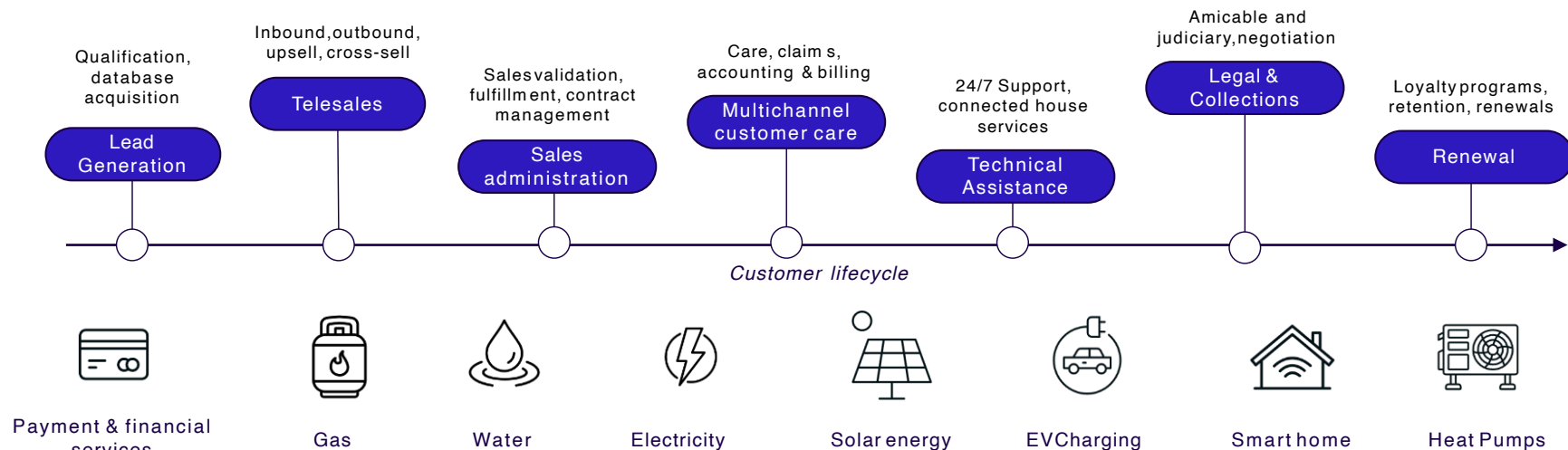
#1 CXM partner by revenue in the Utilities & Energy market**



** Source: Everest: 1.Konecta, 2.Capita, 3. Foundever, 4. TCS, 5. Transcosmos, 6. Telus Digital, 7. TP

*CEE- Central & Eastern Europe: Include Turkey, Slovakia, Germany, Czech Republic

We deliver end-to-end services across the customer lifecycle and for all utility offerings



Legacy services

New services

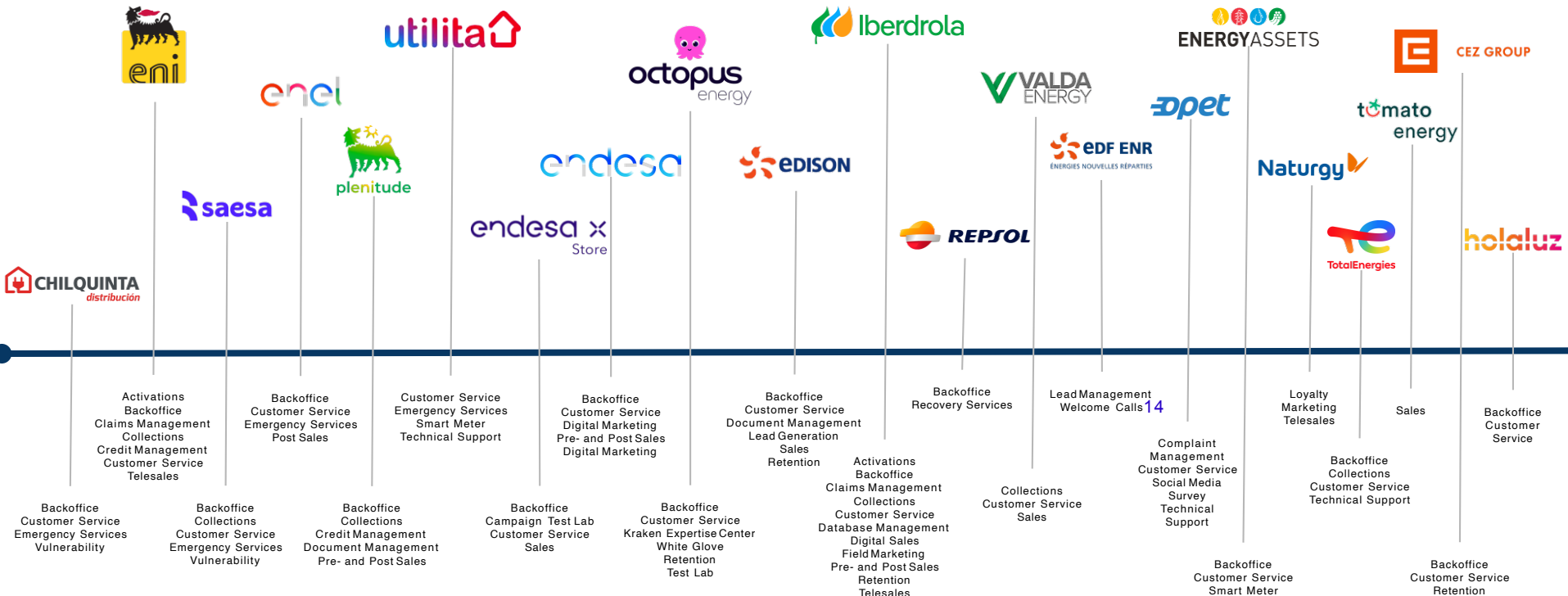
Our Experience

A Client Selection. Decades of partnership.

70+
clients

20,000+
agents

13%
Group revenue from
Utility sector



Why Leading Enterprises Choose to Work With Us



Customer-Centric Approach

We put **your business needs first** to deliver Gen AI solutions that **drive real value**.

- Jobs to be Done methodology: uncovering real business needs and challenges
- Context Awareness: Solutions that are specific to your operational context
- Insightful Understanding: insights into your customers and employees



Integrated Expertise

We combine diverse skills to **ensure holistic and effective transformation**

- Proximity to Business Processes: operational understanding
- Cross-functional delivery: blending business, tech, data expertise and people
- Data & Process-Level Insights: Rich data drives personalised high-performing solutions



Delivery Excellence

We are committed to delivering results with **agility** and a **focus on your success**

- Outcome-Based commercial models
- Operational speed and flexibility
- We don't just tell you, we show you
- Gen AI repeatable delivery model



Digital Ecosystem

We deliver **smarter, faster, and safer transformation** through a strong and strategic partner ecosystem

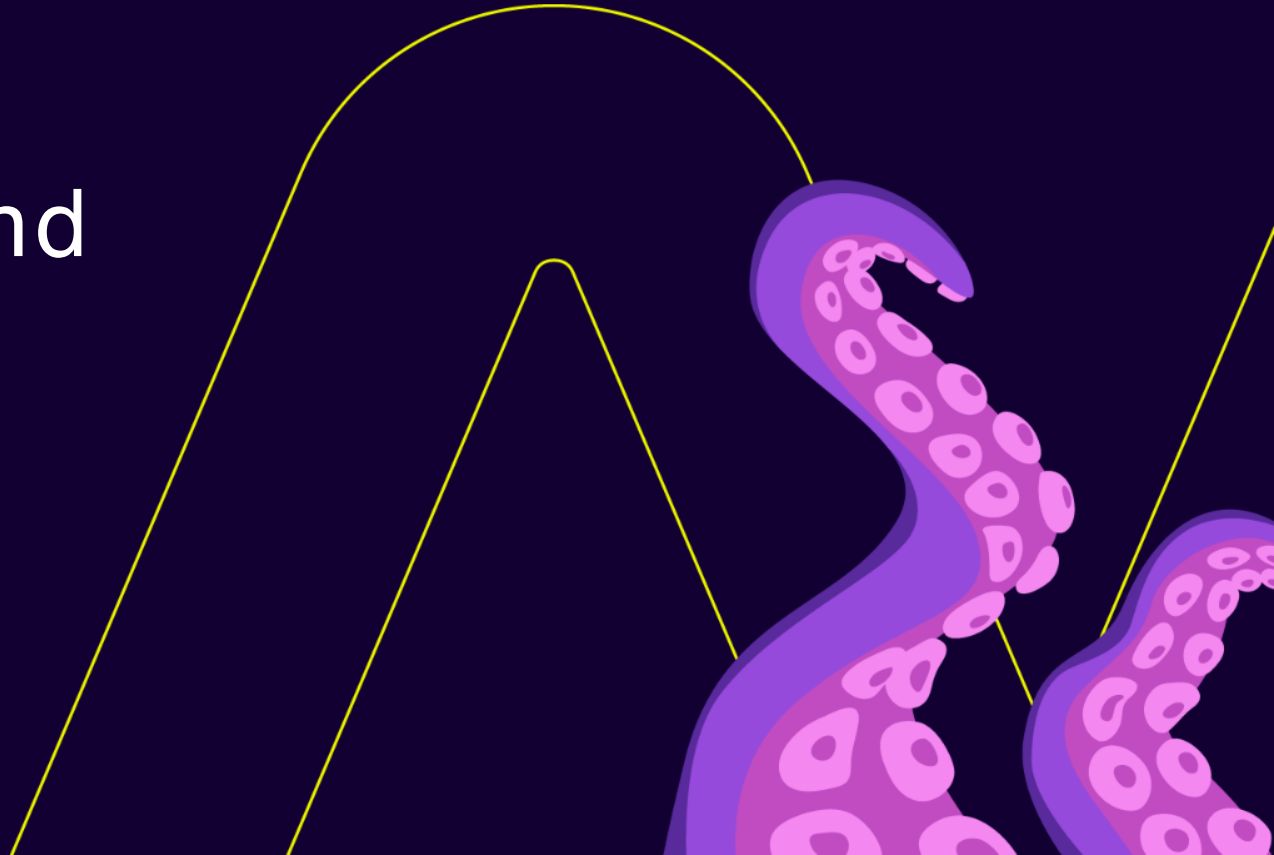


Trusted BPO provider with over 2
x decades of delivery track
record

150M investments in genAI development

+2500 digital experts

Kraken Philosophy and Operating Model



Kraken's family is the **end-to-end operating system** for future utilities

Customer Management

CIS & Billing
Meter Data Management
Customer Relationship Management (CRM)
Customer Interaction/Experience
Supports B2C/B2B & C&I

Distribution

Customer service
Network billing and revenue
Network services & transactions
Connection point authority
Meter data authority (incl. MDM)
Meter asset management



Generation Flex

Utility scale asset control and optimization
Grid monitoring
Congestion forecasting

Residential Flex

Consumer engagement
Device control
Portfolio optimization
Grid monitoring
Congestion forecasting

Field

Job & Workforce Management
Material Management
In-field App
Customer Service & After Care



Utilities customers suffer a fragmented experience that fails to match their expectations

Customer expectations



Effortless Interactions - Customers want intuitive, hassle-free support with minimal effort.



Personalization - 80% of consumers are more likely to buy from brands that offer personalized experiences



A Voice That Matters - Customers expect their feedback to be heard and drive improvements.



Availability & Speed - 83% of customers expect immediate responses from brands



Transparency & Trust - Clear communication, strong data privacy, and secure interactions.



Brand Commitment - 89% of consumers remain loyal to brands that share their values

Utilities roadblock & challenges



Limited digitalization - Lack of real-time, fully digital account management, making it hard to provide a seamless customer experience



Lack of agility in customer service - Reducing frustration and churn is challenging due to the inability to anticipate customer needs and personalize interactions



Rigid & siloed journeys - Fragmented customer interactions across disconnected systems create inconsistent experiences, blocking seamless omnichannel service.



How Kraken is changing the game

Kraken is significantly changing the game in the energy sector. Kraken's focus on customer experience, technology-driven efficiency, and support for the energy transition is disrupting traditional models and shaping the future of energy and utilities. In our opinion Kraken differentiates itself from other energy companies

Technology-Driven Approach

Kraken Provides a comprehensive, AI-powered operating system designed to manage the complexities of modern energy and utility services.

Efficient customer service, asset management, and grid optimization, setting it apart from traditional, often outdated systems used by many utility companies.

Focus on Customer Experience

Kraken prioritizes **enhancing the customer journey**. Its platform consolidates customer information, allowing for faster and more personalized service.

This focus on **customer satisfaction is a key differentiator in a sector often criticized for its poor customer service**.

Enabling the Energy Transition:

Kraken's technology is crucial for managing the **shift towards decentralized, renewable energy sources**.

Its ability to optimize distributed energy resources (DERs) like EVs and heat pumps is essential for **balancing supply and demand on the grid, facilitating a greener energy future**.

Global Expansion and Diversification

Kraken is rapidly **expanding its reach globally**, demonstrating the scalability of its platform.

Furthermore, it is diversifying its applications beyond energy, **including water and telecommunications**, indicating its versatility and potential for broader market disruption.

Efficiency and Optimization

Kraken's platform enables utilities to operate much more efficiently. By **consolidating data and automating processes, it reduces operational costs and improves overall performance**.

The use of **AI within the platform allows for optimization of energy usage, and other utility usage**, which is a large differentiator

Empowered Frontline – Inverted Pyramid Model

Kraken adopts an inverted pyramid structure that puts **agents at the top, empowering them to own the customer experience**.

This model fosters autonomy, faster decisions, and stronger engagement on the front line. It drives a **more responsive and customer-focused service, while boosting employee satisfaction**.



Kraken-Reengineering Customer Experience

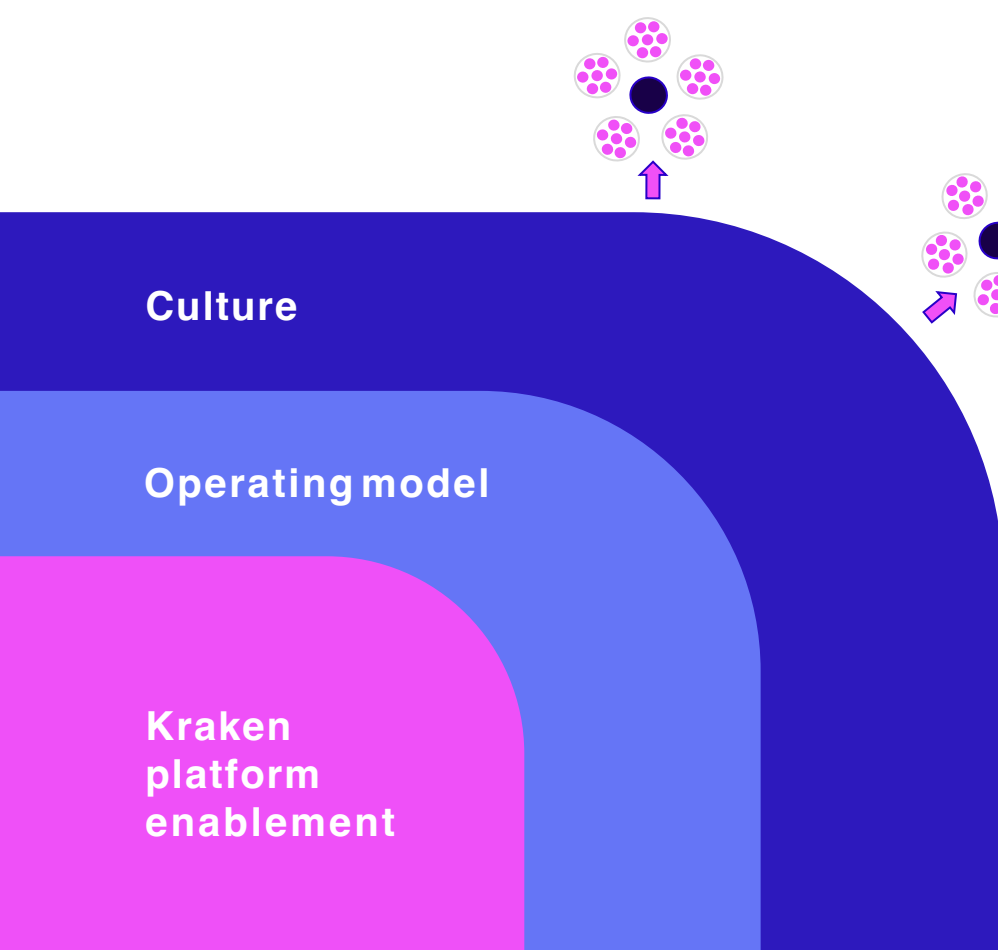
The "Kraken Model"—an inverted pyramid built on the belief agents—those closest to the customer—are the ones who truly *know*. They are trusted to drive results when they are empowered, autonomous, and given the tools they need to thrive.

The leadership exists not to control, but to coach, support, and remove obstacles. This shift requires more than process change; it requires cultural transformation. Management becomes a source of guidance and energy, helping agents grow both individually and as part of a collective mission.

- **New operational model:** A 360° service approach with end-to-end ownership and a unified omnichannel CRM. Agents are organized into autonomous squads, each responsible for a dedicated client portfolio, supported by real-time knowledge sharing and deep integration with Back-Office workflows. The model is data-driven and powered by automation and GenAI, enabling agents to act with speed, relevance, and full visibility across the customer lifecycle. It also optimizes resource allocation and production hours compared to a traditional contact center model. All functions are aligned around shared goals and customer satisfaction, fostering a culture of accountability and continuous improvement.
- **New HR and cultural approach:** Tailored profiles with strong soft skills define the Universal Agent: empathetic, adaptable, and solution-driven. Agents operate with increased autonomy, enabled by a shift from control to empowerment, supported by a new management style that encourages individual and collective progression. This people-first culture combines emotional intelligence with a genuine commitment to customer satisfaction to deliver meaningful, value-driven interactions.
- **New training methodology:** A modular, progressive learning system covering a wide range of commercial and technical skills, including industry knowledge, offering, payment processes, diagnostics, upselling, and inclusion. Training is structured through an Academy model and validated through multi-level skills certification. Agents are continuously upskilled to meet evolving customer expectations and operational needs.
- **Redesigned work environment:** Modern, bright, and inspiring environments where employees can fully realize their potential. This includes training and meeting rooms, relaxation areas, and dedicated team spaces designed to support squad-based collaboration, agent well-being, and a positive workplace culture.
- **New governance and performance model (KPIs):** A global, customer-centric performance approach focused on value creation. KPIs such as Customer Happiness Index (CHI) and Trustpilot scores reflect real customer sentiment and experience quality. Governance also includes redefined production processes (Recruitment, WFM, Quality, Coaching, Incentives) and is supported by Centers of Excellence to ensure delivery excellence, compliance, and ongoing innovation.

We believe Agents play a key role in elevating the customers' experience





From organisations as machines...

- Top-down hierarchy
- Specialised and silo-ed business functions
- Misaligned incentives
- Gaps in understanding work/impact both up and downstream
- Complexity in systems and processes lead to “command and control” approach and further silo-ed decisions

...To organisations as organisms

- Innovation, simplicity, collaboration, agility, automation and customer focus
- Quick changes, flexible resource
- Small, autonomous teams
- Skills based architecture
- Talent mobility
- Skills development architecture

Operating Model: The Kraken way

Customers



Assigned to dedicated teams



Autonomous teams manage their own customers with rich data



Energy Specialists manage all end-to-end customer lifecycle.



Highly agile, decentralised decision making

Team A

Team B

Team C

Team D

Team E

Team F

Small, autonomous teams + rich and live data generates employee agency and accountability

Key roles in the model

Energy specialists

Manage all end-to-end customer lifecycle, driving agile and decentralised decision making



Team Leaders

Run teams of energy specialists, full accountability for service and happiness for customers in their team



Ops Managers

Lead multiple teams of energy specialist; help identify and mentor potential new team leaders



Ops Director / COO

Ultimate accountability for happiness of people and customers. Custodians of the operating model



Crossfunctional working groups

Collaborate across teams, share and build knowledge. Provide specialist domain expertise support and drive technology road map.



Success factors



Highly engaged teams



Happier and loyal customers



Exceptional productivity (FTE to customer ratio)

Red lines



Digital response



Voice response

Hygiene factors

Billing

Payments

Credit &
Collections

Meter data
managemen
t

Metering

Industry

Customer
relationship
management



Universal Team Expectations

We need to be on top of these:

To excel at these:



NET CHI
Happy Customers
> 85%



Ratio
Super Productive
> 3000:1

Contact



Voice

Average wait time:
< 90 seconds



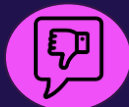
Digital Open

< 40 per 10k



Digital Age

< 24 hours



Complaints Open Per 10k
15



24 Hour
> 70%



CEO Escalations & TP - 1
Responses in 24 Hours



Trustpilot
> 4.8

Billing



Unbilled

Unbilled < 1.5% > 90% in 6 weeks



Final Bills

Metering



Health Checks
All looked after by team



Direct Debit Set-ups

Behavioural goal: looking at customers accounts when talking to them to see if changes are needed



Payments

Industry



Disputes

100% Inbound responded in 5 days



Disputes

100% Inbound responded in 5 days

Summary of the Kraken Model for Implementation

01

New operational Model

- Agents organised as autonomous "families", dedicated to client portfolio
- Each families has every experts they need
- Strong alignment on employee cx and client satisfaction

02

HR

- Specific Skillsmatrix for recruitment
- Strong soft skills orientation
- Autonomy capacity required

03

New training

- Modular and progressive
- Softskills focused
- Process and tools
- Career path through Skills academy

04

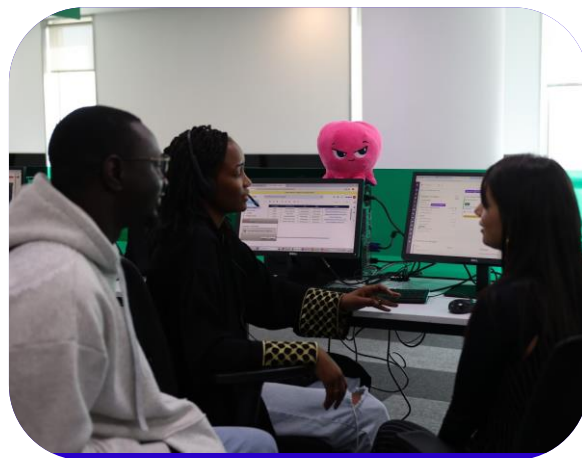
Redesigned work environment

- Modern, bright, and inspiring environments
- Training and meeting rooms, relaxation areas, and dedicated team spaces

05

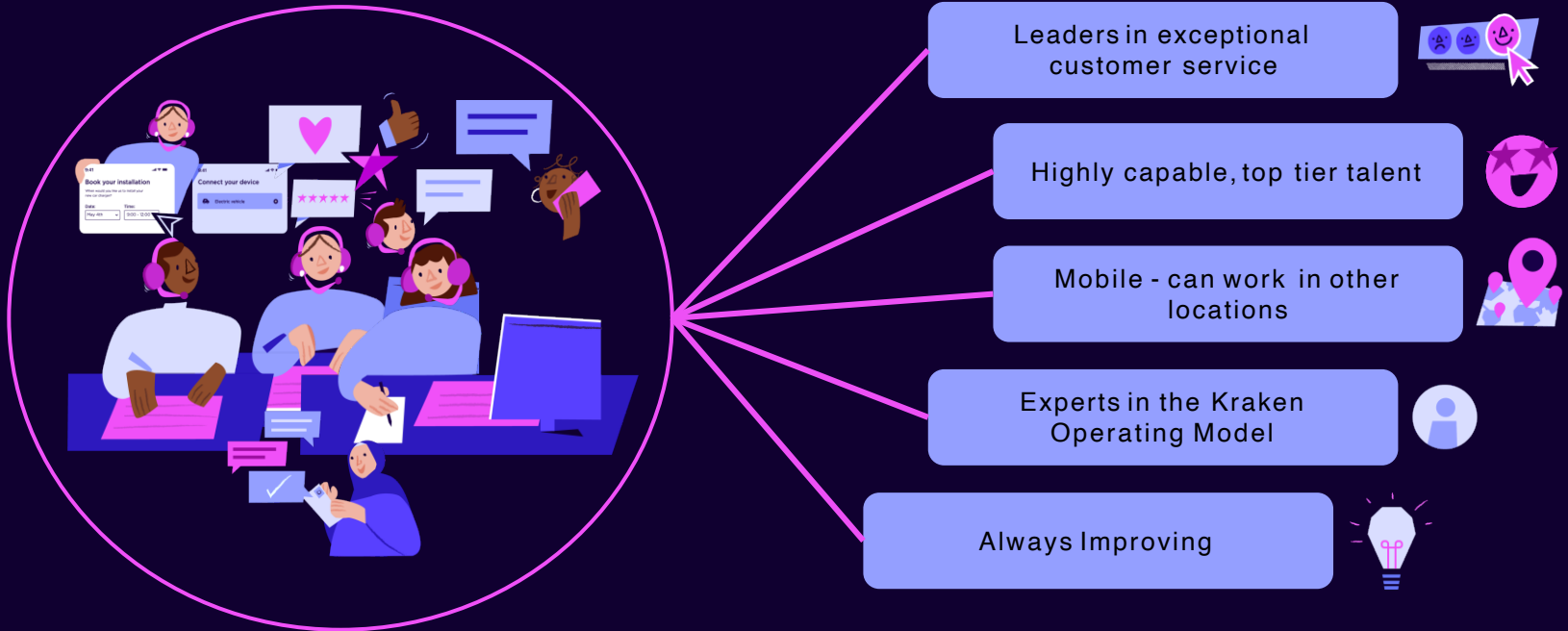
New Governance

- Satisfaction is THE matter (CHI, Trust Pilot)
- WFM expert team
- Coaching as "Growth mindset application"

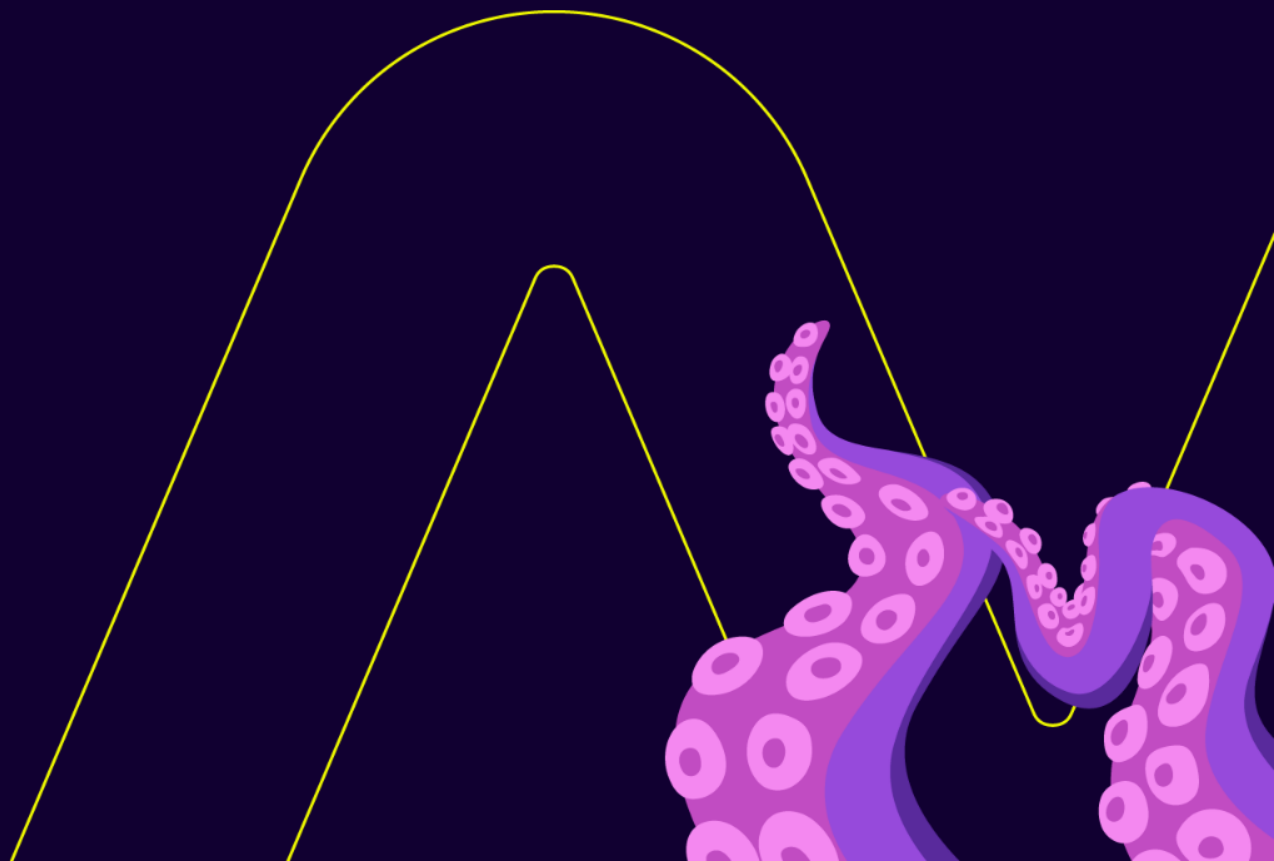


Pyramid is upside down.
Management trust knowledge of energy experts and coach them within a career development plan.

This team personifies Kraken's operating model and way of working



Kraken & Konecta Journey



OUR KRAKEN JOURNEY



H12023

Transition from Bulb to Octopus. Moved from Juniper to Kraken

Successfully trained **50 Pro** on different **Pro courses**
1st Memberbase team launched consisting of **55k members** supported by a team of 12 Energy specialists
Non-Commission based transition to Skills levy program - **aligned to the Octopus culture & way of working**



H2 2024

Launch of ENI Plenitude at Konecta Casablanca supported by both Kraken & Konecta Durban Teams

50 Energy Specialists trained for ENI Plenitude in Casablanca
3 months pole position on Trustpilot for ENI Plenitude
3rd & 4th Memberbase teams launched in Durban. Additional 50 Pro's in training

Q2 2025

Kraken Academy Launch in Casablanca
Additional Memberbase teams launched in Durban

460 Energy Specialists trained on Kraken by Octopus for Konecta Durban

H12024

Pro Course Training & Memberbase Launch



20 Energy Specialists & 6 managers trained on Kraken for ENI Plenitude in Konecta Casablanca by Konecta Durban Tiger Team

2nd Memberbase team launched in Durban. Completed 274 Pro's in different skills

Q12025

Strong Operational Performance at a newly launched site



Starting Kraken academy fundamentals to Pro in Casablanca





Our experience in migrating from Bulb to Octopus- High scale growth- Key milestones, challenges and success

In June 2023, 460 employees were trained on the Kraken system by Octopus. Octopus provided support by sending 40 different support leads over a 4 week period to train the South African team.

Following the initial support from Octopus in Jun '23, Konec SA are now fully self-sufficient in conducting all future training, certifications, implementation & upskilling on Kraken.

Approaches to Scaling:

- Skills Academy – Built a structured learning pathway (Foundation → Pro → Master) to accelerate knowledge transfer and create specialists. Site leads have been upskilled to now deliver the Core Training in house
- Rapid Training & Certification – Delivered role-specific, hands-on training supported by accredited trainers and champions.
- Universal-Agent Model – Agents empowered to manage the end-to-end customer journey, ensuring flexibility and ownership.
- Real-Time Support & Monitoring – Introduced Bldashboards, gamified learning, and continuous coaching to sustain quality during rapid growth.
- Culture of Empowerment – Focused on agent autonomy, engagement, and customer-first values rather than traditional BPO micromanagement.

Key Activities

- Transitioned agents from the legacy Junifer system to Kraken with minimal disruption.
- Trained and certified hundreds of employees on a completely new system.
- Maintained high service quality and customer satisfaction during scale-up.
- We modelled the structured three-tier program (Foundation → Pro → Master → Champions).
- Fast-tracked employees into specialized areas: Billing, Smart Metering, Complaints, Customer Happiness, Industry, Vulnerabilities
- Trained 500+ employees within 8 weeks.
- Built a team 16x larger in just 4 years with 24/7/365 coverage.
- Implemented real-time Bldashboards to track quality and performance at the beginning and then moved over to the Insakio Dashboards on Kraken, which we currently use.
- Used gamified training and user-created content to boost engagement.
- Embedded the universal-agent model, empowering agents to handle the end-to-end customer journey

Learnings

- Hire for values - Train for skills
- Early champions became mentors, speeding up peer learning
- Safe to fail learn by doing
- Trust the process and universal agents to own customer outcomes

Key outcomes:

- Customer Satisfaction: 4.9 Trus pilot Rating
- Sustainable Scale: Achieved rapid growth without performance decline, setting a replicable blueprint for other geographies.
- Low Attrition: Absenteeism and attrition remained below industry benchmarks (as low as 1–3%)

Challenges

- Change Resistance: Agents initially resisted moving from Junifer to Kraken due to change fatigue.
- Training Engagement: Not all employees engaged fully with early training modules.
- Automation Transition: Some employees were hesitant to trust automated workflows, requiring a gradual introduction.

Supported by our Universal Agent & Kraken experience

Kraken was successfully launched two years ago in our Konecta operations centre in South Africa for the UK market. Konecta has recently launched operations in Morocco for the French market.

The knowledge, learning and best practice associated with Kraken has been formalised to support our Energy and Utilities customers in transforming their customer operations, whilst supporting the upskilling of our teams, regardless of their geographical location.



Konecta manages **+33% of Octopus Energy's end-to-end** outsourced customer service from **Durban**.

Participation in the migration of the platform in April 2023 with **+60% of UK customers migrated**.

500 FTES.

Konecta is the **only BPO** operating on Kraken worldwide.

N°1 in the rankings / Customer Service **5★**.



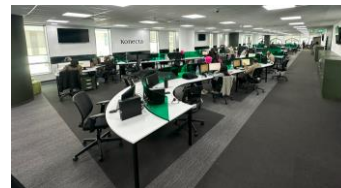
Launched with Plenitude in September 2024 in 4 countries: France (from Morocco), Spain (Madrid), Portugal (Lisbon) and Greece (Athens).

Customer Service / Technical Support: **360° customer service.**

B2C perimeter, followed by **B2B**.

Launched in October 2024 with **70 FTEs** to reach **400 FTEs**

Targets: **+90% of 5★** on Trustpilot



Trust Pilot Reviews

AL Alexandra
GB · 1 review
A day ago

★★★★★ Inverted

My exported electricity wasn't showing...

My exported electricity wasn't showing on the app so I phoned and spoke to **Nontobeko**. She was fabulously helpful and sorted it out in minutes. What was great was that there was no holding for lengthy times to be connected and Nontobeko's efficiency took away all my concerns. Go **Nontobeko**!

Date of experience: July 23, 2025

CA Colin Arnot
GB · 2 reviews
19 hours ago

★★★★★ Inverted

Octopus is the best energy company to...

Octopus is the best energy company to deal with I had made a mistake on the meter reading I submitted and resulted in overcharging my credit by a substantial amount. When I realised what I'd done, well my blood pressure went through the roof, I contacted Octopus by phone and explained what I'd done and it was sorted out for me by **Sammy**. Received the amended account and realised the trouble I caused by not being diligent to do a proper reading.

Date of experience: July 21, 2025

Useful Share

Dear Mr Jackson,

I am writing to you about one of your employees, Dean. I'm sorry I have no surname. After an initial complaint and a catalogue of disastrous and frustrating correspondence with your customer services team I finally started corresponding with Dean. (Please see full email chain below)

Unlike any of the other contacts Dean took complete ownership of my issue from the outset, kept dealing with it until it was resolved and then contacted me after this to ensure that the issue had been fully dealt with. People in this world are very quick to complain and the threshold for writing a letter of praise is therefore very much higher than the threshold for writing a letter of complaint but Dean has turned an initial complaint into a situation where praise is due and deservedly so. I have therefore taken time out of a very busy schedule to write to you.

I would be grateful if you could please pass my thanks onto Dean for taking ownership of this issue, seeing it through to conclusion and turning a complaint into a letter of praise.

Kind regards

Andy Farr

NI Nicholas
4 reviews JP
14 hours ago

★★★★★ Inverted

Superb Telephone Manner!

Clear, simple, and polite easy-manner telephone manner. Very helpful at explaining the process and quick to set up. She was even learning Chinese, so she must be doing very well. Well done!

Date of experience: 23 July 2025

ME Melissa
7 reviews GB
5 days ago

★★★★★ Inverted

Was worried this morning when I logged...

Was worried this morning when I logged onto my account and had a notification for an unbilled period (smart meter) less than a five minute conversation, including a really brief period on hold, everything was sorted. So efficient and really professional. I've been with multiple energy providers over the last 15 years and they're not a patch on octopus in terms of service, ease of use and professionalism. Thank you octopus!

Date of experience: 17 July 2025

RS Rekha Shanker
GB · 5 reviews
14 hours ago

★★★★★ Inverted

Great Customer Service - Praveena

I called and spoke to **Praveena** today re. my current fixed rate tariff coming to an end by 5th Sept 2025.

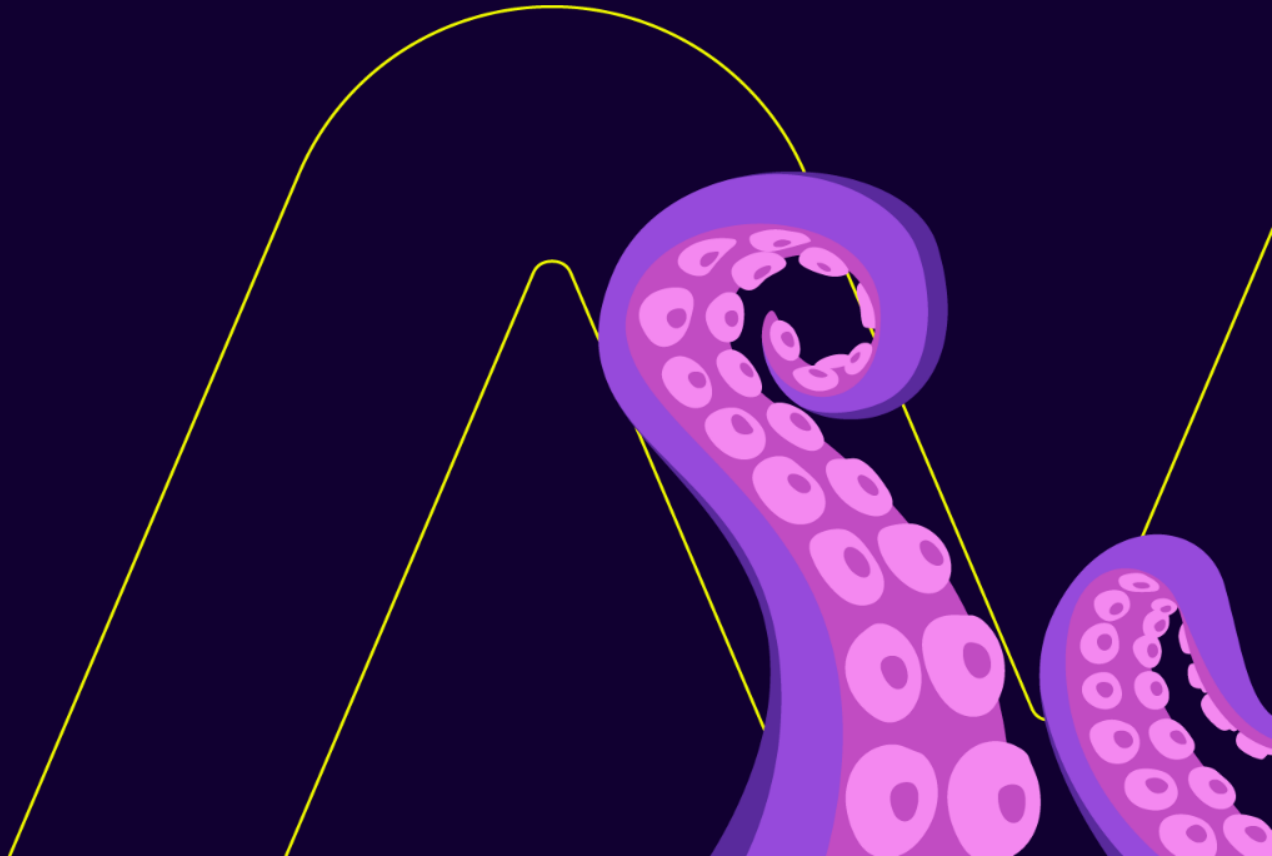
Praveena listened and addressed my query and she also went out of her way to note that I was retired (D.O.B) and put me on your Priority Customer list. She didn't know but I live alone so this is very much appreciated.

Praveena's kind and polite telephone manner was impeccable too. A great asset to Octopus. Thank you.

Miss Rekha Shanker

Date of experience: July 21, 2025

Konecta/Kraken training and recruitment Philosophy



Culture & Behaviours

FREEDOM



Empowerment, Autonomy, Kindness,
Psychological Safety

HIGH PERFORMANCE



Responsibility, Accountability, Wellness,
Problem solving, Coaching/Feedback,
Resilience

TRUST



Ethics, Social Responsibility, Integrity,
Values

SkillsAcademy Journey and Onboarding

Your 4.2weeks onboarding covers the client environment and the industry, providing essential tools for success

Onboarding

After settling in, you'll complete Foundation EdApp training, with tailored support from Team Leads, Masters, and Champions.

Foundation

Core courses build knowledge in four hours, with application expected.

Core

Pro training covers advanced topics and in-depth knowledge and prepares them to take on the more complex tasks

Pro

Master focuses on escalations, data, trends, and site visibility, with Masters supporting Site Leads, guiding teams, and handling complex topics.

Master

Phase 1:
Onboarding
Total HC : 20

Phase 2:
Foundation
Total HC : 15

Phase 3:
Core
Total HC : 30

Phase 4 :
Pro
Total HC : 202 (unique) 274
Courses completed

Phase 5 :
Master
Total HC : 34

Phase 6 :
Site Lead
Total HC : 12

3 Months

Onboarding to Foundation

Month 4 to month 5

Foundation to Core

Month 6

Core to Pro

From Month 9 onwards

Pro to Master

The Konecta Octopus SkillsAcademy Journey (KOSA)

SkillsAcademy Core Team 4 FTEs



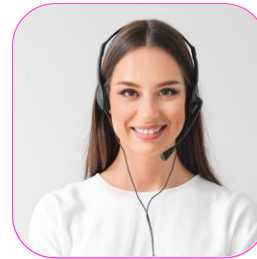
Foundation

Requires a great attitude, brilliant team contribution and tons of personal accountability for getting things right for customers and the team. This is basic but fundamental. Must pass all foundation level Ed App Courses



Being a Pro

Completing Pro in any of the SkillsAcademies means being the first point of contact for their team in a specific discipline. You train/coach the team to be able to solve complex issues. In turn building your team's skill sets. Sharing knowledge within team and Family
Confidence in handling difficult case topics



Being a Master

Completing the Master SkillAcademies means learning even further to upskill team, Family and Site. Used data to understand hot-spots on your team. You'll elevate and support Pro's with escalations on your team with the knowledge you've brought. You'll work on the support channels, participate in wider operational projects with other sites

Training modules

Billing

Complaints

Affordability

Smart metering

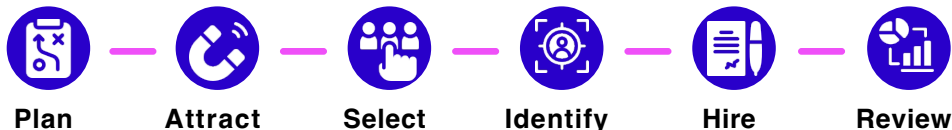
Vulnerability

Industry

Recruitment

Konecta recruitment of Kraken calibre agents ?

Recruitment & selection process



We invite you to interview with Konecta

Building the right team for Octopus Energy operations

Hiring the right people is critical. Therefore, we stick to the following guidelines during recruitment process:

- Clear job description reflecting the key requirements of the position to the candidates
- Screen for empathetic and tech savvy profiles
- Prioritize strong technical, innovative problem-solving skills
- Look for candidates who have high passion for Energy & utilities topics, digital technologies and environmental friendly values
- Understanding of cultural nuances
- Great empathy and excellent motivational skills

The Kraken culture and operating model is unique and has a distinct difference to the legacy operating model that most traditional BPO's use. We have successfully adopted the Kraken Operating Model in our transition from Bulb Energy to Octopus Energy and the points below highlight some of the key challenges experienced as well as processes and changes made to overcome them.



Challenges



Adopting the Kraken Culture

Whilst traditional BPO's work on a structure built around governance against set KPI's and targets with defined roles and accountability, the Kraken model works on an element of trust and flexibility, encouraging employees, to take risks, make mistakes and ultimately put customers first. This can be seen as a massive challenge for companies who rely on a performance management model to operate.



The Solution



- Recruiting the right people for the job, agents with traditional experience in the energy sector may not be the right fit. We targeted candidates with an open mind and an absolute passion for customer service excellence
- Change the measure of success from KPI driven metrics such as AHT and Volume to customer centric measurements eg CSI and Trust Pilot ratings

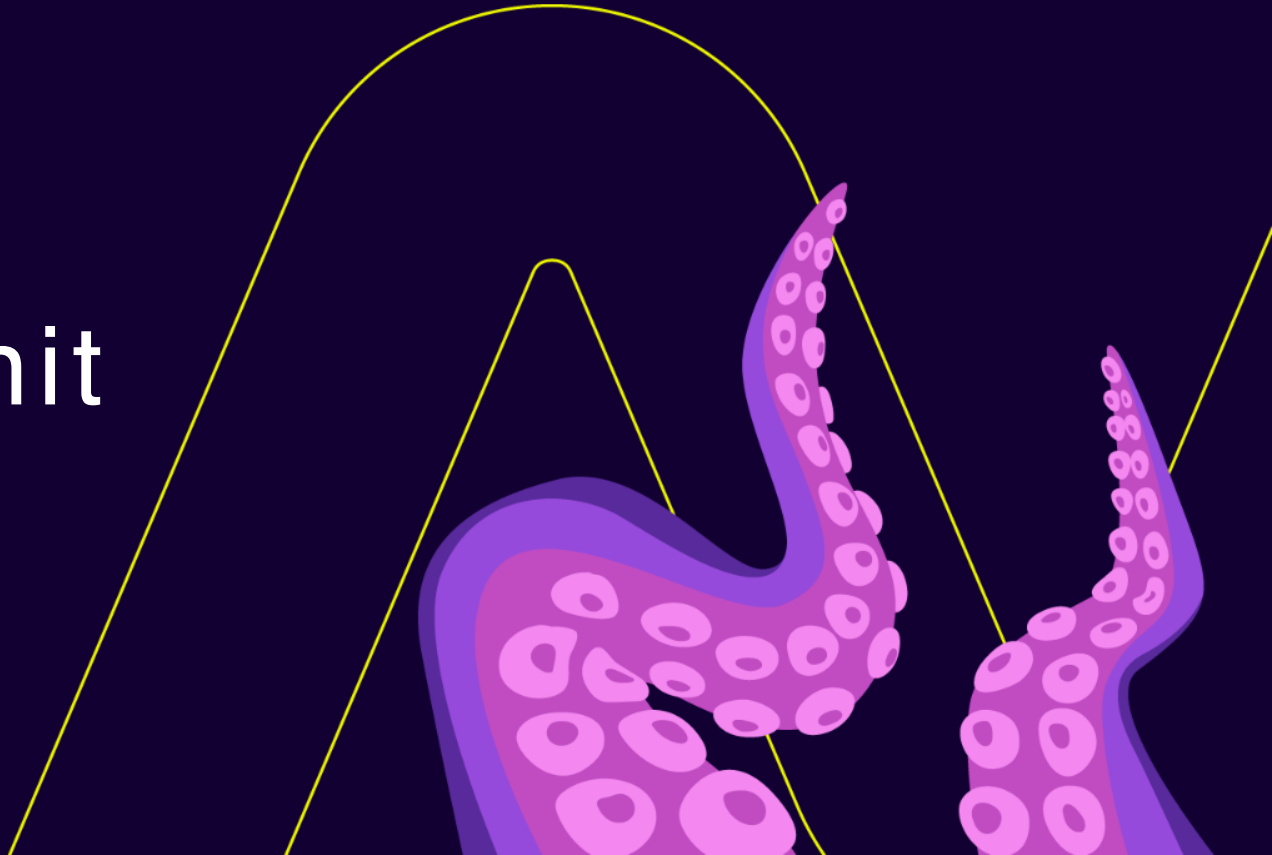
System and process migration

- Due to Kraken being completely unique from any other CRM used on the market, it required a complete reset of everything that agents had previously learnt working on other systems. The system required 2FA and we initially experienced a number of issues around login failures.
- SME's used to improve speed to competency on Kraken. Continuous training whenever there were Kraken system updates
- Invested in Fido keys which simplified the authentication process and enhanced security. This helped reduce login failures and improve the overall user experience for agents.

Transitioning to a Non-Commission Based model

- In the initial stages we had a legacy commission structure in place. This was contradictory to the model adopted by Kraken and we quickly realised why. The commission based model resulted in agents driving the KPI that would yield a higher individual commission payout rather than focus on the collaborative customer centric approach that Kraken encourages. Our people work because we offer them a modern work environment, we are in tune with their passions. We encourage healthy or artistic hobbies.
- Moved to a skills based levy - which promotes the Kraken way of working
 - This programme focuses on individuals improving their knowledge, taking on more complex cases, working as a team within a member base and ultimately focusing on customer services

Konecta
Tiger
Team/Plenit
ude





PLENITUDE



Strategic Operation Service Partner for Plenitude

We have been working for Plenitude for more than 10 years in many geographies. Since September 2024 for Plenitude France, Konecra has taken in charge the launch of the new operative model and platform provided by Kraken, helping Plenitude to migrate all their customers from the previous platform and model to the new one. In the next months we are going to start the same project of migration also in Spain, Portugal and Greece; We provide a multi-countries support with dedicated operation for every single country, ensuring high-quality customer interactions and operational efficiency. We are an important partner of Plenitude also in Italy and in Spain today.

360

FTE, including all the four countries (50% regards France), scaling from 20 to 360 by 2026

4

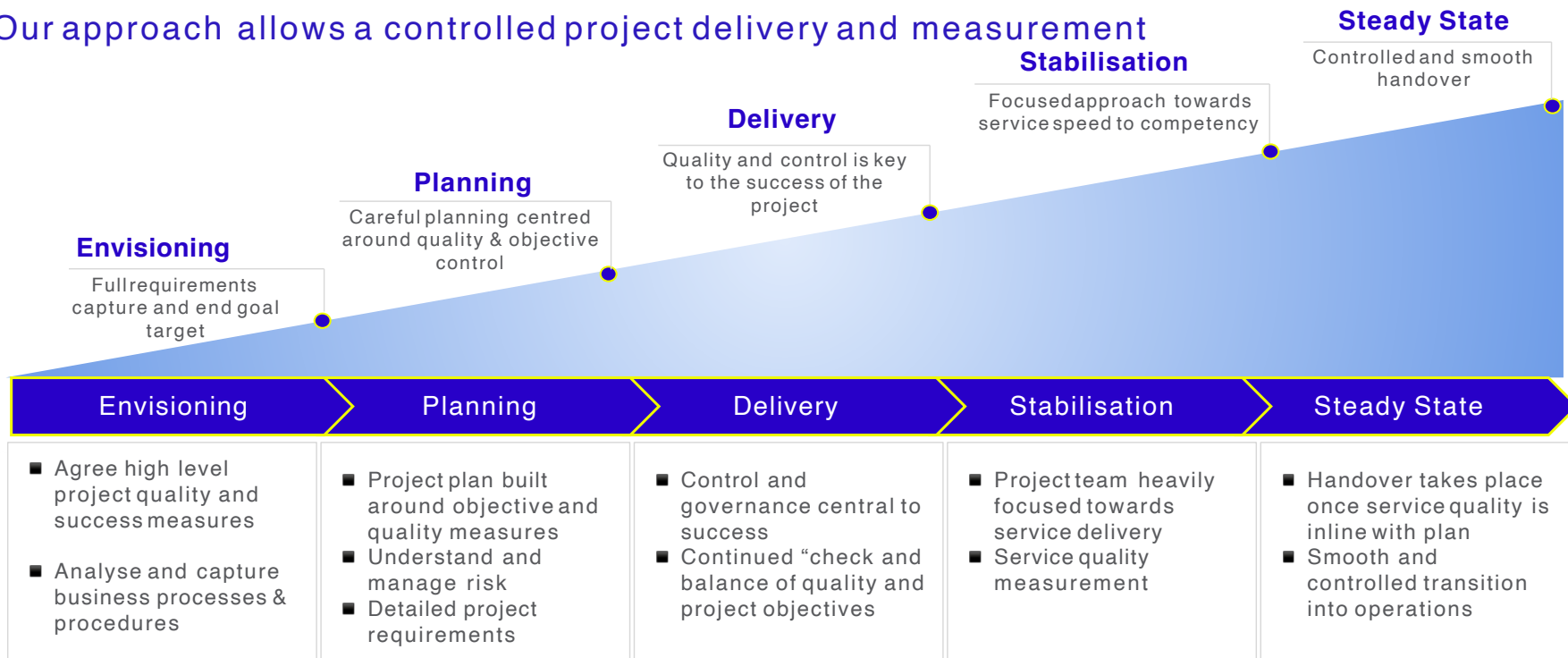
Countries covered in the Kraken Project + Italy

90%+

Of 5★ reviews on Trustpilot as a key objective

Transition Delivery Framework

Our approach allows a controlled project delivery and measurement



Kraken implementation journey in Casablanca



Konecta & Plenitude Capability Team- Trusted by Kraken to set up multi site Kraken delivery to new clients including Plenitude



Charlene Naidoo
Operations Manager

11 years in BPO. Experience in Sales and Customer services around different time zones. Senior Management and Data Management. On the Kraken account for around 2 years managing the Operations end-to-end

Responsibilities

- Analysis and reporting on KPIs such as Customer satisfaction, FCR and service levels
- Using customer insights to drive improvements in service and customer experience by Reviewing and optimizing contact center processes and workflows to improve efficiency and effectiveness.
- Implementation of new technologies and systems to enhance service delivery.
- Preparing and presenting daily, weekly, and monthly performance reports to key exec members of the business.
- Analyzing data to identify trends, areas for improvement, and potential issues.



Thuli Makhathini
Team Leader

7 years in BPO. Worked as a sales and customer services agent and moved on to TL. Been in the role 4 years, coaching, supporting and developing agents on Kraken

Responsibilities

- Ensure the delivery of great customer service by using the customer experience feedback to identify development areas
- Monitor live productivity and AHT using the dashboard
- Ensure the delivery of quality work by listening to calls
- Managing complaints raised for customers and ensuring complaints are responded to within a timely manner
- Manage email response times to customers
- Monitor customers billing and statements are issued correctly and timeously
- Coach and develop and conduct weekly 121's



Msizi Maseko
Trainer

7 years in BPO. Mixture of Training, organisational development and operations management roles supporting launch of new projects across all international geographics. Training different workstreams over the past 5 years and fully dedicated to the Kraken model

Responsibilities

- I've been training Kraken for 1.5 years and the Kraken training involves a run through of the system and its features, where I explain the different tabs and their functions.
- The training also includes a practical element in which the trainees have an opportunity to interact with the system by responding to customer queries to give them a feel of how to use it.
- I also conduct individual observations of the trainees on their ability to navigate the system and RAG them accordingly.
- I support the operation through continuous improvement initiatives such as evaluating agent performance to pinpoint areas of development, creating training interventions such as upskill/ crosskill training, refresher sessions



Cherice Thanpersad
Team Leader

6 years in BPO. Experienced Team Leader, focusing on monitoring frameworks, data analytics, quality trends and insights. Customer service expert, providing excellent feedback to agents on a daily basis

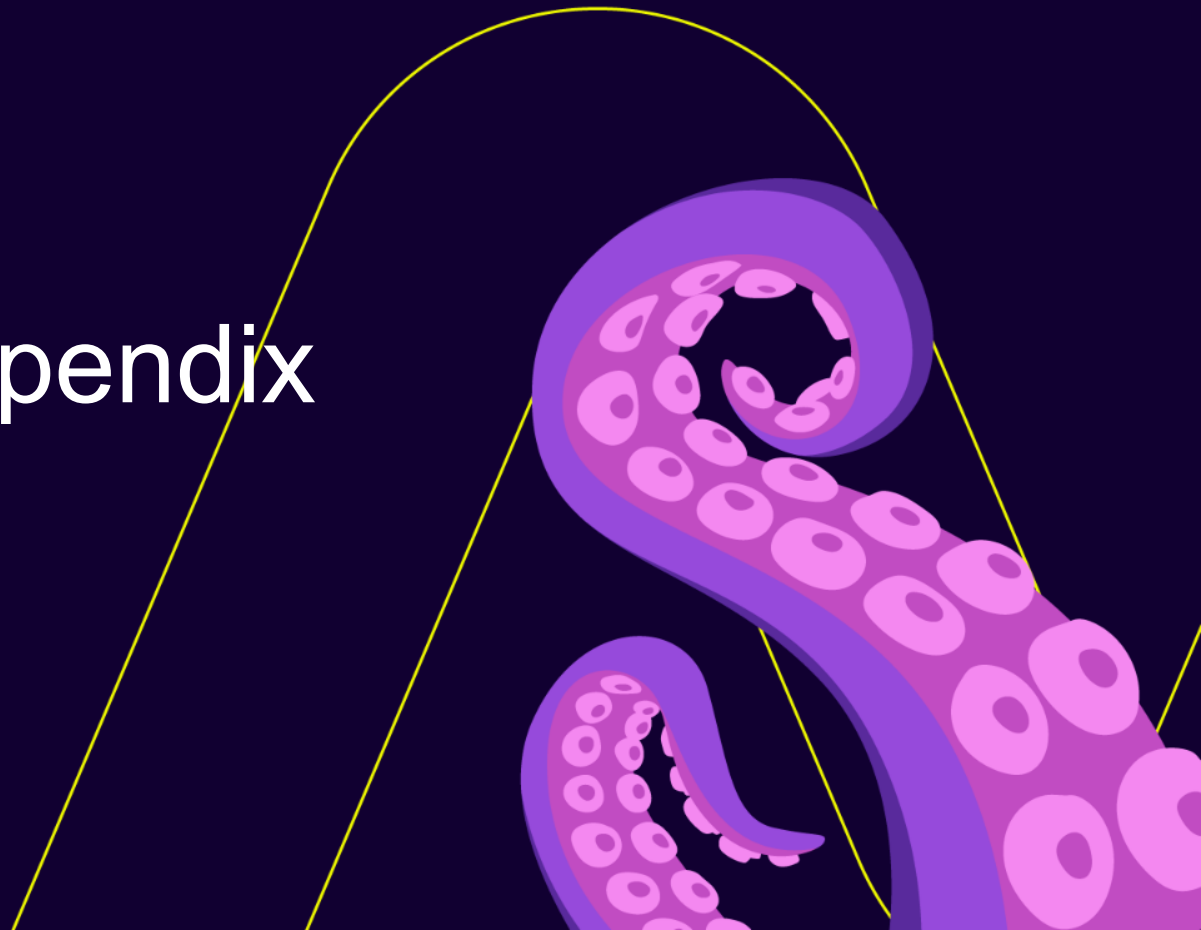
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Kraken & Konecta teams worked together to ensure the implementation was a success

Phase 1:On-site (Pre Go-live)	Phase 2: On Site (Training in progress)	Phase 3: On Site/Remote (Go Live)	Phase 4: Continuous improvement
• Train the Trainer workshops: In preparation for Culture change ahead of Plenitude transition with Kraken team: Hosted with a team of 8 individuals: • Introduction to Kraken culture: session and activity • Growth Mindset/ Customer Happiness • Facilitation feedback • Project expectations Plenitude X Kraken	• Konecta Durban X Morocco process enhancement topics Covered • Recruitment • Training • Nesting (Floor Support form created) • Side-by-side • L&D Model & Reporting	• Feedback approach adaptation for alignment with culture • Reward & Recognition • Recommendations and support • Facilitator Guide • Nesting management for Plenitude • Kraken key principles • Effective team management	• Core training now being rolled by trained ESto the wider team • Masters & Champions now supporting the UK teams on Billing, Industry & Smart Mterting • Further entrenchment of the culture with TLs going through the LDP training to ensure alignment across the model • Cross site collaboration: SA OMs visiting the UK sites to further understand culture & best practices that can be mirrored
• Konecta Trainer sign off/ Teach back: Observations & feedback conducted on Growth Mindset with Hamza/Imane and Radia • Project Preparation		• Ongoing remote support between Durban X Morocco • Review of Morocco X Durban collaboration with plenitude-Project learnings • Client QBR with both Morocco & Durban team presence • Skills Academy discussions and rollout planning	

Old slides/appendix



Konecta +Kraken -Powering the GTM(DRAFT)

Scalable & proven:Built for complex, multi-market operations

Customer-centric by design:Experience embedded into the platform

Fasttransformation:Accelerates digital deployment & time-to-value

Singleview:Unified data, process & customer journey

Built-in compliance:Proactive governance across geographies

Seamlessintegration:Certified partners, full implementation ownership

Future-ready:Continuous innovation with AI & co-creation



Trusted BPOpartner:Operational expertise across sectors & regions

Rapidactivation:Local teams, global reach, fast go-live

Sectorfocus:80+ clients in Energy & Telco

Scalable workforce:Multilingual, flexible, multi-site operations

Customer-focused execution:Frontline teams driving satisfaction & retention

Embedded change support: From training to adoption

Resilientdelivery:Proven continuity & adaptability



Suggestion JRM

**270m
Customers
80 New clients
£x Billion
5,000 new jobs
etc.....**