



konecta

Executive Summary Project Swift RFP

Google

October 6, 2025

Please find our entire response in document "[Konecta]
Response Document | Project Swift 2025"

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.).

#1 BPO challenger in English speaking markets

#1 BPO in Italy, Spain, Czechia & Peru

#2 BPO in Colombia with 15% of the market share

#3 BPO in Mexico with 5.4% of the market share



120,000+
employees



€2bn+
revenue



40,000+
employees working
from home



27
countries

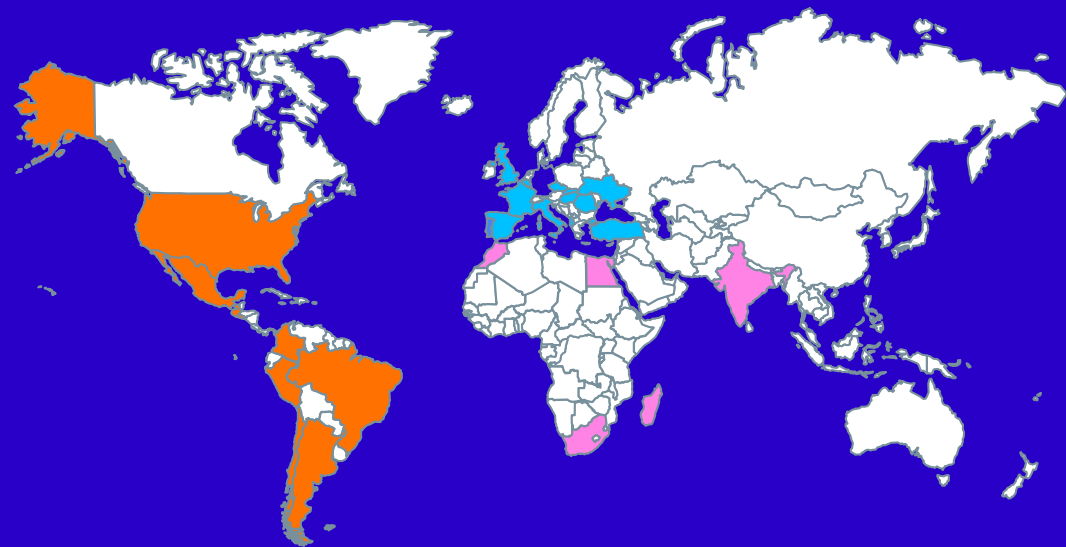


30+
languages



500+
blue chip clients

A leadership position across five continents with best-shoring capabilities



AMERICAS

9 countries
55+ sites

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

Mexico - 6 sites
Brazil - 6 sites
Chile - 3 sites

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

Forthcoming: Canada

EUROPE

13 countries
110+ sites

Spain - 35 sites
Italy - 27 sites
France - 18 sites
Czech Rep - 7 sites

Türkiye - 8 sites
Romania - 6 sites
UK - 3 sites
Albania - 2 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

Lisbon

Bogota

London

Bucharest

Mexico City

Cairo

Paris



89%
Employee
Satisfaction

6.0%
Attrition
Industry: 10-
12%

94%
Loyalty

+85%
Internal
Promotion

**We are
guided by
our values...**

**We are
future-ready**

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

**The team
is our spirit**

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

**We disrupt with
purpose**

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

We are reliable game-changers

We are a 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.

Our technology-driven solutions aim to enhance interactions effectively

**AI & GenAI
Services**

AI/GenAI Readiness
and Strategy

Use Case Development
& Implementation

Managed AI/GenAI
Services & Platforms

Sector-specific
Solutions with SLM



**Customer
Experience**

- ❖ Customer care
- ❖ Sales
- ❖ Technical support
- ❖ Back-office services



**Digital
Marketing**

- ❖ Lead generation & appointment setting
- ❖ Digital campaign management
- ❖ Sales conversion



**Employee
Experience**

- ❖ Smart service desk
- ❖ Device-as-a-service
- ❖ Managed workplace services
- ❖ Smart onsite services



**Products &
Services**

- ❖ CX implementation services
- ❖ Cloud enablement services
- ❖ CX engagement suite
- ❖ CX business applications

**Advisory &
Consulting**

CX strategy and
design

GenAI assessment and
implementation

Change management
& training

Data and analytics

Responsible AI

We are leader in the Customer Experience Management



Major Contender 2025 CX management Americas Peak Matrix.

Leader 2025 in CX management EMEA Peak Matrix



Leader in the 2025 Frost Radar™: Customer Experience Management Outsourcing in Europe

Leader in the 2025 Frost Radar™: Customer Experience Management Outsourcing in Latin America



Best Place to Work 2024 Albania (5th year), Romania, Africa and Europe, Morocco (8th year).

Great Place to Work 2024 Argentina, Colombia & Peru.

**With all
certifications
required**

ISO 9001
Quality
Management
System

ISO 27001
Information
Security
Management
Systems

ISO 22301
Business
Continuity
Management

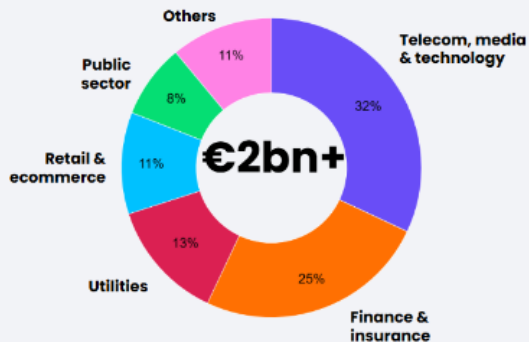
PCI-DSS
Payment Card
Industry Security
Standard

You are 500+ across all industries

relying on us to craft
meaningful experiences
to your customers
and employees.



Revenue per industry
FY 2024



4,000+ employees in Technical Support.

Client Showcase



25+ years of collaboration
5,000+ staff globally

Since 1999 – FTE: 3,500 | Delivery
in Spain, Argentina, Brazil,
Mexico, Portugal

- Services: Customer & Branch Service, Banking Ops, Credit Applications, Debt Collection, Back Office, BPO, Marketing & Sales

Since 2001 – FTE: 750 | Delivery in
Spain, Italy, Peru, Portugal

- Services: Customer Service, Field Marketing, After-sales Support, Loans & Deposit Management, Back Office, Fraud Prevention, Quality & Claims Management, Leasing & Renting



Partnership: 20+ years |
FTEs: ~16,173

Start of Operations: 1990

Delivery Locations: Spain,
Argentina, Colombia, Mexico, Peru,
Brazil, El Salvador, Guatemala

Services: Customer Service, Sales,
Help Desk, Technical Support,
Social Media, Digital Marketing &
Analytics, Debt Collection, Digital
Employee Experience, Digital
Product & Services

Languages: Arabic, English,
French, Spanish, Portuguese

Highlights:

- Global strategic partner
- End-to-end business process support
- Centralized governance
- Preferred partner for major projects & POCs



Since 1997
5,728 FTEs
9 Countries

Languages: Spanish, Italian,
Czech, Arabic, English

Scope: Customer Service, Back
Office, Claims, POS, Tech
Assistance, Document Mgmt,
Sales, Technical Support, Digital
Marketing, Digital Employee
Experience

Approach: Analytics-driven AHT
reduction, Employee training,
Advanced platforms (Oracle,
RMCA), 24x7 Service.

Results: AHT <3 mins | 50% Debt
Cut | SLA >90% | NPS >95% | +35%
Growth

INDITEX

Since 2010
550+ FTEs, Spain, Colombia,
Portugal and Türkiye

Languages: Catalan, Czech,
Danish, Dutch, English, French,
German, Hungarian, Norwegian,
Portuguese, Russian, Slovak,
Spanish, and Swedish

Scope: 22 markets | B2C & BCB
customer service, Social Media,
Back Office, Digitalization

Approach: Partnership | Global
Service Delivery Model | ISO-
18295 certified | Technology
deployment | Efficiency via
multichannel and new Gen
communication

Results: Productivity increase by
42% | Site quality: 7% above
Target | Social Media
Recognition |enchmark-setting
Vendor

NETFLIX

Since 2024
100 FTEs in Peru

Languages: Spanish

Scope: Customer service

Netflix chose Konecta to support
its growth in the Spanish-
speaking market, relying on our
expertise in Latin American
customer service, strong cultural
alignment, and commitment to
customer satisfaction. With agile
operations and early success on
key KPIs, we've built a
partnership designed to scale
with quality.

Results: Achievement of
proficiency targets 100% |
<2 months taken to exceed CSAT
targets | 30%
decrease in handling time since
launch | Launch of additional
communication channels

Our understanding of your RFP objectives

Google is undertaking "Project Swift," a strategic initiative to revitalize its Customer Support Approved Supplier Program (ASP) with the goal of providing a best-in-class customer experience. Google's primary pain points and objectives are centered on finding partners that can deliver exceptional support and help shape the future of their customer support strategy.

Key pain points and objectives for Google include:

- **Strategic Alignment:** Google is looking for a partner who aligns with their vision of customer excellence and can offer insights and expertise to help shape their strategy.
- **Supplier Capabilities and Operations:** Google requires comprehensive, up-to-date information on the capabilities, operational footprint, language coverage, and strategic approaches of potential partners to identify the best fit.
- **Pricing Flexibility:** Google is exploring a variety of pricing models to understand what will best suit their needs. This includes several Time and Materials (T&M) models (tiered rates, hourly rates based on productive vs. billable hours, and blended vs. unblended staffing models) as well as Pay-Per-Unit (PPU) models based on interaction or resolution volume.
- **Partnership for Future Growth:** Google wants to establish a long-term partnership with a preferred supplier who will be at the forefront of future growth opportunities, with the potential for expedited contracting through a pre-signed Master Statement of Work (MSOW).

Konecta's Value Proposition for Google

Vision Statement: Over the next 3–5 years, Konecta aims to become Google's most strategic, agile, and outcome-based CX partner, driving AI-enabled transformation, operational efficiency, and future-ready customer support at global scale.

01 A Disruptive Partner, Not Another Vendor

In a market where many vendors protect contracts, Konecta protects outcomes.

Over the next 3–5 years, we'll partner with Google to:

- Modernize CX delivery through AI, automation, and human excellence.
- Rapidly deploy new pilots and tech across global regions.
- Align with your evolving business and customer engagement strategy.

"If we don't deliver the KPIs we agree on, we eat the cost." **At Konecta, We Guarantee** measurable performance, or you don't pay.

02 Built for Global Scale, Wired for Local Speed

We operate in 27 countries, with 120,000+ employees and 30+ languages, yet every client feels like our only one.

For Google, this means:

- Rapid global expansion with local nuance.
- Multilingual capabilities spanning APAC, EMEA, Americas.
- Scalable digital-first operations ready for fast pivots.

By 2027, our shared roadmap envisions seamless omnichannel support across Google's emerging and mature market, powered by global centers of excellence, hybrid hubs, and multilingual digital agents.

03 Outcome-Based. AI-Ready. Future-Proof

Legacy BPOs sell hours. We deliver **outcomes**.

Our CX model is rooted in:

- AI copilots, digital agents, and workflow automation.
- KPI-linked pricing (T&M and Pay-Per-Unit flexibility).
- CX excellence measured by speed-to-value, not just SLA compliance.

We'll help shape Google's Next-gen support model, blending AI and human empathy, ensuring every interaction drives satisfaction **and** efficiency.

04 A Strategic Partner in Google's Future Growth

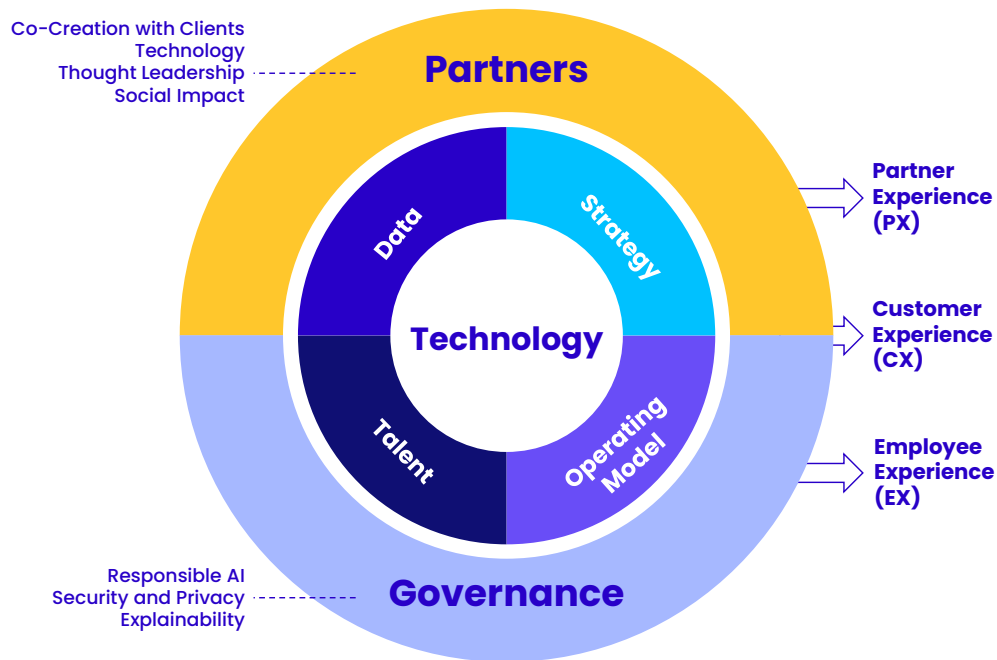
This isn't about winning one program. It's about co-building a long-term, strategic operating model for Google.

As your pre-approved partner, we commit to:

- Supporting new product launches and market entries.
- Offering proactive innovation workshops and GenAI labs.
- Co-creating the next phase of customer support before it's needed.

By 2030, we aim to be Google's go-to partner for any CX transformation: from proof-of-concept to full-scale disruption.

A Holistic Framework Guides Our Approach to Transformation



Our Goal Our approach is designed to deliver an exceptional total experience for **Customers (CX)**, **Employees (EX)**, and **Partners (PX)**.

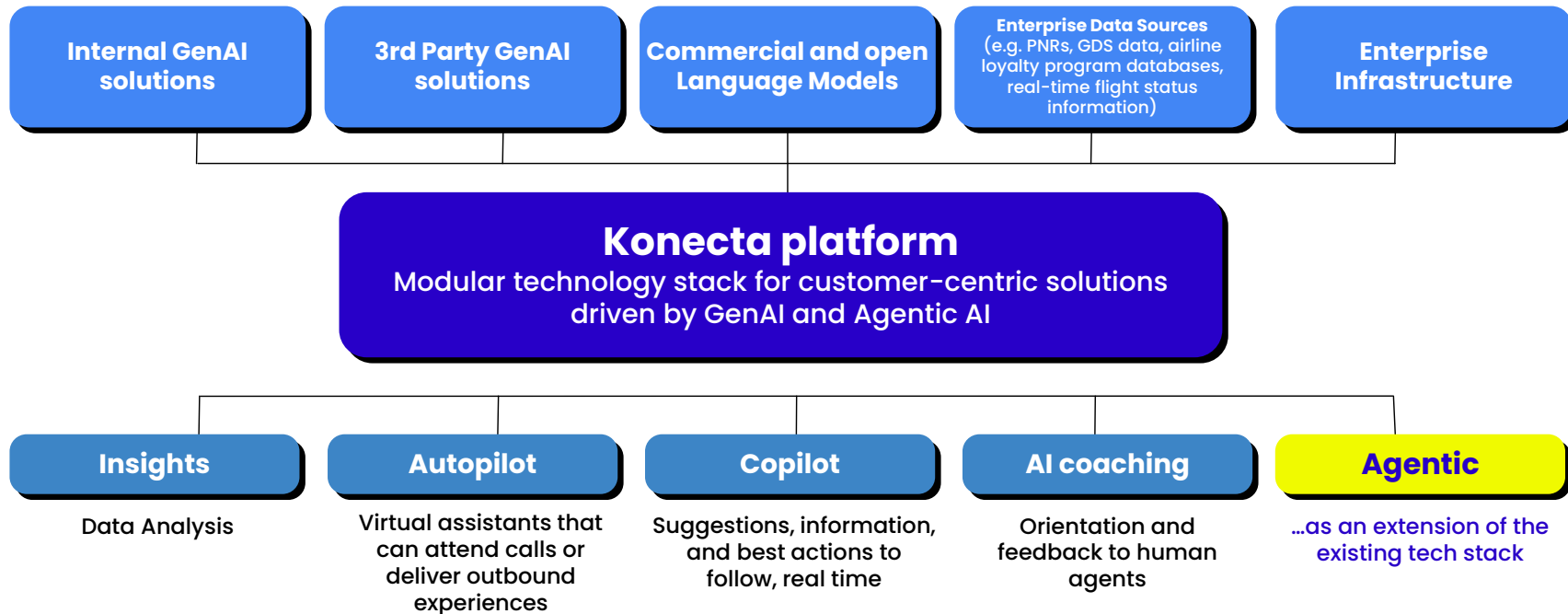
Our Core Engine At the heart of our framework is **Technology**, which serves as the central engine driving the transformation.

Our Supporting Pillars This engine's effectiveness is unlocked by four critical pillars:

- **Data**: Ensuring its maturity, availability, and quality.
- **Strategy**: Maintaining strategic alignment with a clear focus on impact.
- **Talent**: Nurturing our collective talent through growth and coaching.
- **Operating Model**: Evolving our operating models to be future-ready.

Our Commitments This entire framework is guided by two core commitments: a solid **Governance** model and a shared journey with our strategic **Partners**.

Starting With a Modular Platform Simplifies Integrations to Power Transformational Solutions



AUGMENTATION WITH **INSIGHTS**

Our Insights solution
**Streamlines Contact
Center Operations** by
continuously
monitoring and
analyzing
interactions,
identifying root
causes and
opportunities for
improvement



Analyze interaction causes

Analyze and identify the intent, root cause and drivers of customer interactions



Create customer journeys

Read & analyze thousands of interactions to create a customer journey for each call driver



Interaction mining

Correlates interactions content with key performance metrics (AHT, FCR, recall rate) to provide detailed and actionable insights



Agent performance and quality

Insights enables granular, data-backed improvements to BPO call center operations

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

	Pre-call	In-call			Coaching & QA
	Customer 360 Inform specialist with a cross-channel recap and customer 360 data including most recent digital activity	Knowledge base solutioning Replace KB link suggestions with a concise and actionable real-time solutioning based on KB	Nudging Provide live guidance to the specialist based on the contents of the ongoing call	Cross-tool integration Automate completion of forms and other tasks related to the call across backend specialist interface that specialist currently does during the call	Coaching + Quality & Assurance Provide specialist with development opportunities based on an aggregation of transcripts
Features and capability evolution	Customer data: account, products, contracts, etc.	Knowledge Base Q&A suggestions	Promotion of digital self-service	Transcript generation	Personalized training tools
	Past call history (incl. multi-call summary)	Real-time solutioning guidance (step-by-step, procedures, etc.)	Recommend product-specific actions (e.g., similar solution)	Curated summary generation	Performance metrics dashboard
	Authentication history (incl. IVR)		Alert for potential churn signals	Automate workflows with integrations	Automated call quality review
	Cross-channel recap (incl. chat virtual agent, IVR, and app interaction)		Real-time sentiment analysis		
KPI	AHT reduction, NPS	AHT reduction, FCR	FCR, NPS, Success Rate	AHT reduction, FCR	AHT reduction, FCR

Magic Button: The “light Copilot” that helps us boost Agent Efficiency with One-Click GenAI actions while minimizing integration complexity



Easy to install and scalable

An extension of Konecta Chrome connected to our tech environment



High usability

Pre-programmed GenAI actions to improve equipment speed and efficiency

ACTIONS

Correct
Optimise
Summarise
Extract key points

EMAIL

Configuration
Replay

KNOWLEDGE BASE

Search in
documents and
on the web

TRANSLATION

More than 30
languages

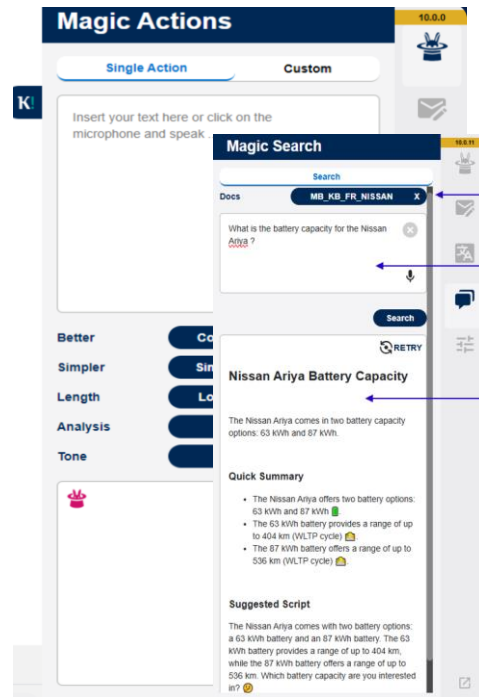


Safety

Powered by secure and reliable technologies



Google Cloud

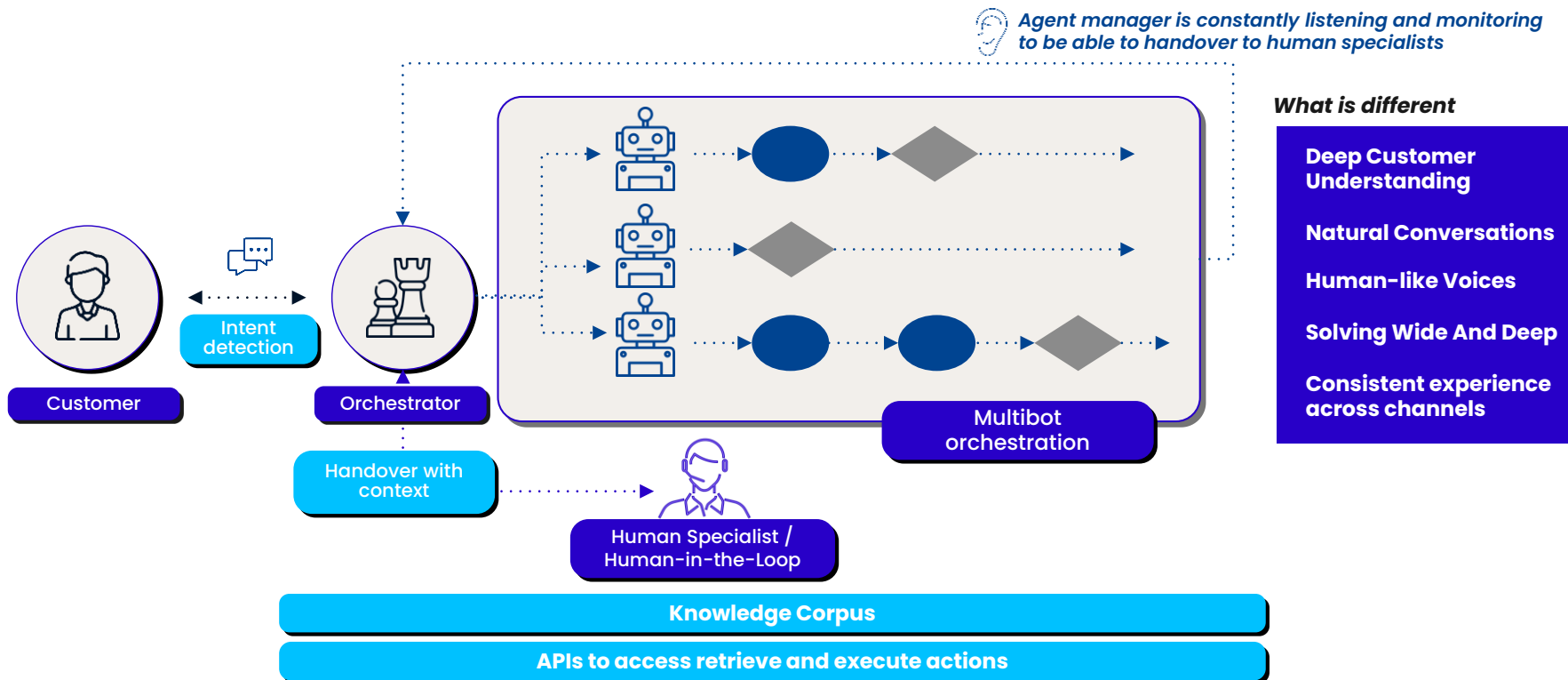


Select the
Database you
want to search
on

Ask Magic
Button

Get the answer
based on the
documentation

Our Autopilot Uses Multi-Bot Orchestration to Deliver Natural, Human-Like Conversations



Realizing the Full Potential of Transformation

Unlocking these results requires client maturity—a journey we partner with you to accelerate



Insights

CX Strategic
Intelligence

+8 to 20%

Revenue / Conversion
Rate Increase

-20%

New agent's ramp-up
time reduction

+15%

in quality scores of
agents



Copilot

Real-time Agent Augmentation

98%+

Precision in all
European
languages

-30 to 50%

AHT in managing
email and written
communication.

+30%

Quality scores of written
communications.

Up to 20%

reduction of re-contact
from FCR improvements

-7 to -14%

AHT reduction



Autopilot

New AI-Driven
Experiences

Up to 50%

automation of
inbound contacts on
voice and written
channels.

Up to 30%

cost for interaction
reduction

... and across solutions, up to 15 p.p. of NPS increase

Strategic value that Konecta can deliver

Konecta will deliver early, tangible results through a phased, results driven plan.

Impact Drivers: AHT Reduction, Outcome based pricing, Automation of back office tasks, Lower Attrition – Better Knowledge Retention, Increased collections



***Illustration only*

Assumptions: 500 FTEs, blended pricing of \$2,500/month/FTE

\$ Millions – 3 year contract	Without Konecta Phase 2, 3 & 4 Proposed Solutions	With Konecta Phase 2, 3 & 4 Proposed Solutions
Total Contract Investment	45	48 (+7%)
% Reduction across the contract term	5.0% Through phase 1 initiatives starting year 2	>25% Through all initiatives listed under phases 1 – 4
Net Investment for Google	42.75 (-5%)	**34.50 (>-25%)



GenAI for CX

We transform customer interactions by automating processes, augmenting agent capabilities, and unlocking data-driven insights to drives 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
- Prodiving 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 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

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.

REFERENCE CASES



CLIENTS PAIN POINTS

- ➔ **Industry-Focused AI** – Clients want AI to solve real business challenges in an innovative way.
- ➔ **Seamless Integration** – AI must work smoothly with CX platforms, CRMs, and enterprise systems.
- ➔ **Smart Model Selection** – Clients expect the best AI solution for their needs, driving performance at the best price.

Konecta's innovative approach to Digital levers and transformation programs: some references, Proof Points

CX Implementation Services CX/UX Journey Automation

1 Transforming the digital experience with GenAI

94% AI understanding and compliance rate during the Paralympic Games – Paris 2024

2 Digital self appointment platform

Increased success & reduced costs (~30%) for FTTH infrastructure company

3 E2E Digital Onboarding

Digital deflection (~15%) for primary Italian digital payment company

4 AI-Powered Customer Engagement Platform

Digital deflection (~50%) for primary Italian Public Sector entity

5 VoC & Feedback management

Increase active customer (28%) for a company for home cleaning and services

Experience Engagement Suites & Business Applications Streamline Internal Processes

6 AI support for customer Insights & Segmentation

Increase quality and revenues (30%) for Energy client

7 eLearning program

Increase productivity (30%) for a primary tobacco company

8 Data-Driven Operation

Reduced costs (~20%) for primary Italian Bank

9 GenAI-Powered Knowledge Mgmt

Reduce in hands-on machining time (35%) for credit institution

10 E2E Credit management

Increase in recovered credits (85%) for energy company

11 Smart claims

Reduced end-to-end processing time (40%) for insurance company

12 GenAI – Document automation

Reduced processing time (80%) for Telco company

13 Co-pilot

Increase quality score (30%) of written communications

14 Smart Lending

Reduction of E2E processing time (25%) for important Italian bank

15 Digital Medical Records

Streamlined process & infrastructure for dematerialization (1.3M docs) for Italian regional healthcare system

Holistic & transformative projects

A Plenitude

Reduced costs (~25%) for Energy company

B Revo

Fast time to market (3 months) for an insurance company

C Trenitalia

Reduced costs for primary Italian transportation company

konecta

Thank you

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