

**sonova**  
HEAR THE WORLD

**konecta**  
feel the pulse

# Welcome to Konecta Atlanta

March 4th, 2026



# Agenda



01

Welcome and Re-introductions (15 min)

02

Understanding Sonova objectives & transition plans - including Zoom on US & Canada market (30 min)

03

Proposal recap on Konecta's location strategy  
(*Roundtable discussion - aligning to Sonova's objectives*) (30 min)

04

Atlanta - Demographics, Site Selection (20 min)

05

Executing Transition plans: How to ensure a successful business migration (*Roundtable discussion - understanding Sonova's expectations*) (15 min)

06

Site Tour (55 min)

07

Q&A (15 min)





01

## Welcome and Re-introductions



# We are a global leader in customer experience disrupting the digital services market

We leverage our strong foundation in customer experience to transform the way services are delivered by traditional players, combining human ingenuity and digital know-how.



**120,000+**  
employees



**\$2.2bn+**  
revenue



**3,000+**  
Healthcare  
Specialists



**30+**  
countries



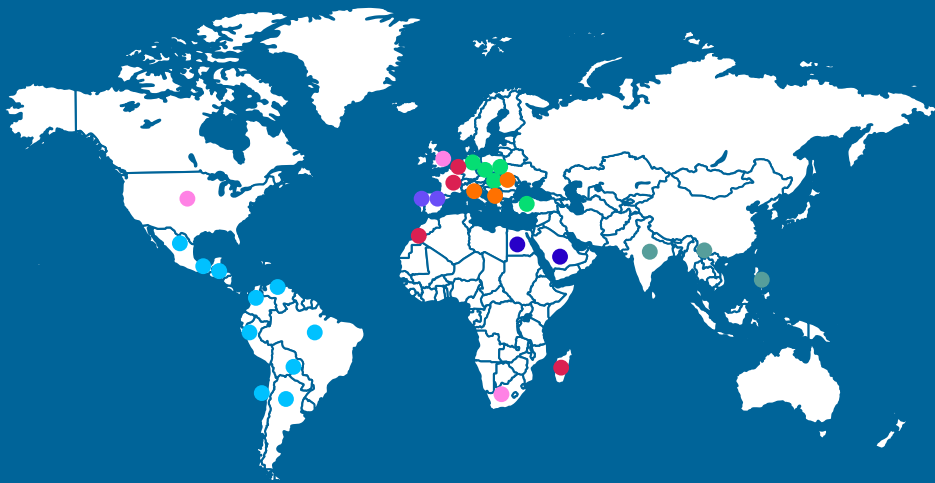
**500+**  
blue chip clients



**\$150M+**  
investment in Digital

# 30+ languages supported

English, French, Italian, Portuguese, Spanish, Danish, Dutch, Finnish, Swedish, Bulgarian, Czech, Hungarian, Polish, Romanian, Greek, Russian, Norwegian, Lithuanian, Estonian, Latvian, Slovak, Chinese, Catalan, Galician, Basque, Valencian, Farsi Arabic, German, Turkish, Moldovan, Hebrew, Flemish



## OUR GLOBAL FOOTPRINT

### A leadership position with best-shoring capabilities

#### ESM

3 countries

USA  
UK  
South Africa

#### ISM

3 countries

Albania  
Italy  
Romania

#### FSM

5 countries

France  
Belgium  
Morocco  
Madagascar  
Spain

#### CEE

6 countries

Czech Republic  
Germany  
Hungary  
Slovakia  
Turkey  
Kosovo

#### IBERIA

3 countries

Spain  
Portugal  
Morocco

#### MEA

2 countries

Egypt  
Saudi Arabia - launching H1 2026

#### APAC

3 countries

India  
China  
Philippines - launching H1 2026

#### LATAM

8 countries

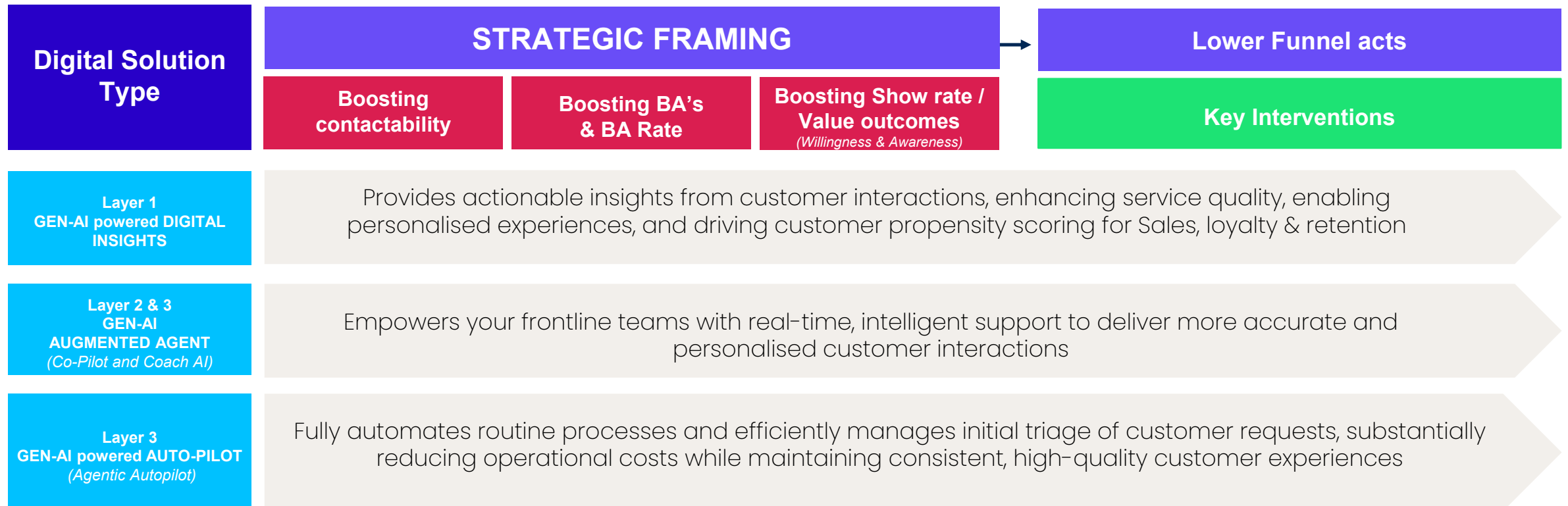
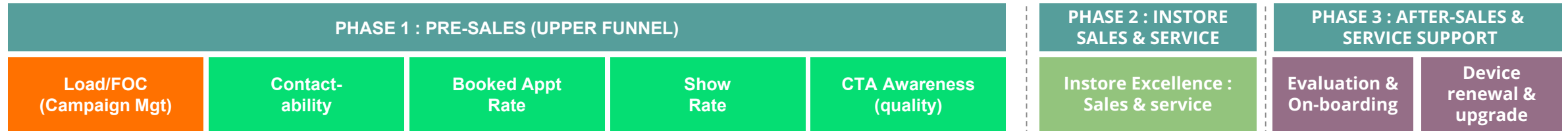
Colombia  
Peru

Mexico  
Brazil

El Salvador  
Guatemala

Argentina  
Chile

WE HAVE AN INTIMATE UNDERSTANDING OF SALES & SERVICE OPERATIONS IN THE HA SECTOR







02

## **Understanding Sonova objectives & transition plans - including Zoom on US & Canada market**

# The strategic tensions of growth, localization and legacy

Scaling Customer Engagement creates new trade-offs

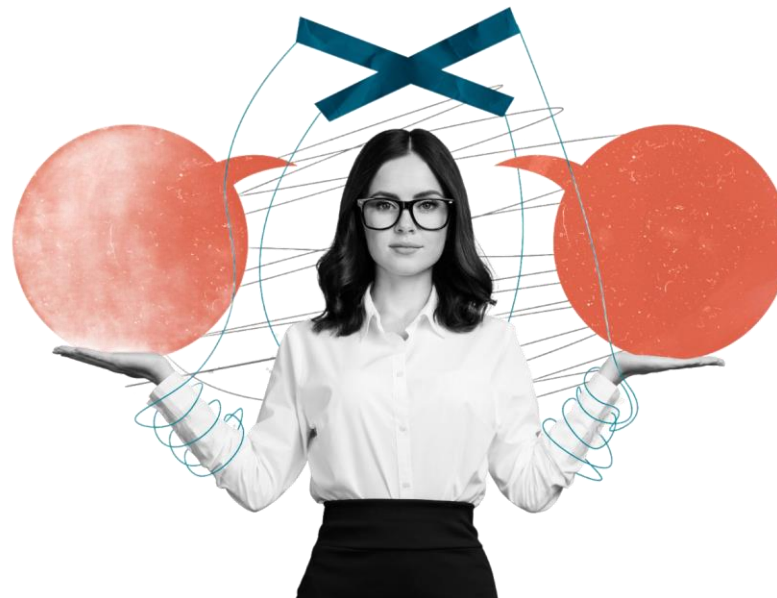
**Local autonomy**  
VS  
**Global consistency**

**Supplier flexibility**  
VS  
**Cost efficiency and simplification**

**AI potential**  
VS  
**Data readiness, governance and scale**

**Market proximity**  
VS  
**Central visibility and control**

**Sales and conversion ambition**  
VS  
**Fragmented data and insight**



These tensions are not failures of execution. They are the natural result of growth, and they **cannot be resolved by technology alone**.

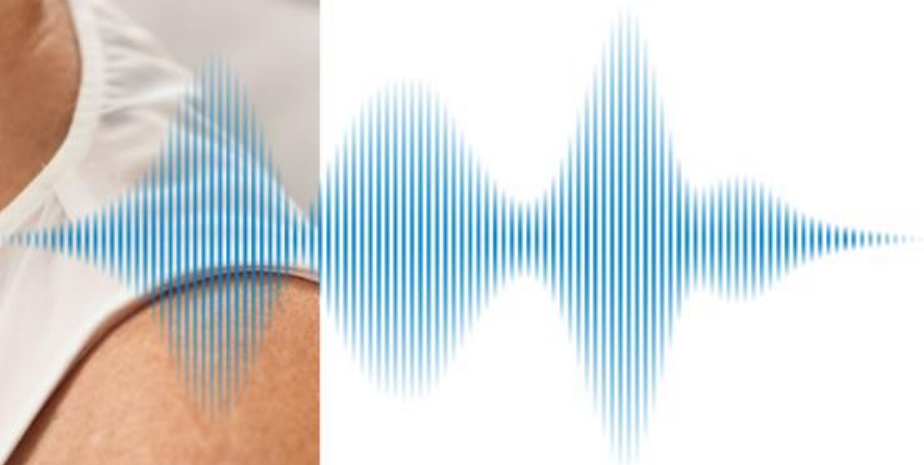
They require an operating model that combines **global governance with local relevance**, and **discipline before**





**03**

## **Proposal recap on Konecta's location strategy (Roundtable discussion – aligning to Sonova's objectives)**



# From local delivery to a global enterprise model – scalable, flexible and sales-driven

Konecta's role is to help Sonova overcome current challenges, not by forcing change, but by orchestrating it. We do this through **three principles**:

1



## High performing global operations

A **standardized operating and governance model** delivered through Konecta's **regional hubs**, providing **consistency, transparency, and accountability** across markets, while **preserving local market input where it matters**.

2



## Sales-driven Customer Engagement

A Customer Engagement model **designed to improve conversion, speed-to-lead, and appointment quality**. Informed by data, insight, and proven upper-funnel execution, not scripts alone. Delivered by skilled, empathetic, culturally aligned and engaged teams.

3



## Data-Led, phased transformation

A jointly-agreed, well established roadmap:

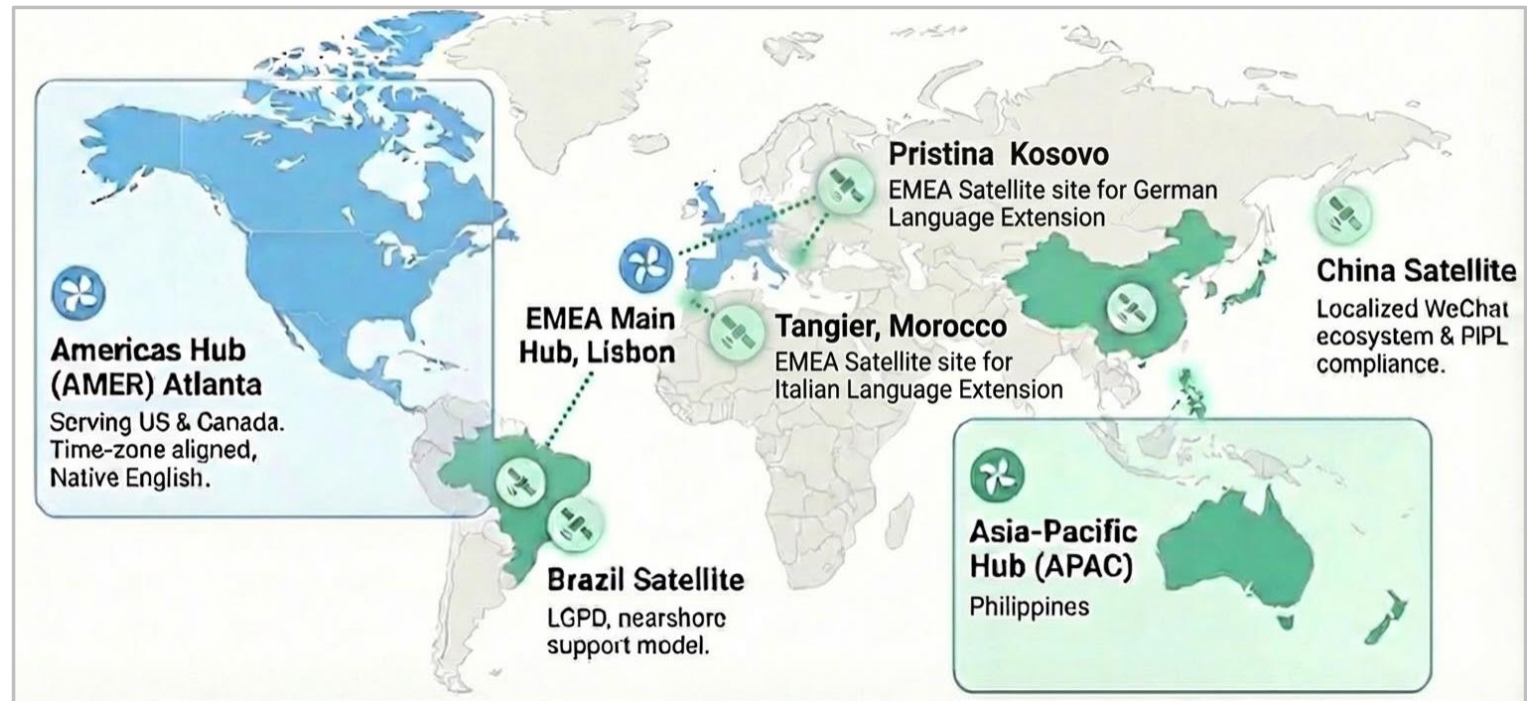
**Stabilization first. Visibility next. Automation and AI only** where data, governance, and scale support **real value creation**.

Stable before optimized. Scalable without fragmentation. Innovative without risk.

## Three hubs, one harmonized global model, delivering high-performing operations to boost sales conversion and service excellence

Our geo-cluster strategy is built to deliver scale, resilience, performance, and agility for Sonova's Customer Engagement Center needs. We've strategically positioned three hubs, each supporting specific Sonova regions, with Lisbon serving as the global Command and Control center.

- **Lisbon, Portugal – EMEA HUB** and **Command & Control Center for Sonova's CEC operations.** High quality multilingual European talent talent.
  - **Pristina**, Kosovo EMEA satellite site for German language extension, under EMEA main Hub control.
  - **Tangier** Morocco, EMEA satellite site for Italian language extension, under EMEA main Hub control.
- **Atlanta, US – Americas Hub** – a newly built dedicated operation for Sonova's US & Canada customers, delivering high quality, market aligned & regulatory compliant service
- **Alabang (Manila metro)**, Philippines – APAC Hub, cost effective high quality English serving Australia and New Zealand markets.
- **São Paulo**, Brazil and **Dalian**, China – local satellite sites delivering services for the local markets. **Durban**, South Africa delivering services for UK.





## STRATEGICALLY POSITIONED TALENT POWERING SONOVA'S GLOBAL OPERATIONS

### Konecta Lisbon



Lisbon serves as the **EMEA Hub and Global Command & Control Center** for Sonova's Customer Engagement Centre operations.

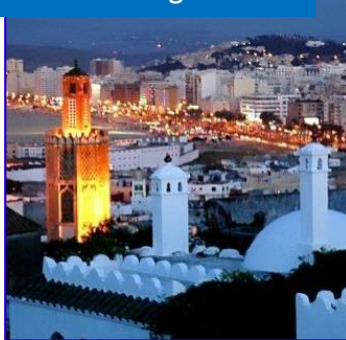
It provides access to a high-quality multilingual European talent pool.

This hub ensures operational governance, performance oversight, and service excellence across the region.

### Konecta Pristina



### Konecta Tangier



**Pristina and Tangier**, serve as scalable satellite delivery sites for both German and Italian operations, leveraging a nearshore model that combines cost efficiency with access to skilled multilingual talent.

### Konecta Atlanta



Atlanta will operate as the Americas Hub, with a **newly built dedicated operation for Sonova's US & Canada customers.**

The hub delivers market-aligned, regulatory-compliant support, leveraging native English talent and time-zone proximity.

This location ensures high-quality customer engagement and sales conversion tailored to NA market needs.

### Konecta Manila

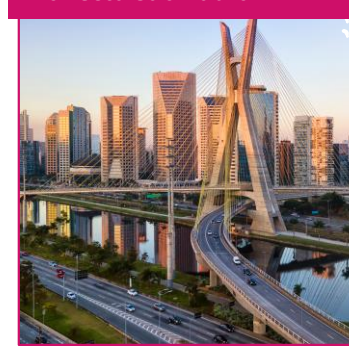


Manila acts as the **APAC Hub, providing cost-effective, high-quality English support.**

The site serves Australia and New Zealand markets, through a highly skilled, English-speaking workforce.

Its operational maturity enables scalable service delivery and consistent CX performance. Planned in H-1 2026

### Konecta São Paulo



São Paulo operates as a **regional satellite hub**, delivering localized support for Latin American markets.

The site follows a **near/offshore support model**, ensuring language alignment, cultural proximity, and regulatory compliance.

It strengthens Sonova's footprint with flexible regional service capabilities.

### Konecta Dalian



Dalian serves as a **China satellite hub**, enabling localized customer engagement within the Chinese market.

The operation supports WeChat ecosystem integration and local compliance requirements, ensuring seamless in-market service delivery.

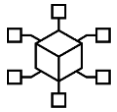
This hub enhances Sonova's ability to operate within China's digital and regulatory landscape.

# One standard. Globally governed. Locally executed.



## Strategic (Global)

Sonova retains decision rights:  
Strategy, Brand Standards, Pricing, &  
Tech Architecture



## Tactical (Regional)

Konecta Regional Management:  
Supplier Relationship, SLA Monitoring,  
Consistency



## Operational (Local)

Execution: Day-to-day operations,  
Continuous Improvement, Local  
Compliance

## The Command & Control Concept



Centralized  
Data Lake



Unified  
Global SLAs



End-to-End  
Visibility

PROMETRIC

Lenovo



PHILIP MORRIS  
INTERNATIONAL

Coca-Cola

zayo

Uber

ZARA

NETFLIX



amplifon

# Our experience serving the North American markets

## PreSales / Sales

sodastream

ZARA

 NIP GROUP

 Miracle-Ear

zayo



LIBERTY

Lenovo

THEHUTGROUP

## Customer Support / Technical Support

PROMETRIC 

sodastream

 STRAND  
FINANCE

ZARA

zayo

NETFLIX



ezcater

THEHUTGROUP

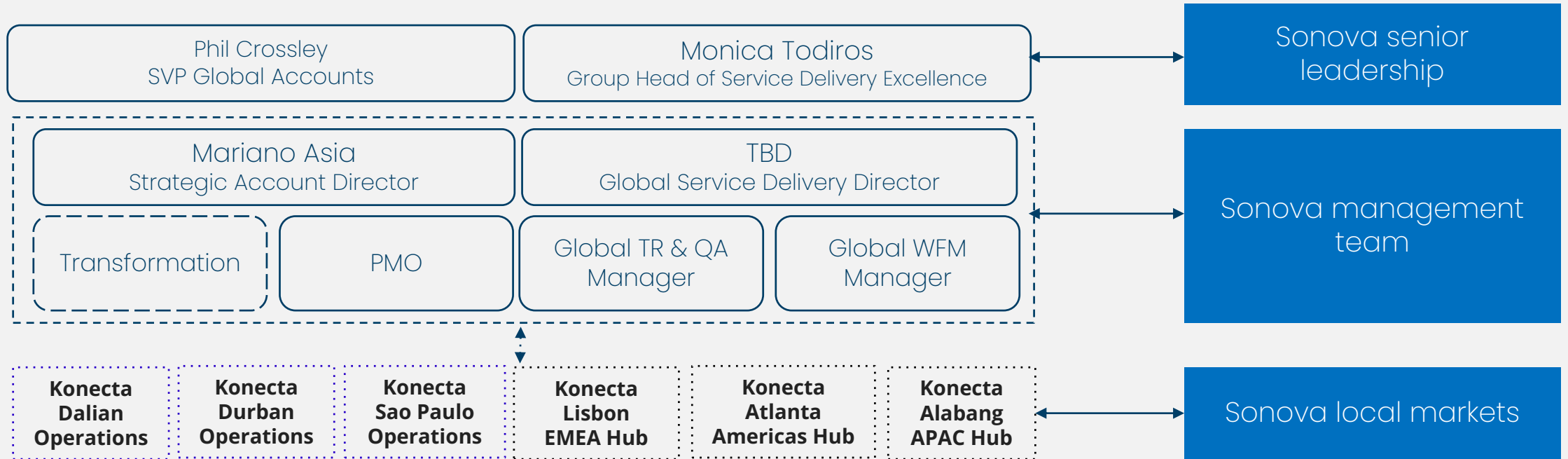


LIBERTY

 UNDER NDA



## KONECTA – SONOVA ACCOUNT GOVERNANCE



### Global Account Director

- Single point of contact for senior client stakeholders
- Responsible for defining & laying out clear objectives / requirements to local teams and infuse your values and expectations within the organization
- Accountable, responsible and empowered to deliver change quickly
- You always know who to talk to

### Dedicated Sonova Operations Teams

- All sites will be managed uniformly and centrally to ensure operational success, continuous development, and consistent quality
- Accountable for performance & quality (KPI & SLAs)
- Real-time communication to inform/alert/act
- Delegated responsibility & empowered decision making
- Absolute customer focus

An open, transparent, partnership built on trust and shared values

CONTROL - a command center to manage scaling operations in the future

Centralized, uniformed processes to ensure consistent quality



04

## Atlanta

# Demographics, Site Selection



# We grow with our clients, where they need us

## Site Selection Process

This process is followed in close cooperation with our client, inviting their participation for each decision milestone.





# Example of our site selection criteria

## LABOR AVAILABILITY

- Population
- Labor force
- Labor force participation rate
- Historic and future growth projections
- Historic unemployment
- Targeted age groups
- Targeted income levels
- Location, size and wages of contact center employers
- Call center saturation rate
- Number of jobs remaining before reaching certain saturation levels
- College and universities
- Local employment drivers (i.e. other dominant industries)
- Military presence
- Recent expansions
- Recent closures

## LABOR COST

- Call center wage rates
- Retail wage rates
- Wage inflation rates
- Cost of living
- Median income
- Current and future minimum wages

## QUALITY OF LIFE

- Accessibility by road and airports
- Cost of living
- Educational system
- Public transportation infrastructure
- Housing quality and costs
- Sport teams
- Retail amenities
- Purchasing Power
- Safety Index
- Health Care
- Climate
- Traffic Commute Time
- Pollution Index

## REAL ESTATE

- Availability of real estate
- Vacancy rates
- Rental rates
- Parking
- Public transit access
- Construction costs
- Utility costs (electric, water, gas)
- Operating costs (taxes, insurance and maintenance)

## BUSINESS CLIMATE

- Corporate tax rates
- Individual tax rates
- Union presence
- Political problems
- Community infrastructure
- Financial condition of local government

## ECONOMIC INCENTIVES

- Tax credits
- Tax abatements
- Sale tax abatements
- Training grants
- Cash grants
- Real estate grants and subsidies
- Priority permitting and fee waivers
- Enterprise zones

## VALUE FIT

- Employee sentiments
- Impact sourcing
- Diversity, equity, and inclusion (DEI)
- Environmental, social, and corporate governance (ESG)
- Proximity to client's stores/retail/offices
- Ease of Travel from client's HQ/office

# Why Atlanta

## ☑ Overall Score: STRONGLY FAVORABLE

Atlanta is:

- Large enough to absorb a 200-seat center easily
- Educated and diverse
- Business-friendly
- Office-market advantageous
- Globally connected (critical for Sonova)

## Top 5 Strategic Strengths

1. Large, skilled labor pool
2. Strong lease leverage due to office vacancy
3. Business-friendly tax & incentive environment
4. Excellent global connectivity (ATL airport)
5. Long-term demographic growth outlook

## Top 3 Watch Areas

- Traffic & commute time (site placement critical)
- Tight labor market (must position wages correctly)
- Competitive wage environment from logistics/healthcare

## Labor Market & Talent – ☑ Strong overall

- ☑ Large Labor Force Size
- ☑ High Education Level
- ☑ High Workforce Diversity
- ☑ Low Unemployment Rate
- ☑ Minor Call Center Saturation Risk
- ☑ Low Union Presence

## Wage & Cost Structure – ☑ Favorable

- ☐ Call Center Wages vs U.S.
- ☐ Retail Wage Competition
- ☑ Wage Inflation Pressure
- ☐ Cost of Living
- ☑ Corporate Tax Rate

## Business Climate & Incentives – ☑ Strong

- ☑ State Business Climate
- ☑ Training Incentives (Quick Start)
- ☑ Political Stability
- ☐ Financial Condition of Local Gov't
- ☑ Enterprise / Tax Credit Programs

## Quality of Life & Retention Factors – ☑ Positive

- ☑ Housing Availability
- ☐ Purchasing Power
- ☑ Healthcare Access
- ☑ Climate
- ☐ Safety (Metro-Level)

## Real Estate & Infrastructure – ☑ Favorable

- ☑ Office Vacancy
- ☑ Office Rental Rates
- ☑ Airport Access
- ☑ Highway Access
- ☐ Public Transportation
- Commute / Traffic

## SITE SELECTION

### Neighborhood Assessments

#### Urban Core

- 👍 Transit access, educated workforce
- 🗣️ Higher cost, parking

#### Perimeter/Suburban Business Hubs

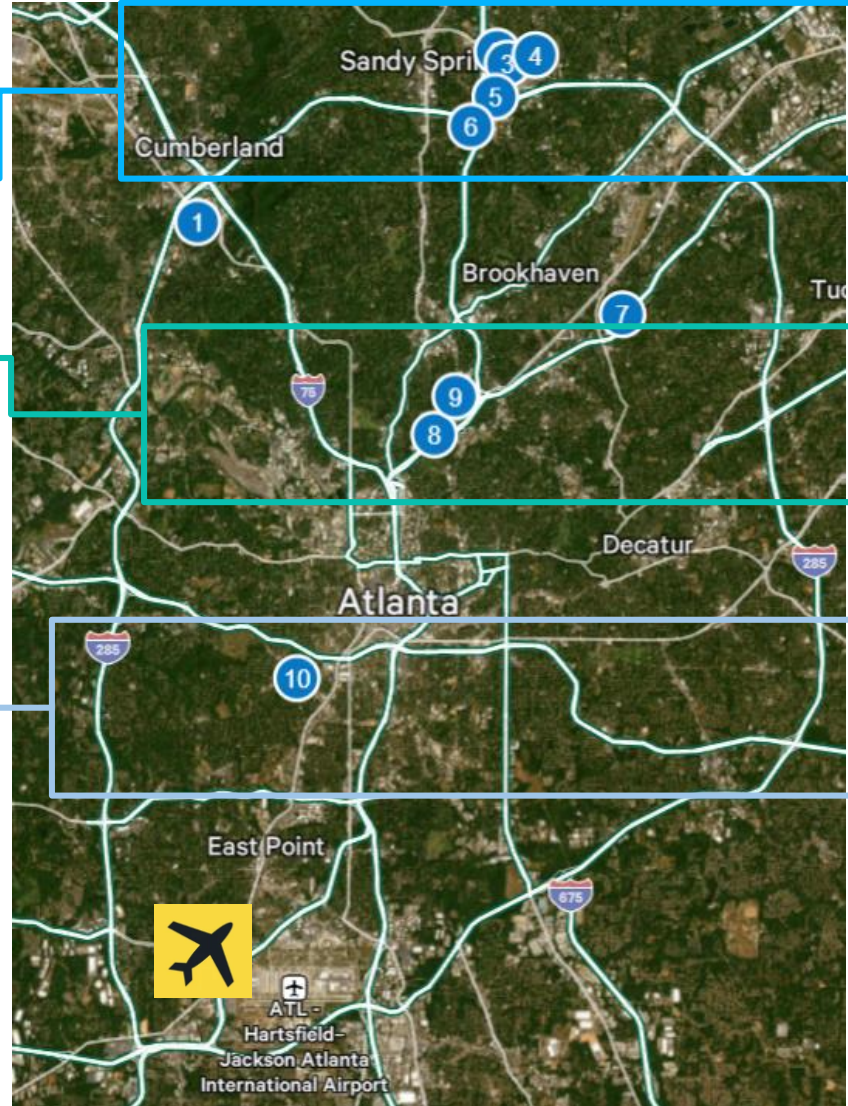
- 👍 Corporate infrastructure, parking
- 🗣️ Lease division timelines

#### South/Suburban Ring

- 👍 Recruitment proximity, cost efficiency
- 🗣️ Full build-out and amenities gap

### Site Selection Criteria

- Public Transportation Access
- Parking Availability
- Speed to Deploy (Build-Out vs Plug-and-Play)
- Capital Investment Required
- Cost per Square Foot & Workstation Economics
- Building amenities, ~200 seats
- Proximity to recruitment sources
- Area demographic alignment
- Existing call center presence (both pro and con)
- Image/modern campus-like environment



#### North Terraces (Sublease)

400 Perimeter Center Ter, Atlanta, GA, 30346



#### Uptown (Spec Suites + 2nd Gene...)

575 Morosgo Dr NE, Atlanta, Ga, 30324



#### Armour Junction (Sublease)

412 Plasters Ave NE, Atlanta, GA, 30324

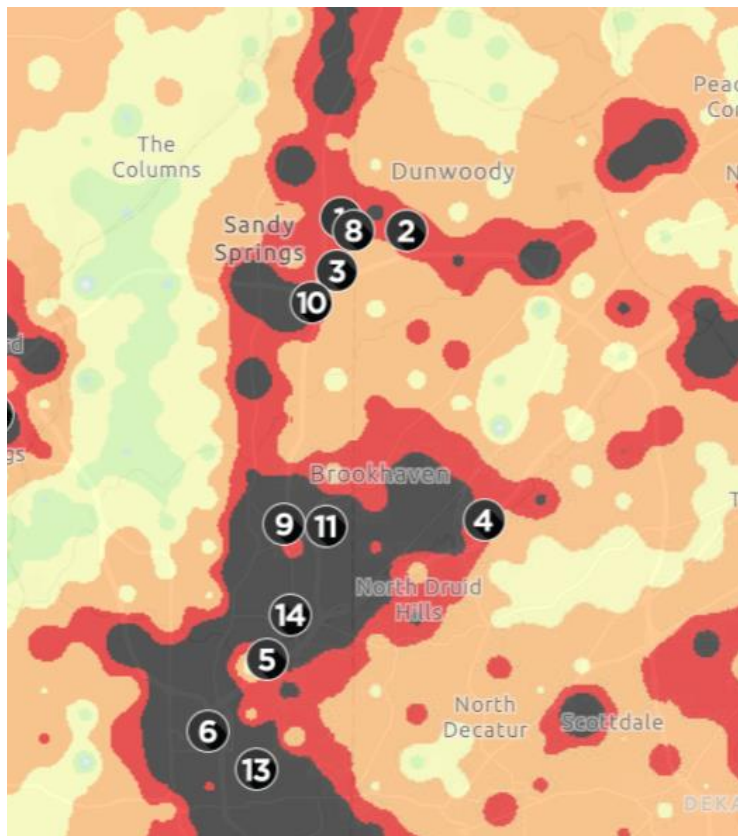
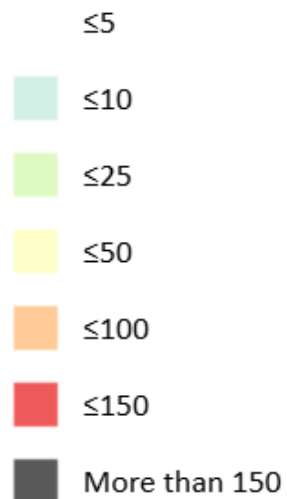


## SITE SELECTION

### Skillset Density: Call Center Occupations

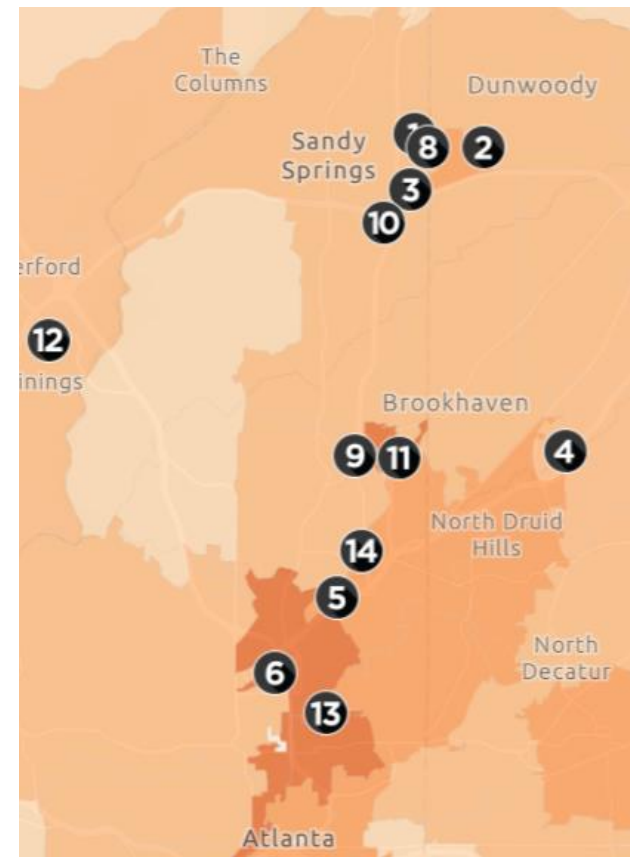
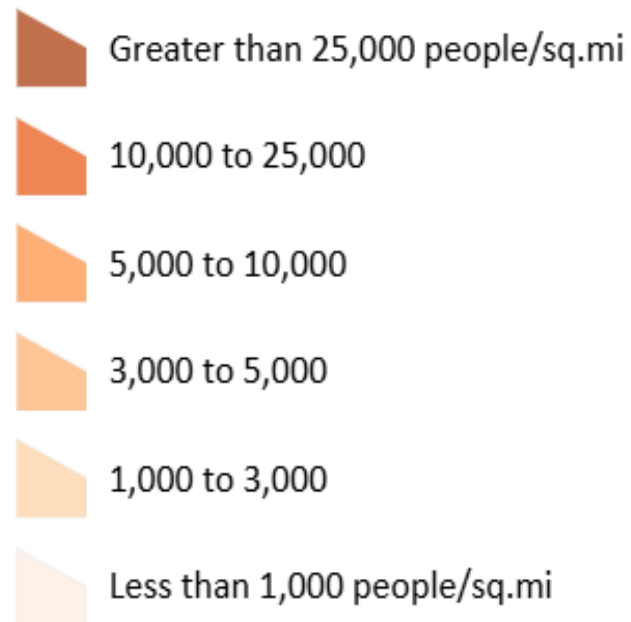
per sq mile

Call Center Occupations



### 2025 Population Density

ZIP Code

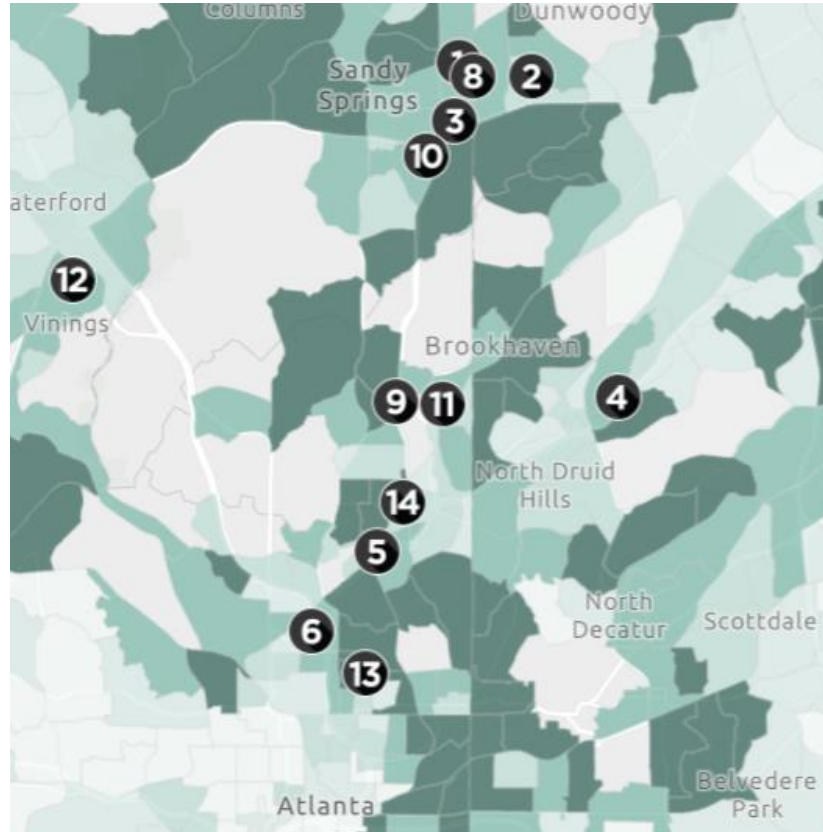
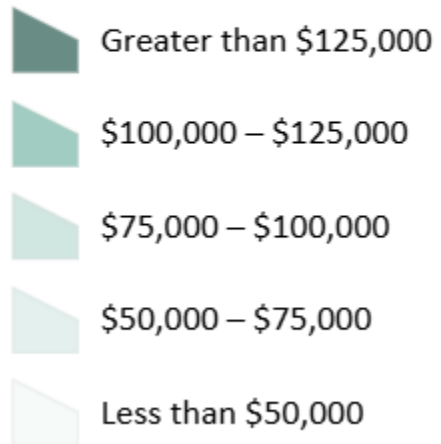


2 - North Terraces  
14 - Uptown  
5 - Armour Junction

## SITE SELECTION

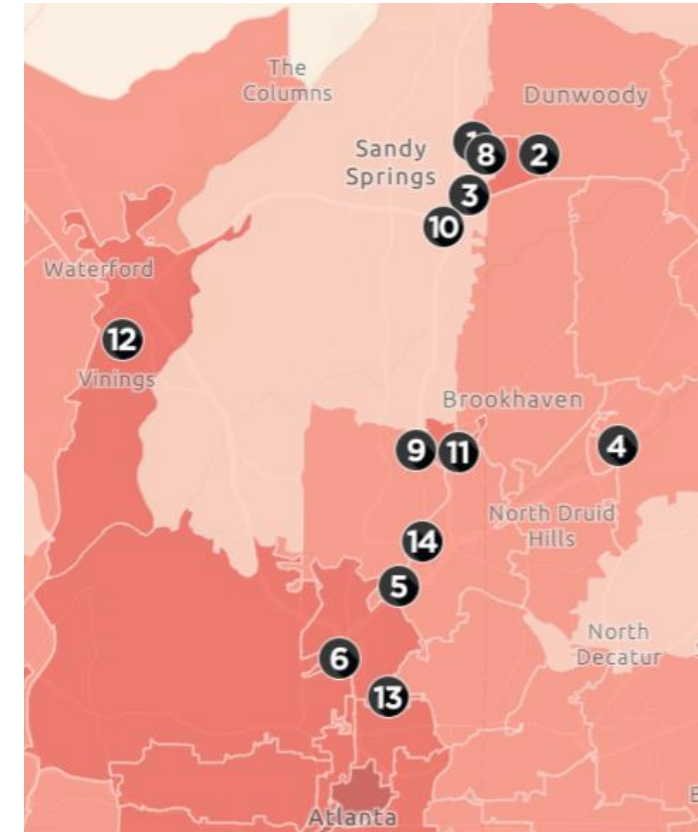
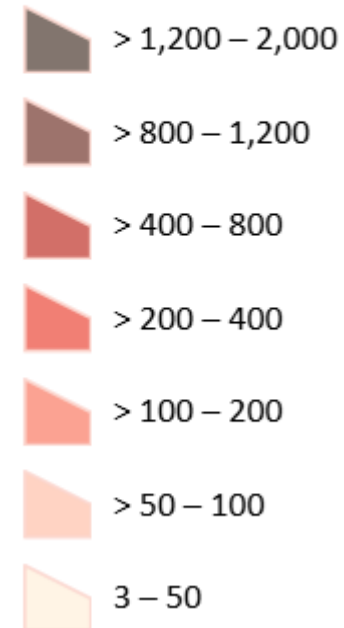
### 2025 Median Household Income

Tract



### 2024 Crime Index

Tract



2024 U.S. violent-crime rate 359 incidents per 100,000 people

2 – North Terraces  
14 – Uptown  
5 – Armour Junction

# Konecta's brand new site in Atlanta – a dedicated, tailored office for Sonova to ensure a high performing operation

In our decision to open a new office in Atlanta, our top priority was to **build a bespoke high quality center at the heart of an amazing city**

## KONECTA COMMITMENT TO SONOVA TEAM

- **ENVIRONMENT :** Creating a dedicated Sales & Services “Center of Excellence”
- **OPERATIONAL TEAM PERFORMANCE & QUALITY :** Building an outstanding Sales & Service performing team with strong quality and compliance levels
- **SECURE & ACCELERATED PROGRAMME LAUNCH :** Parachute Konecta Global Team operational experts to support implementation and hypercare program
- **“CONTINUOUS IMPROVEMENT” & OPTIMIZATION PROGRAM :** Taking advantage of Konecta innovation tools and digital solutions to improve efficiency and decrease costs



We will **build the new Sonova site in your image** so whenever you come to visit us, you will find a place where you can be as **happy, relaxed, or comfortable as in your own home** – it will be **an extension of Sonova's spirit, culture and body**



**kovecta**

**How we brand our sites**









**ko**nnecta

Meeting Box





**ko**nnecta



**ko**nnecta  
feel the pulse

**sonova**  
HEAR THE WORLD







**05**

## **Executing Transition plans: How to ensure a successful business migration (Roundtable discussion – understanding Sonova's expectations)**



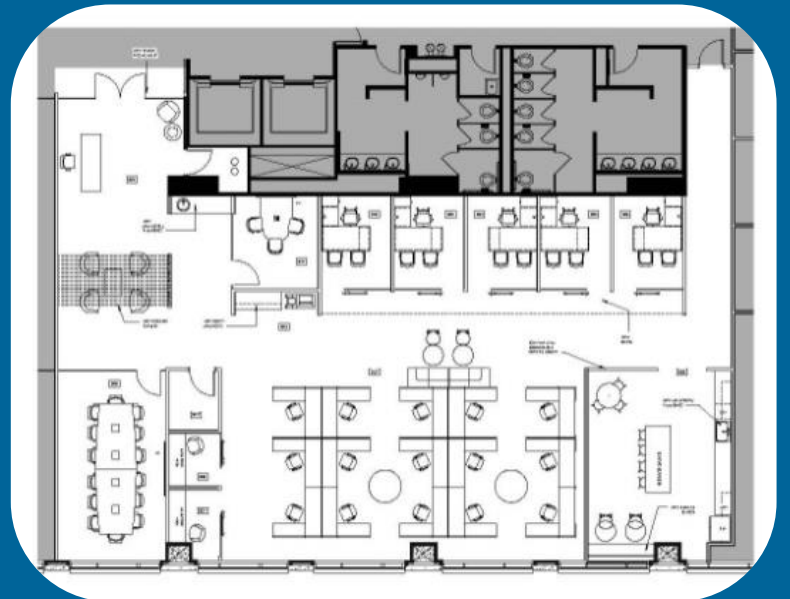
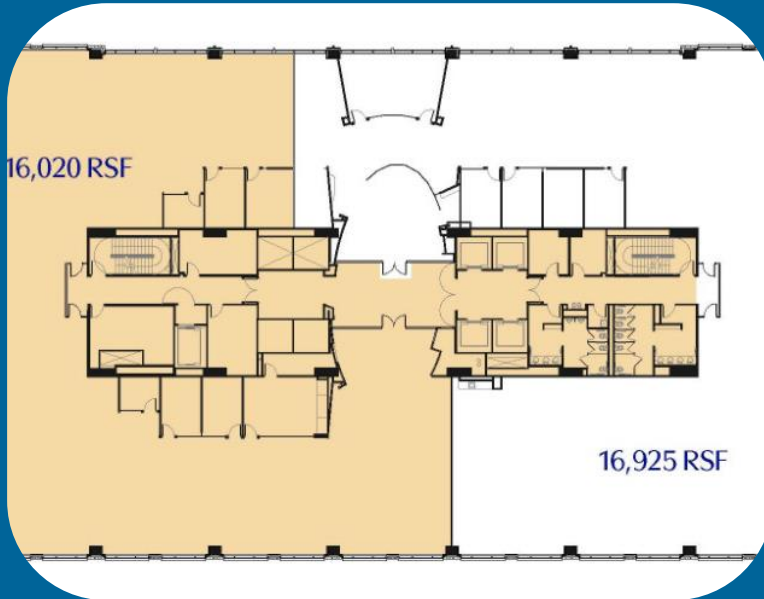
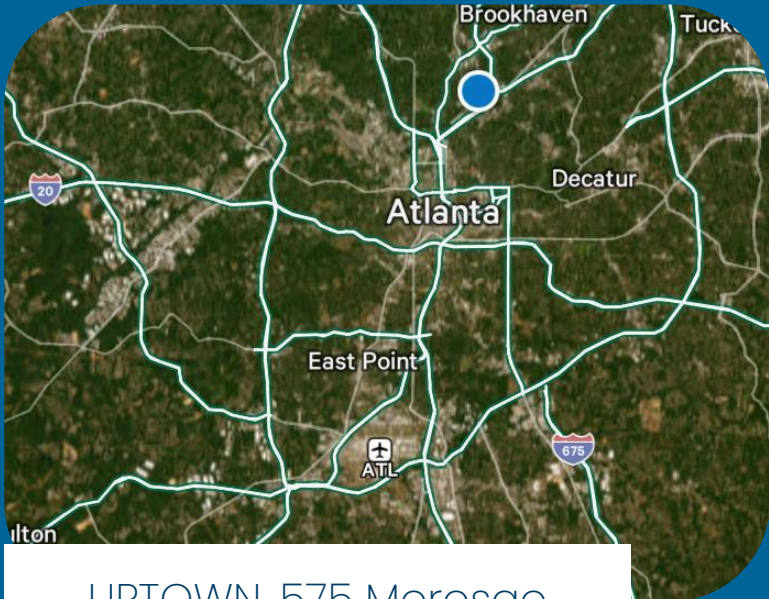
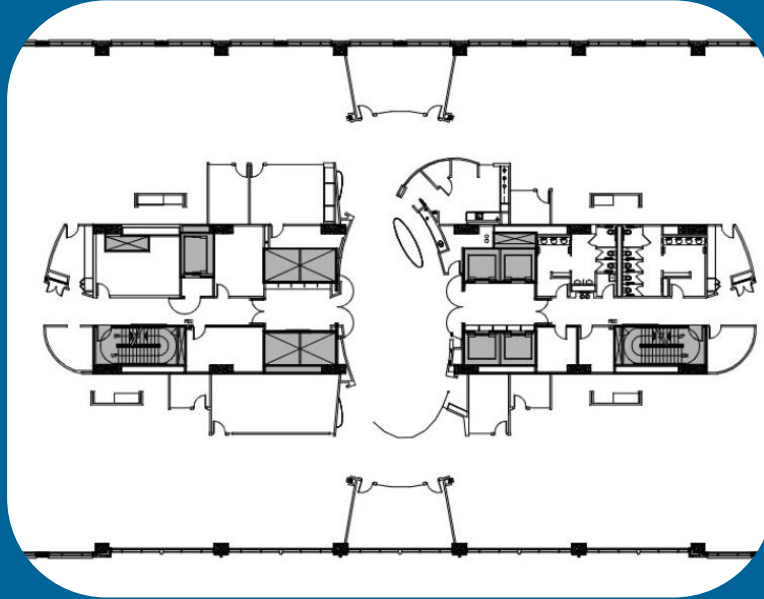




06

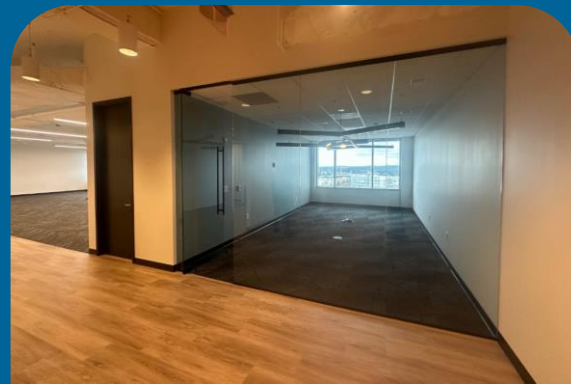
## Site Tour





UPTOWN. 575 Morosgo









07

Q&A

# thank you



[www.konecta.com](http://www.konecta.com)





# Appendix



# We are a global leader in customer experience disrupting the digital services market

We leverage our strong foundation in customer experience to transform the way services are delivered by traditional players, combining human ingenuity and digital know-how.



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**3,000+**  
Healthcare  
Specialists



**30+**  
countries



**500+**  
blue chip clients



**\$150M+**  
investment in Digital



# Supporting clients like Sonova to “win more customers, keep them longer, create more value and spend less money”

Enabling Experience Transformation Through Deep Expertise

## Designing Next Generation Engagement



Automation & Optimization



Curating CX leveraging our experience

Experience design fueled by decades of real world experiences

## Integration of our CX Platform with your current infrastructure



Digitally Engagement



Technology & Integration

Accelerate AI and GenAI enrichment to deliver better outcomes

## Driving Action through Experience Insights



Voice of the Customer



Analytics & Consulting

Monitor the pulse of your customers and transform this data into insight

## Creating Value Through Intimacy



Targeted Human Interventions



Local Expertise

Supporting differentiated digital experiences with increased human engagement where its really needed

Experience Design

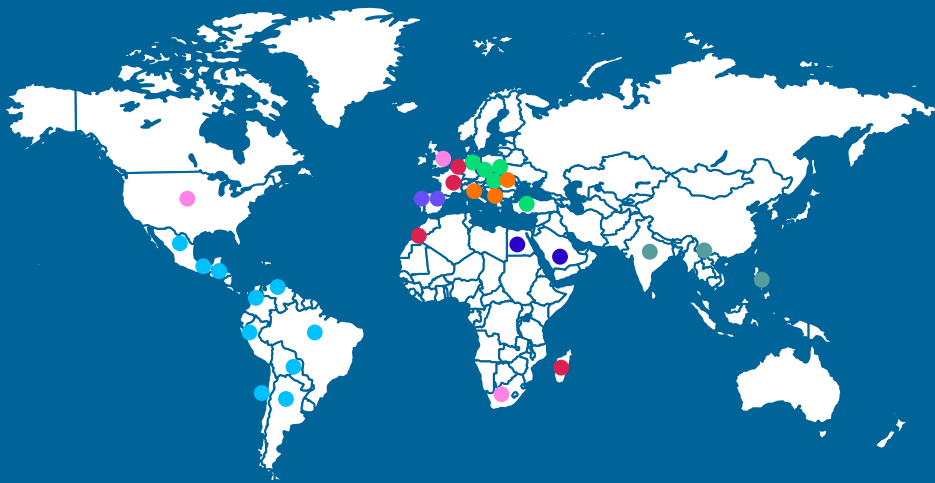
Digital Enablement

Insight Enrichment

Customer Oriented

# 30+ languages supported

English, French, Italian, Portuguese, Spanish, Danish, Dutch, Finnish, Swedish, Bulgarian, Czech, Hungarian, Polish, Romanian, Greek, Russian, Norwegian, Lithuanian, Estonian, Latvian, Slovak, Chinese, Catalan, Galician, Basque, Valencian, Farsi Arabic, German, Turkish, Moldovan, Hebrew, Flemish



## OUR GLOBAL FOOTPRINT

### A leadership position with best-shoring capabilities

#### ESM

3 countries

USA  
UK  
South Africa

#### ISM

3 countries

Albania  
Italy  
Romania

#### FSM

5 countries

France  
Belgium  
Morocco  
Madagascar  
Spain

#### CEE

6 countries

Czech Republic  
Germany  
Hungary  
Slovakia  
Turkey  
Kosovo

#### IBERIA

3 countries

Spain  
Portugal  
Morocco

#### MEA

2 countries

Egypt  
Saudi Arabia - launching H1 2026

#### APAC

3 countries

India  
China  
Philippines - launching H1 2026

#### LATAM

8 countries

Colombia  
Peru

Mexico  
Brazil

El Salvador  
Guatemala

Argentina  
Chile



## OUR GLOBAL EXPERIENCE

# 500+ blue chip clients across all industries

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

AUTOMOTIVE &  
MOBILITY

FINANCIAL  
& INSURANCE

RETAIL & ECOMMERCE

TELECOMS, MEDIA &  
TECHNOLOGY

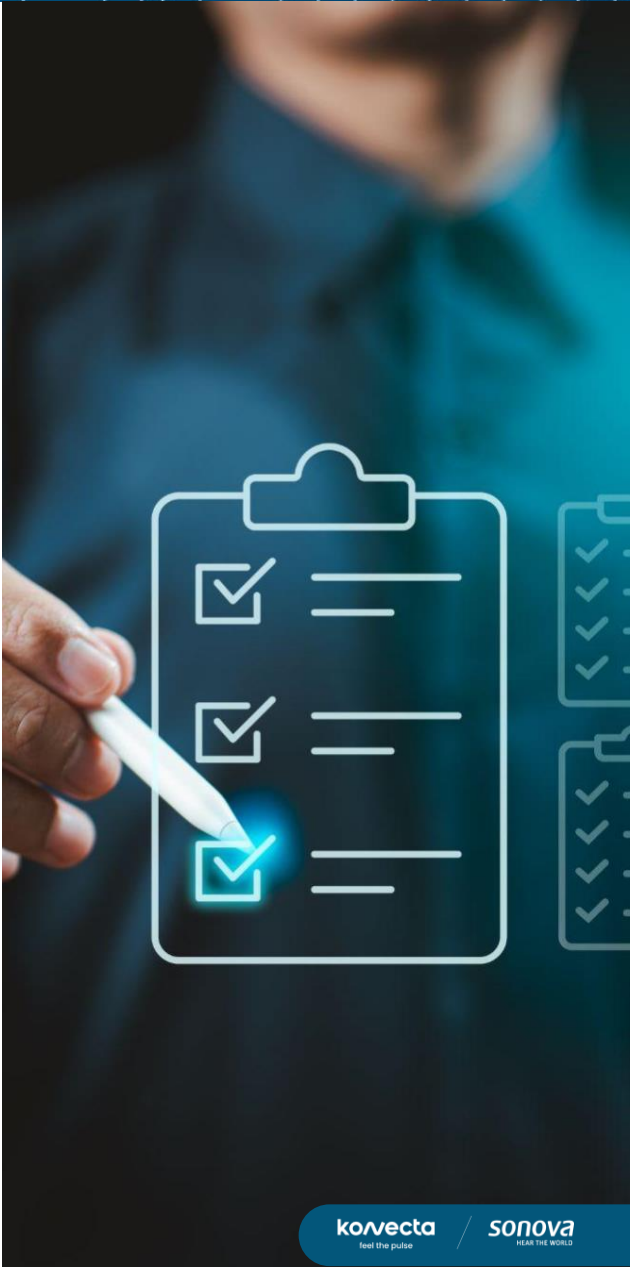
HEALTHCARE

TRAVEL



# We understand the need, we have the expertise, the resources and we are up for the task

| Sonova needs                                                    | What makes us unique                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A reliable and experienced global partner                       | We have an <b>intimate knowledge of the Hearing Aid business and operations</b> . Proven experience building high-performance Sales & Service operations with strong quality and service levels in your <b>Upper funnel &amp; Lower funnel activities</b>              |
| Global governance consistency, visibility, and control at scale | <b>We are clear on what “good” looks like</b> for Global Governance and Operations. One framework, full KPI visibility, local relevance preserved.                                                                                                                     |
| Standardized Sales-driven Global Operating model                | We will create a Sales and Service operation program <b>that will boost both sales revenue and CX consistently across markets.</b>                                                                                                                                     |
| Flexibility / agility, cost efficiency focus                    | <b>We always plan &amp; do things at speed with pragmatism.</b> We will consolidate delivery through governed regional hubs and strategic satellites - reducing complexity and cost without added risk, while remaining scalable, pragmatic, and responsive to demand. |
| AI enablement built on solid foundations                        | Automation introduced with governance, discipline and <b>measurable value.</b>                                                                                                                                                                                         |

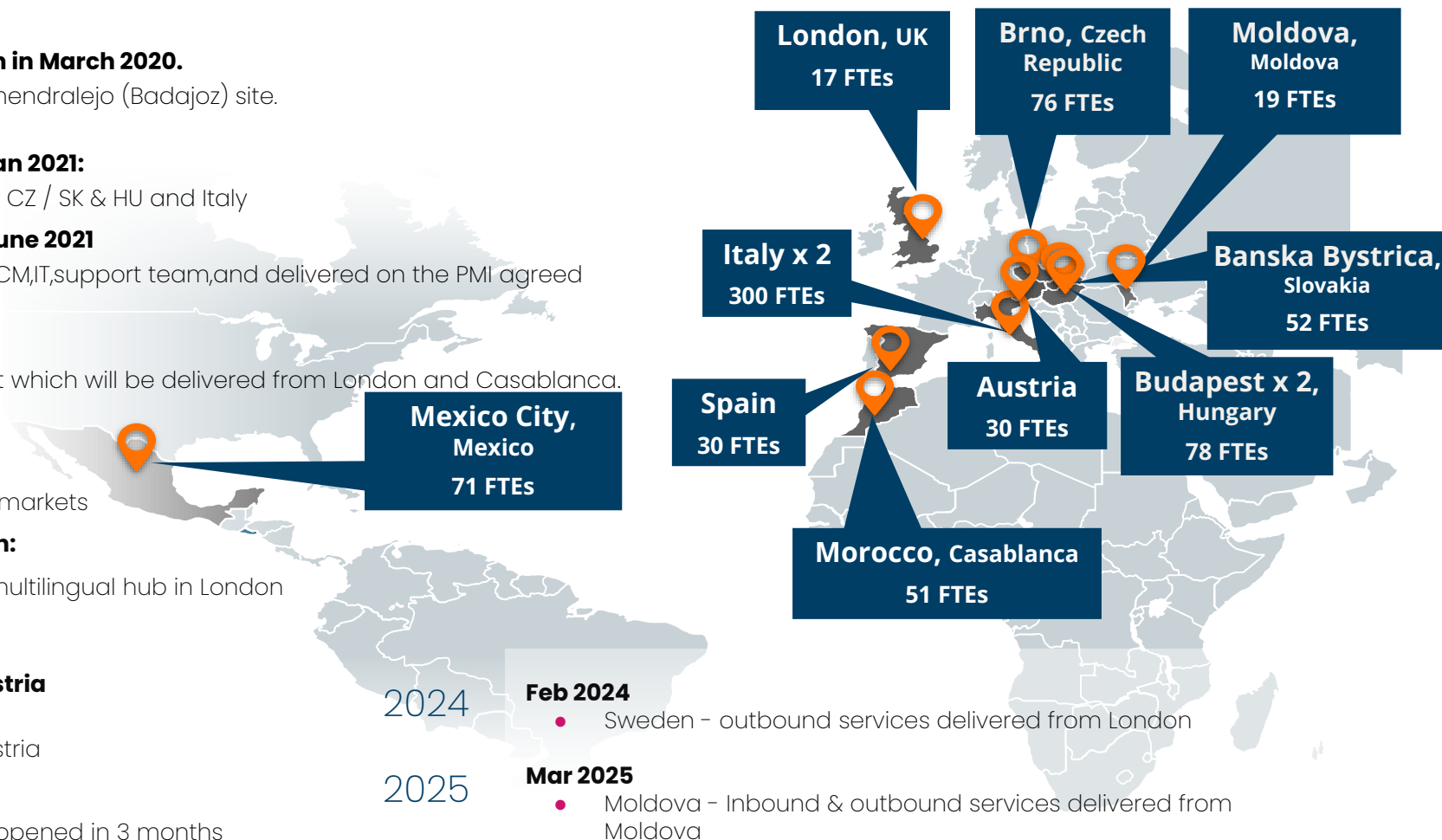




# Global Delivery for Philip Morris International

15 PMI geographies – Creating a true global partnership

- 2020**
- We started working with Philip Morris in Spain in March 2020.**
    - Start B2B operations in Spain from our Almendralejo (Badajoz) site.
- 2021**
- We start our Partnership in January; go live Jan 2021:**
    - Start B2C operations in Czech Republic for CZ / SK & HU and Italy
  - We opened a new site for PMI in Budapest in June 2021**
    - We built the site, hired a local HU team, ACCM, IT, support team, and delivered on the PMI agreed timeline in 3 months.
  - We were awarded PMI UK in December 2021**
    - PMI UK awarded us the B2B & B2C contract which will be delivered from London and Casablanca.
- 2022**
- Early 2022 Latam entered our partnership:**
    - We were awarded Mexico and Columbia markets
  - Q1 2022 awarded Nordics, Danish and Swedish:**
    - Delivering IB Danish and Swedish via our multilingual hub in London
  - Q4 Awarded Digital Training**
  - Q4 2022 awarded HU OB & a new market – Austria**
    - Opened a second new site in Hungary
    - Austria – Delivered from Brno and WFH Austria
  - Nov 2022 New site in Slovakia**
    - A new city, a new site for our partnership, opened in 3 months



# A Pragmatic Approach to Turn Ambition into Measurable Impact

## Drivers of Upper Funnel Evolution

- **Upper Funnel** activities are increasingly complex, multi-channel and data-intensive
- **Future performance** will depend on the ability to connect engagement signals and decisions in near real time
- **Scaling effectiveness across markets** requires consistency, governance and orchestration, not isolated improvements

## How do we get there?

### Layer 1

From **Data** to **Insight**

### Layer 2

From **Insight** to **Action**

### Layer 3

From **Action** to **Orchestration**

**Foundation:** A shared operating backbone enabling controlled execution, local adaptation and global governance

## Sonova-as-Partner

**We work on a pragmatic approach through “AI-driven Transformation Offices” with Sonova**

Mixed teams, shared metrics and roadmap, to **co-create** future experiences and engagements

**Strong focus on impact KPI**

**Progressive rollout** by country and market maturity, preserving local commercial realities while enabling global consistency

# Each layer delivers specific capabilities and is enabled by a coherent set of solutions

## Layer 1 From Data to Insight

Make Upper Funnel operations transparent, measurable and comparable across markets

- Conversational & Speech Analytics across voice and digital interactions
- GenAI-enhanced insight generation and root cause analysis
- Integrated data visualization for end-to-end operational transparency
- Automated Quality & Compliance monitoring
- KPI correlation and performance baselining

### Outcome

**A shared, data-driven view of engagement drivers, friction points and performance signals**

## Layer 2 From Insight to Action

Turn insights into guided actions for people and operational processes

- AI Coaches supporting agents, trainers and leaders
- Smart coaching, micro-learning and targeted reinforcement
- Real-time alerts, prioritisation and performance guidance
- Insight-driven recommendations embedded into daily operations

### Outcome

**Faster learning cycles, consistent execution and improved operational effectiveness across markets**

## Layer 3 From Action to Orchestration

Orchestrate humans, automation and channels at scale

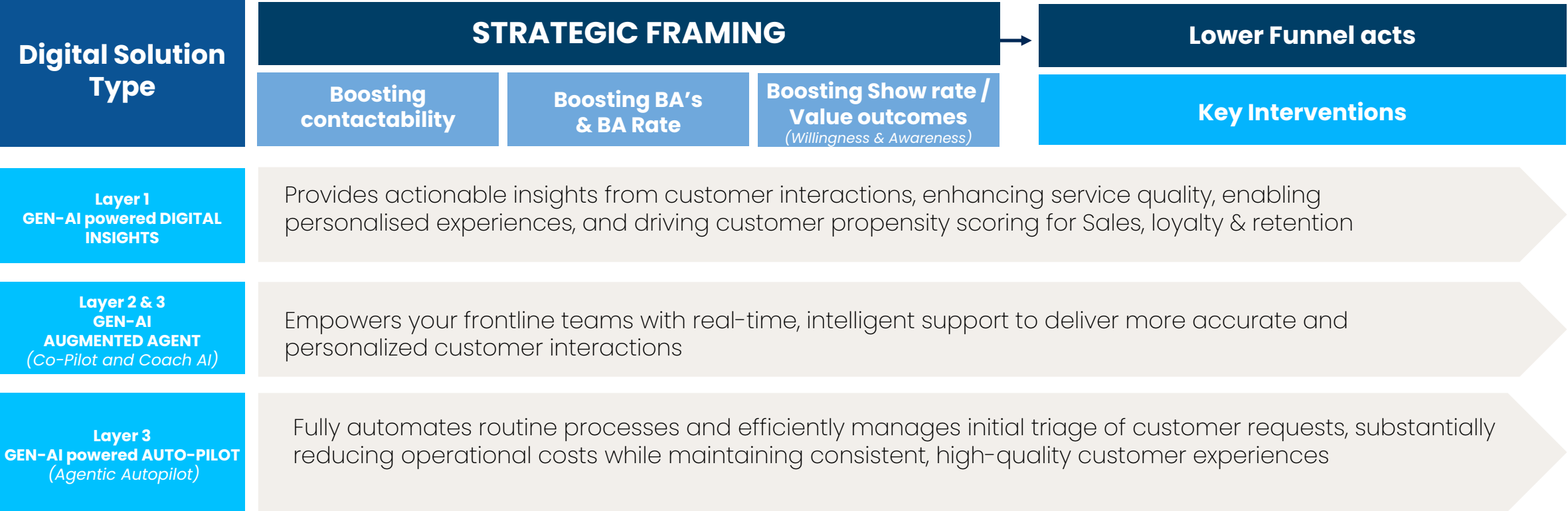
- Copilots for assisted execution in complex interactions
- Autopilots for repetitive, high-volume and predictable journeys
- Workflow and process orchestration across channels
- Agentic systems enabling end-to-end autonomous interactions

### Outcome

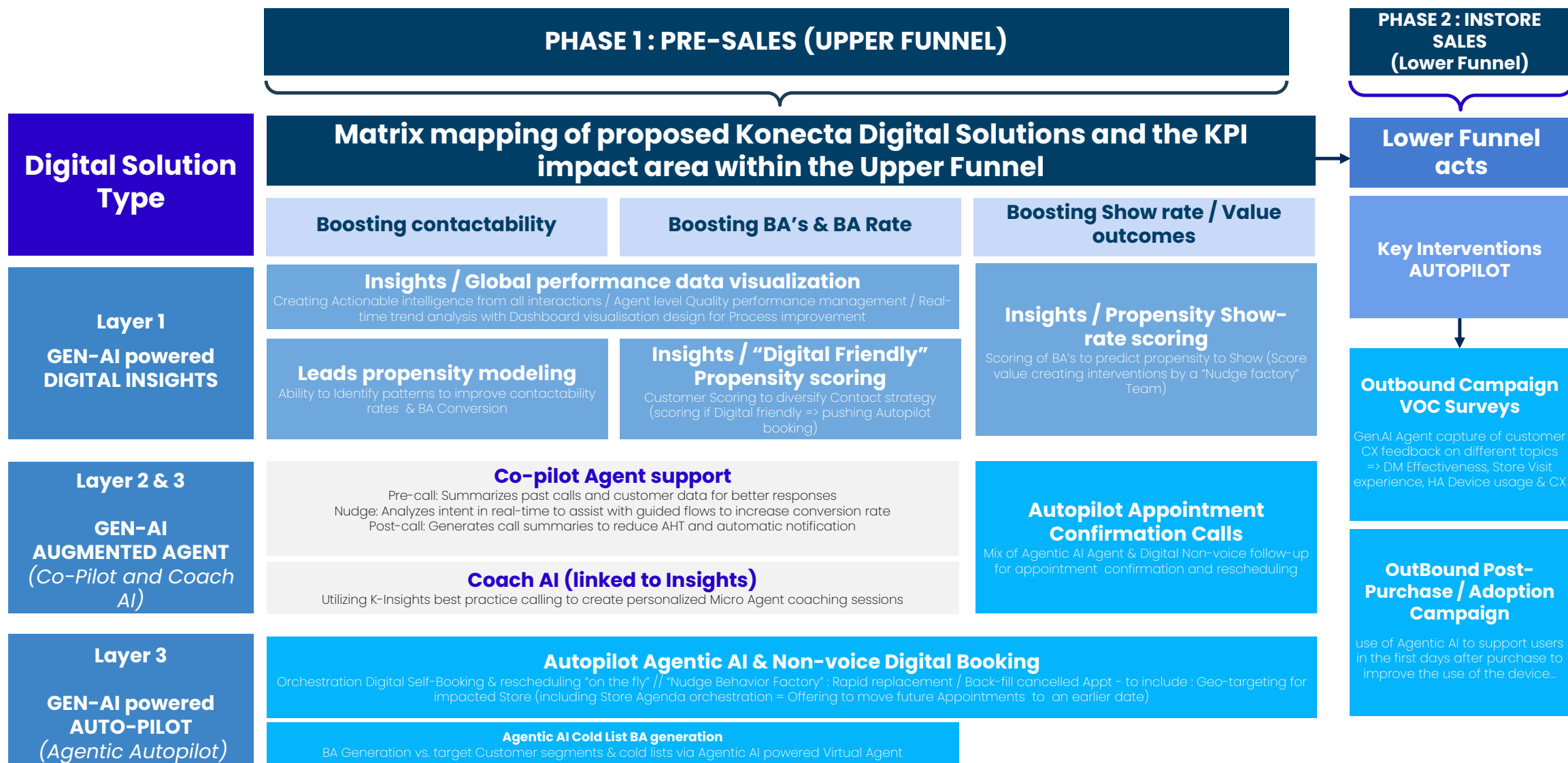
**Scalable performance improvement without linear growth in cost or operational complexity**



APPLYING THE LAYERED APPROACH BLUEPRINT TO SONOVA'S FUNNEL



## UPPER FUNNEL : DIGITAL & OPERATIONAL TRANSFORMATION OPPORTUNITIES



# Our Transformation plan : Commitment to reduce Total Cost of Service by 15% over 3 years while boosting Upper Funnel KPIs, growing Sales lead pipe and CX

**Year  
01**

## **Foundation & Immediate Efficiency** *(Stabilize & Learn)*

### **Primary Focus:**

- Create transparency, remove inefficiencies
- Deliver fast productivity gains

### **Key Initiatives:**

- Deploy **Insights across 100%** of voice & digital interactions
- Implement **automated Quality & Compliance** (replace manual sampling) – deploy Coach AI
- **Establish baseline KPIs** (AHT, Contactability rates, Conversion rates, Show rates etc)
- **Soft launch Autopilot** confirmation calls
- Integrate with CRM stacks, and Knowledge Base

## **Business impact**

- Global level visibility of Country, Campaign & Agent performance => standardization of KPI's & performance
- Lower QA cost through automation
- Faster agent ramp-up and improved Agent sales skills

**Year  
02**

## **Scale & Optimization** *(Augment & Absorb Growth)*

### **Primary Focus:**

- Use GenAI Co-Pilot & Autopilot to boost Contactability levels, Appointment conversion rate & Show-rate (Increase Sales pipe and reduce marginal cost per interaction)

### **Key Initiatives:**

- **Launch Autopilot** for Customer Digital Self booking program (includes propensity scoring)
- **Introduce Co-pilot for simple use cases:**
  - Objection handling
  - Customer engagement & personalization
- **Launch Autopilot** VOC Survey program (including assessment of DM Effectiveness)

## **Business impact**

- Creating a more consistent and higher quality Appointment Sales pipe
- TCO reduction impact due to conversion to Digital Self-Booking (decreasing Cost per Appointment)

**Year  
03**

## **Agentic Operations** *(Transform & Sustain)*

### **Primary Focus:**

- Move to a mature Agentic CX model with autonomous resolution and predictive operations
- Target cumulative TCoS reduction impact: 15%+

### **Key Initiatives:**

- Expand Auto-pilot to multi-step and cross-channel journeys
- Introduce predictive and proactive CX (post-purchase device support, loyalty & retention activities, further boost Sales pipe conversion ie Test/Trial/Purchase)
- Optimize human roles toward high-value Upper funnel activities & After-sales value-added interactions
- **Implement outcome-linked commercial models** for advanced automation (ie Sales & After sales support)

## **Business impact**

- Significant reduction in avoidable contacts
- Stable operations during acquisition spikes or incidents
- Lower long-term dependency on linear FTE growth



# Global Hearing Aid Devices Company

Konecta has a **long established relationship with a leading hearing care company** and historically successful performance track-record. Following its Contact Centre "Evolution" programme since 2020 - we **work across 6 markets : Spain (20yrs), France (since May 2020) & UK, Germany & Italy markets (since 2022) & US (since 2023)**. We provide a range of services that match and exceed the stated RFP requirements - including advanced integration with their new Central CRM & Marketing tools and systems.

## COMPANY:

Leader in hearing care retail (*2B€ Revenue 2024*)

Operating with 11.400 points of sale located around 25 countries.

**START OF OPERATIONS:** 2000

**TARGET:** B2C

**FTEs :** c.300 FTE//355 heads (ALL markets)

**MARKET SERVED:** Spain, France, UK, Germany, Italy & USA



## SCOPE OF ACTIVITY : UPPER FUNNEL

- Outbound Appointment generation (typically 75%+ of activity)
- Customer service (Inbound care & appointments)
- Management of digital leads (Appointment Generation)
- Customer satisfaction surveys
- Enrichment of database and GDPR/HIPAA
- Marketing consent requests
- Confirmation calls

## OUR APPROACH

- IT / Tools developed specifically for the customer
- Telephony & Dialler, CTI platform provided by Konecta (completing integration into the customer's CRM)
- Using the customer Store Agenda Appointment booking & planner tools
- Shared folder with the client to exchange daily results and databases files

# We will recruit the best talent for Sonova operations

The right mix of experience, education, skills and competence, as defined by Sonova -  
Based on our extensive experience in U.S. recruiting

We will create a team with specific characteristics: problem solvers, strong intelligence, energy, attitude and kindness.

## Handpicked for Sonova

- Fast paced learner, ability to adapt quickly to changing processes or new patterns
- Positive attitude and energy
- Complex problem solving
- Empathy and tuned into customer experience
- Investigation, funneling and critical thinking skills
- Process adherence - attention to detail

## How we find talent

- Internal, recommendations
- Agencies
- Web advertising
- Local universities
- Recruitment events
- LinkedIn and social searches from our recruitment teams

## How we select

CV screening, phone interviews, interviews in person, written tests for any particular skill or knowledge base required, language tests (verbal and written), practical tests including role-play, psychometric tests, group interviews for team factors, client interviews.

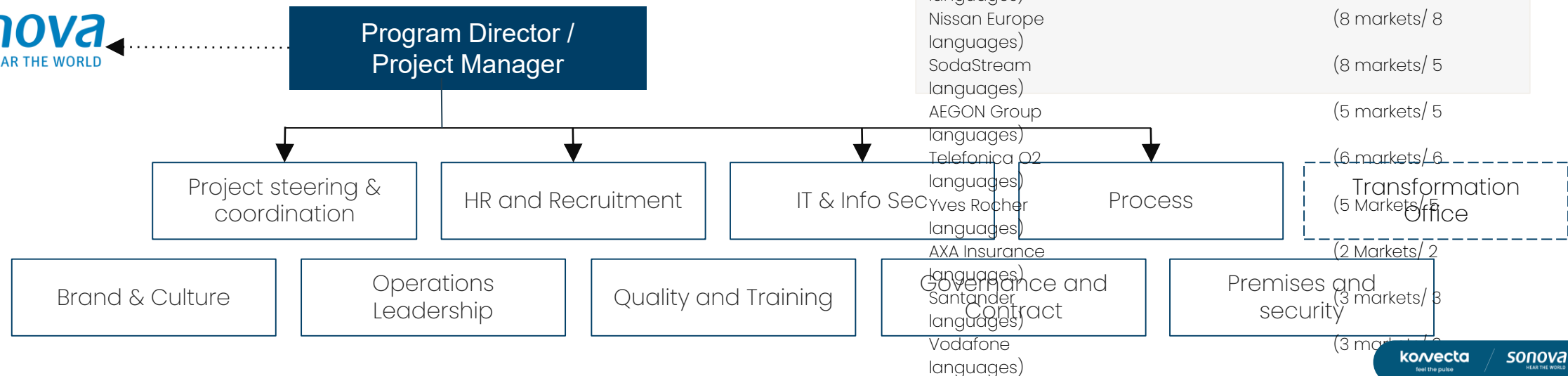
# Highly secure project implementation methodology and great experience – you are in safe hands

- A highly experienced dedicated program & project manager
- Thematic management for meeting deadlines and expectations
- An adapted methodology: follow-up, deliverables, dedicated project team, separate workstreams, milestones and steering committees
- Bringing Konecta's Global experts to ensure the transfer of knowledge and best-practice sharing

## RECENT PROJECT DEPLOYMENT EXPERIENCE

Recent experience in implementing numerous multilingual and multi-country programmes:

|                                    |                           |
|------------------------------------|---------------------------|
| Deliveroo languages)               | (3 markets / 2            |
| PMI                                | (14                       |
| markets / 7 languages)             |                           |
| Global Hearing Aid Specialist      | (5 markets / 5 languages) |
| Coca-Cola Company languages)       | (17 markets/ 19           |
| Kimberly Clark languages)          | (19 markets/ 12           |
| Under NDA languages)               | (8 markets/ 8             |
| Nissan Europe languages)           | (8 markets/ 8             |
| SodaStream languages)              | (8 markets/ 5             |
| AEGON Group languages)             | (5 markets/ 5             |
| Telefonica O2 languages)           | (6 markets/ 6             |
| Yves Rocher languages)             | (5 Markets/ 5             |
| AXA Insurance languages)           | (2 Markets/ 2             |
| Governance and Contract languages) | (3 markets/ 3             |
| Vodafone languages)                | (3 markets/ 3             |



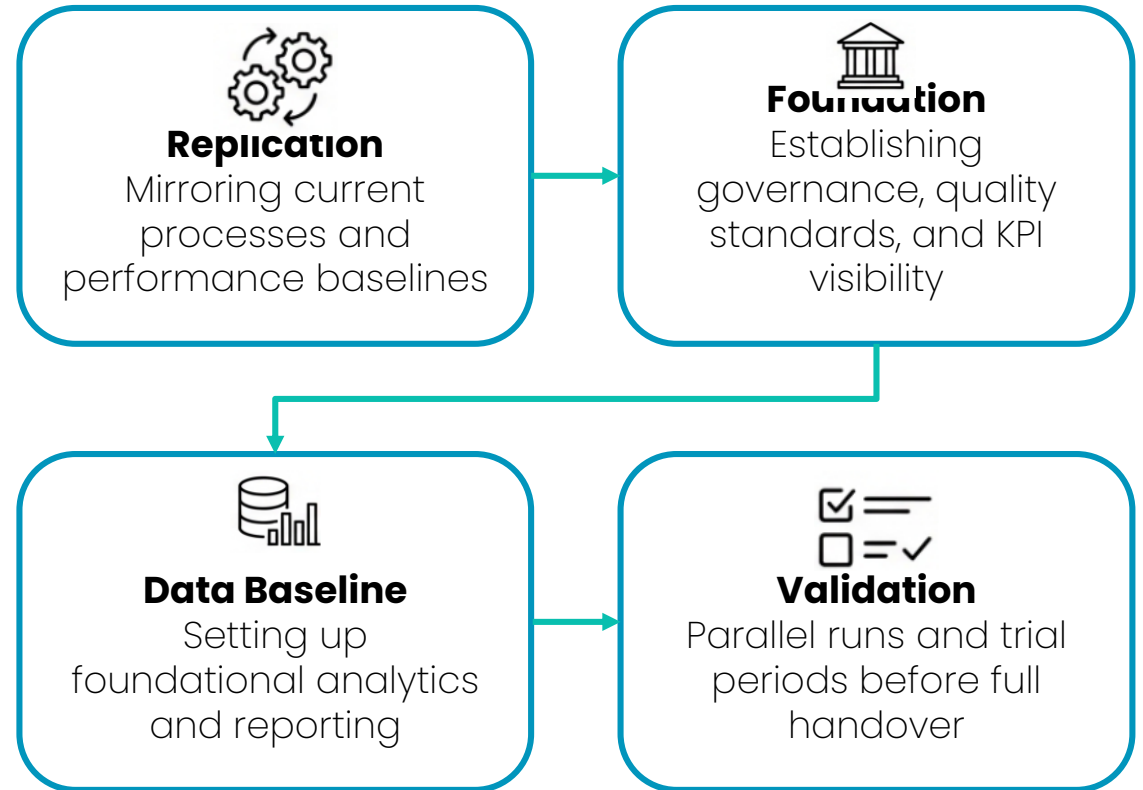


# Phase 1: Transition & Stabilization | Protect Performance

## Establish Control

### Mandatory Baseline Requirement: 1:1 FTE Replication

We commit to a "Lift and Shift" of current operating capacity with no embedded productivity assumptions to ensure zero disruption to sales or service.



# High-Level Project Plan

Our phased, hub-led transition plan is designed to ensure business continuity, control, and service excellence from day one.

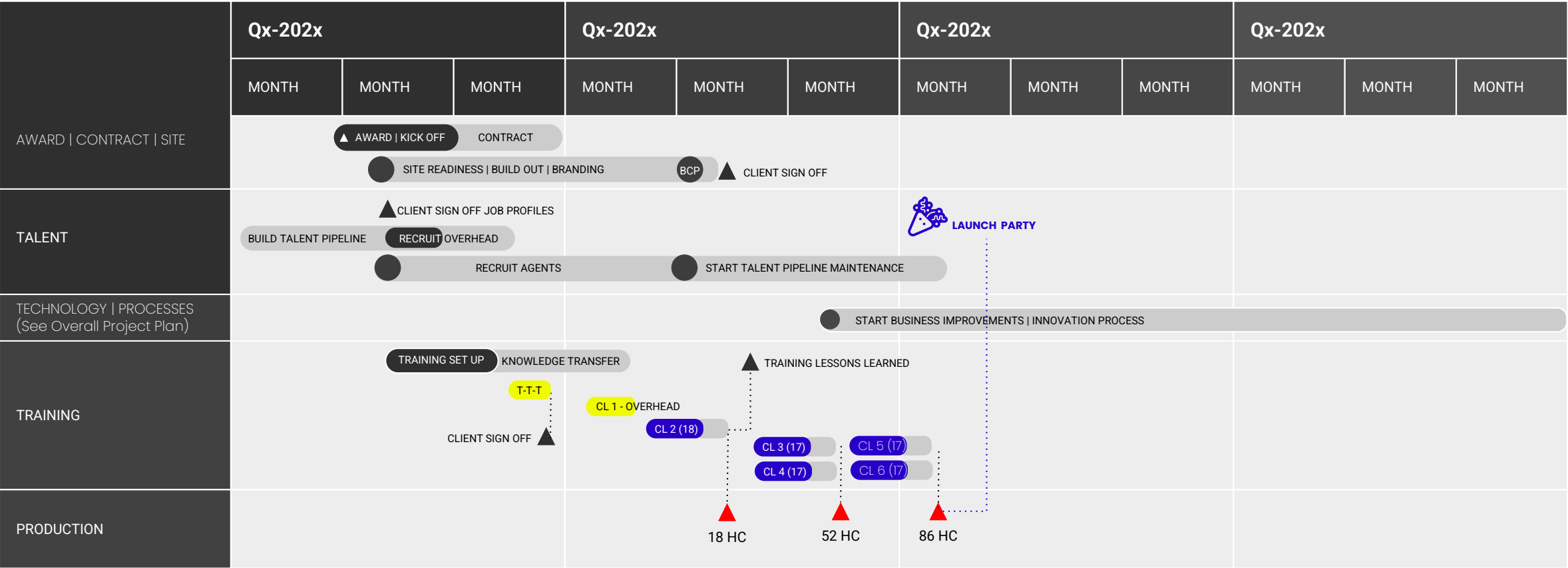
**Phase 1** ensures contractual, site, and IT readiness, followed by a phased onboarding of regional hubs (**Market by Market**) and satellite sites with controlled go-lives to maintain stability and apply lessons learned.

After stabilization and continuous improvement, **Phase 2** begins, focusing on optimization, automation, and value creation.



# America's Hub: High Level Ramp Plan

Full headcount 5 months after award



BOTH  
GOLIVE

OVERHEAD

AGENTS

HYPERCARE

**Assumptions:**  
New Hire Training 2 weeks. 1 week Hypercare (increased levels of quality and performance monitoring, floor support, daily reviews, gap training refreshers if needed).  
Overhead Training accelerated. Maximum class size 18 people.

**Abbreviations:** T-T-T = Train the Trainer | CL = Class



# U.S. – smooth implementation & operations



**Natasha Marwah**

Project Management / Operations

29+ years experience in global contact center operations

Natasha's expertise spans across leadership for 400+ operations, service delivery optimization, stakeholder management, and implementing strategies that deliver measurable improvements in efficiency, revenue growth, and customer satisfaction across global markets.



**Nay Stewart**

Human Resources/ Recruiting

15 years experience in Human Resources

Seasoned HR professional with a proven track record in talent management, sourcing and recruitment, succession planning, and employee relations, leveraging data-driven insights to shape strategies that drive organizational success.



**Silotech**

IT

50+ years of expertise in Advanced Cyber Technologies, Systems Engineering, Project Management, Application Design and Training. Recognized for providing an elite class of services to the Federal Government, Armed Forces, Internet e-Business, Fortune 1000 industries.

Key partner driving the launch and successful operation of Konecta's first site in the United States.



**Stewart Ferguson**

Executive Oversight / Service Delivery

26+ years in BPO industry.

Launched operations in the USA and nearshore, from zero to thousands of agents.

Responsible for operations in the USA, UK and Central America.

# To support the migration and secure the transformation, a perfect understanding of the operational process is required :

Konecta specialist consultants will map the “AS-IS” operation, propose process harmonizations & create a single-source Process book (*allowing process control & compliance*)

Our consulting team - alongside the Konecta project team, will run an in-depth analysis of the Sonova Customer Engagement activities with 4 priorities

| Map & Design                                                                                                                                                                                                                      | Build the journeys                                                                                                                                                                                                                                                                               | Transform & support the change                                                                                                                                                                                                                                                | Upgrade governance                                                                                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Understand current process</b></p> <p><b>Identify pain points &amp; improvements areas</b></p> <p><b>Map breakthrough improvements</b></p> <p><b>Design target generic process</b></p> <p><b>Update sizing estimate</b></p> | <p><b>Design customer journey: channels, contact points, ...</b></p> <p><b>Provide input for technical set up: Knowledge base structure, qualification fields, ticketing workflows, chatbot features...</b></p> <p><b>Feed digital teams with specs for the automatization opportunities</b></p> | <p><b>Build improvement roadmap @launch / @target</b></p> <p><b>Build training plan &amp; contents</b></p> <p><b>Identify key stakeholders (end users, providers, ...) and provide inputs for communication plan</b></p> <p><b>Spot local adaptations (<i>if any</i>)</b></p> | <p><b>Update SLAs &amp; business KPIs and suggest dashboards accordingly</b></p> <p><b>Refine governance: escalation system, steercos, single point of contacts identification</b></p> |