



Introduction to Konecta

March 2026





WHO WE ARE

We are experience makers

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

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

Our **diverse, multicultural 109,000-strong** team brings a wealth of perspectives, ensuring that every experience is tailored, authentic, and meaningful.

Transforming Retail Stores into Intelligent Experience Environments

Konecta focuses on solving operational and customer friction first, then applying AI where it creates measurable retail impact. The future of retail brand experience is not replacing human interaction, it is giving store teams the intelligence, speed, and support to create more meaningful customer moments at scale.

Strategic Premise

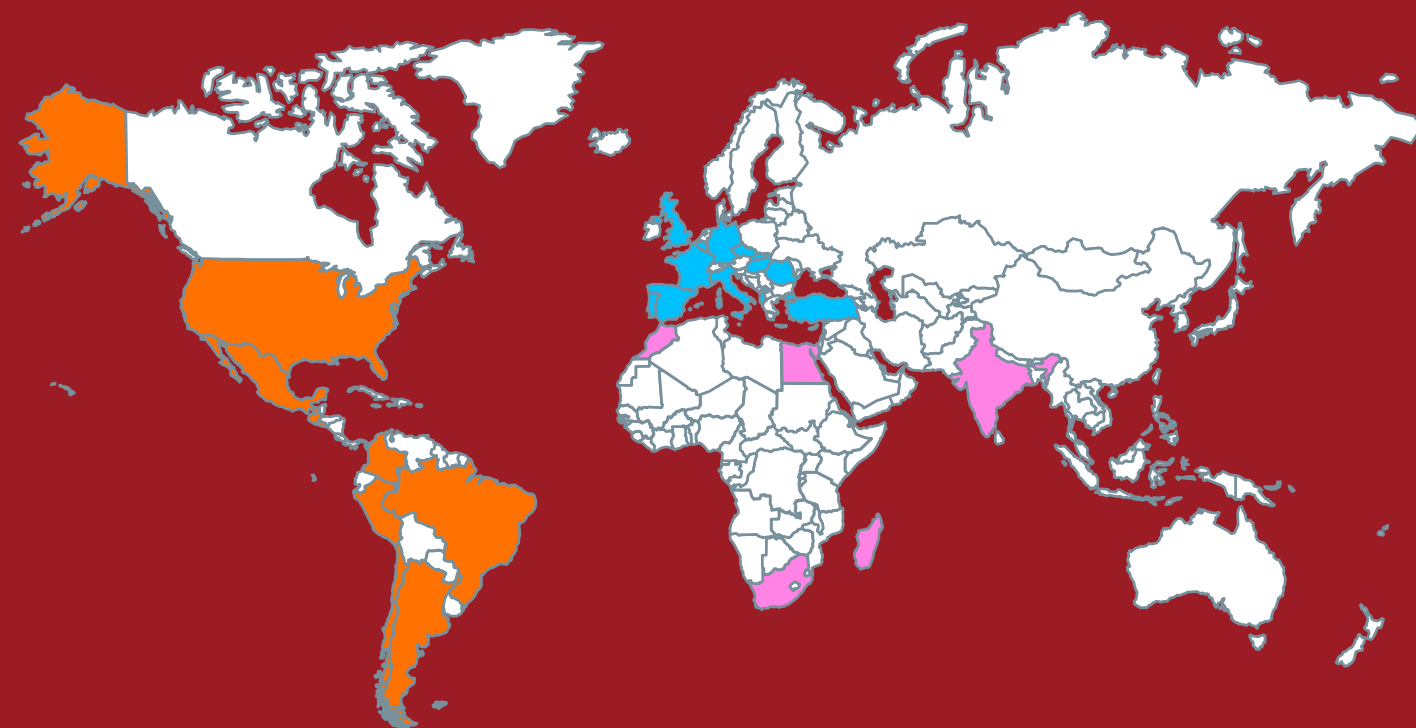
The modern retail store must function as an intelligent experience environment where digital, human interaction, and operational execution work together to improve customer loyalty, increase conversion, and strengthen brand perception.

The opportunity is not simply to introduce new technology, but to deploy targeted digital CX and AI solutions that produce measurable retail outcomes.

Desired Business Outcomes – Primary Outcomes for TJX Brand Experience

- Increase in-store conversion rates
- Improve associate productivity
- Elevate customer satisfaction and loyalty
- Reduce friction during high-value customer moments
- Improve consistency of brand experience across locations
- Increase upsell and cross-sell effectiveness
- Strengthen retention and repeat store visits

A leadership position across five continents with best-shoring capabilities



AMERICAS

9 countries
56+ sites

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

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

El Salvador - 1 site
Guatemala - 1 site
USA - 2 sites

EUROPE

14 countries
110+ sites

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

Türkiye - 5 sites
Romania - 6 sites
UK - 3 sites
Albania - 3 sites
Kosovo - 1 site

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

MULTILINGUAL HUBS

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

Barcelona
Bogota
Cairo
City
Casablanca
Istanbul

Lisbon

Paris
Tangier

London
Mexico



89%
Employee
Satisfaction

6.0%
Attrition
Industry: 10-12%

94%
Loyalty

+85%
Internal
Promotion

You are 500+ across all industries

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

AUTOMOTIVE,
MOBILITY & TRAVEL

FINANCIAL
& INSURANCE

RETAIL &
ECOMMERCE

TELECOMS, MEDIA &
TECHNOLOGY

HEALTHCARE

PUBLIC SECTOR

UTILITIES



We are a global leader in customer experience (CX) and digital services

By orchestrating a perfect harmony between human ingenuity and digital precision, we redefine what is possible in GenAI-powered user experience (citizen, fan, employee, customer, patient etc.).

#5

Top 5 Global BPO in South America and Europe, strong ambition in English speaking markets



11% of €2bn revenue from Retail and ecommerce Sector



Konecta Top-Ten clients come from the Retail and ecommerce Sector



109,000+
employees



€2bn+
revenue



40,000+
employees working from home



28
countries



40+
languages



500+
blue chip clients

The Three Barriers to Scalable AI Automation

Without visibility into real execution and process analysis, leaders don't know where AI will drive impact.



VISIBILITY

No Visibility Into How Work Happens

Extensive interviews and consulting engagements to document processes that go stale the moment the business evolves — leaving teams flying blind.



INTELLIGENCE

No Insight for Why Things Happened

Without deep analysis of workflow bottlenecks and inefficiencies, teams can't improve what actually matters or optimize confidently.



ROI

No Focus on Highest-Value AI Automation

Low ROI undermines automation initiatives as ongoing inefficiencies erode revenue, inflate costs, and weaken competitive position.

Agentic Process Discovery

Business ground truth that turns real execution into scalable, governed outcomes.

DISCOVER

Establish ground truth

Capture real execution across systems, people, and conversations, creating a living ground truth of how work runs.

ANALYZE

Expose friction & variance

Surface friction, variance, and performance gaps across teams and workflows.

OPTIMIZE

Translate insight into execution

Generate prioritized, automation-ready requirements grounded in real workflows.

VALIDATE

Operationalize governance

Measure execution against SOPs, policies, and controls to ensure compliant automation.

MONITOR

Continuously adapt at scale

Continuously monitor processes to detect drift and identify incremental optimization opportunities.

Why Konecta Agentic Process Discovery

Turn operational reality into governed AI execution.

01

90% Faster Time to Insight

Unified task + process intelligence in one solution

Autonomous mapping in days, not months

02

60%+ Improvement in Accuracy

Turn workflows into ROI-prioritized AI automation

Execution you can audit, trust, and scale

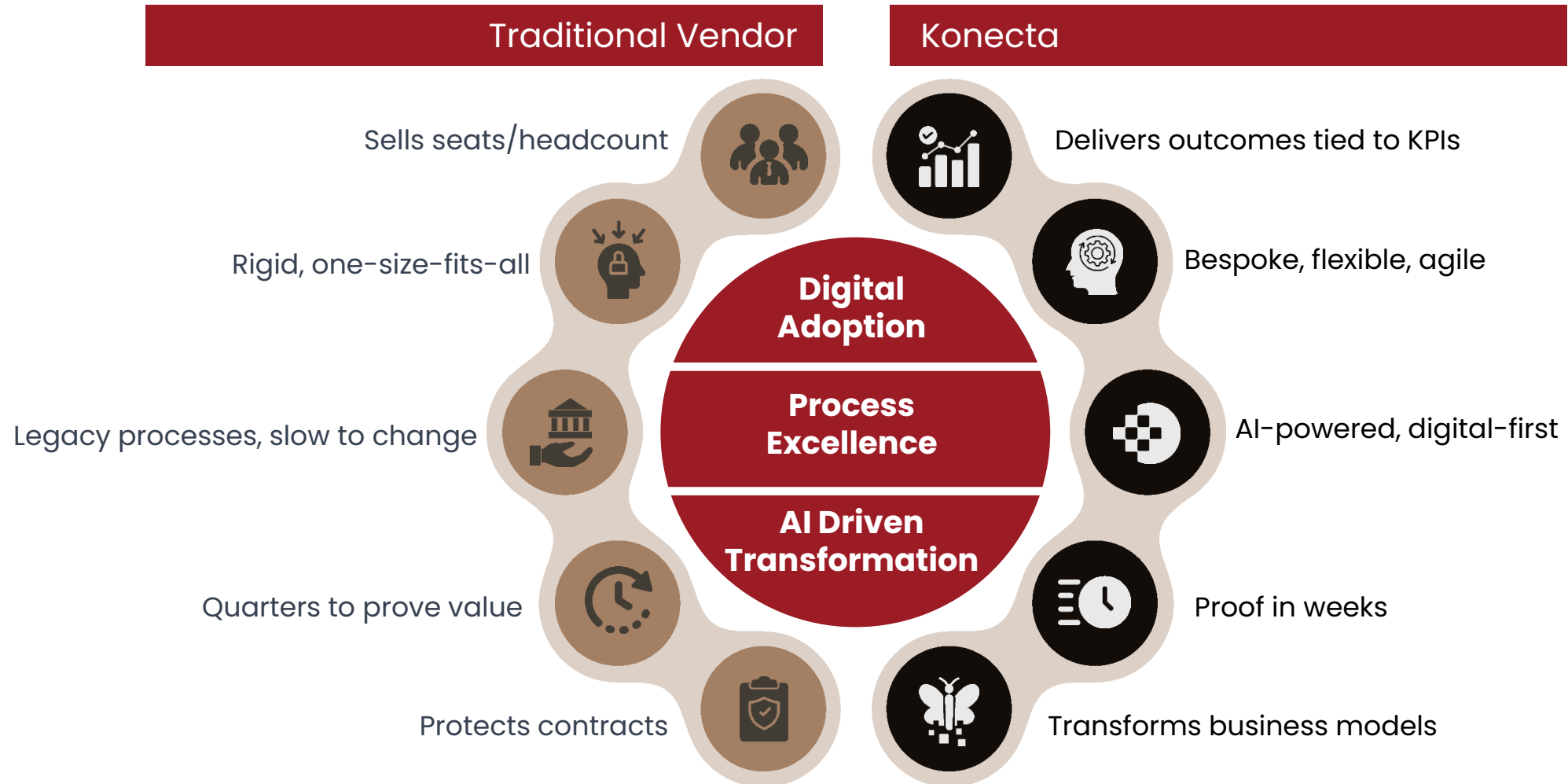
03

Cost Reduction & Governed Execution

Reduce cost by eliminating process friction and rework

Closed-loop feedback between insight and execution

Competitive Snapshot: Traditional Vendor vs. Konecta



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 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.

Agentic accelerators

Pre-built, AI-powered solutions designed to transform operational and customer interaction processes faster

Enterprise operations

Pre-built accelerators to streamline horizontal enterprise operations processes

Core experiences



Customer experience

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



Employee experience

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



Growth, marketing & revenue generation

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

Strategy and transformation

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

Our technology-driven solutions aim to enhance interactions effectively

Agentic accelerators

Cross-industry accelerators

Process intelligence & discovery

Smart FAQs

Email triage

Digital collection

VoC / VoE

Industry-specific accelerators

BFSI

Telecoms

Retail

Energy

Enterprise operations

Human resources

Finance

Procurement

Core experiences



Customer experience

Customer care
Technical support
Back-office services
CX modernization
Customer data platform
GenAI for CX (Insight, Copilot, Autopilot)
CRM



Employee experience

Smart Employee care
Digital Employee Experience
Modern Workplace Services



Growth, marketing & revenue generation

Lead generation
Omnichannel AI orchestration
End-to-end Sales
Customer analytics & GenAI powered insights
Loyalty program

Strategy and transformation

GenAI/Agentic AI roadmap & strategy

Data assessment / roadmap & strategy

Employee experience strategy

CX transformation

CRM transformation

We are leader in the Customer Experience Management



Leader in CX management EMEA
Peak Matrix® 2025

Major Contender in CX
management Americas Peak
Matrix® 2025

Leader in B2C Sales Services
Peak Matrix® 2025



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

WHY NOW

Market context – WHY NOW

Outsourcing in the US is ripe for disruption:



Rising costs eroding margins



How do you stay ahead of the curve



Customers expect speed, personalization, and in 2026 – digital first service



Talent shortages increase reliance on automation

The Evolution of BPO: Same Objective, Radically Different Capabilities



EVOLUTION

The customer service role has been evolving drastically

Yesterday



COST CENTER

Objective of handling the maximum number of calls in the shortest amount of time, with limited focus on quality of the responses

AHT, Service level

Today



CARE CENTER

A shift in focus and the surge of KPIs related to callback rate and customer satisfaction. Target is to achieve satisfaction and loyalty

AHT, Service level, CSAT, NPS

Tomorrow



CUSTOMER ENGAGEMENT & VALUE DEVELOPMENT

Tower control over the entire customer journey. Moving from satisfaction to delight management. Leveraging AI and focusing the role of agents on high value-added activities.

AHT, Service level, CSAT, NPS, CES, Self-care rate, Sales, etc.

Konecta – Leading the CX & BPO evolution into the AI era

BUSINESS OUTCOMES that matter

Redefining CX & BPO services

We embrace and invest in AI, we break silos between Tech and Human and leverage +25-year experience in CX and BPO services to create Business outcomes that matter.

Client-Centric Engagement

True differentiation stems from client engagement: we actively listen, understand, and build tailored solutions that address your specific challenges and deliver value-added services.

Transformational Change

We guide clients through AI-driven redesign of workflows and customer engagements. By blending advisory, implementation, and managed services we support our clients throughout the whole journey.

The Konecta Guarantee:

Guaranteed performance with outcome based pricing models tied to KPI achievement

25-years Experience / AI-driven innovation / Human+Agentic Delivery Model

A holistic CX & BPO services approach

- CX diagnostics & maturity models
- Journey mapping & service design
- Operating model definition
- Business case & ROI modeling

- Project & change management support
- KPI framework setup & governance
- Continuous optimization & best practice sharing
- Upskilling programs & workforce transformation



- Holistic approach to customer business processes, i.e from front to back office
 - Customer Care
 - Tech support
 - Sales & revenues generation
 - Back office processing, Business process management
- Multichannel implementation (e.g Chatbots, IVR, and self-service tools)
- AI-driven process automation
- CRM, ticketing & knowledge base integration
- Data orchestration & real-time analytics

AI Enablement Driving Business Process Evolution: Traditional to Next-Gen Excellence

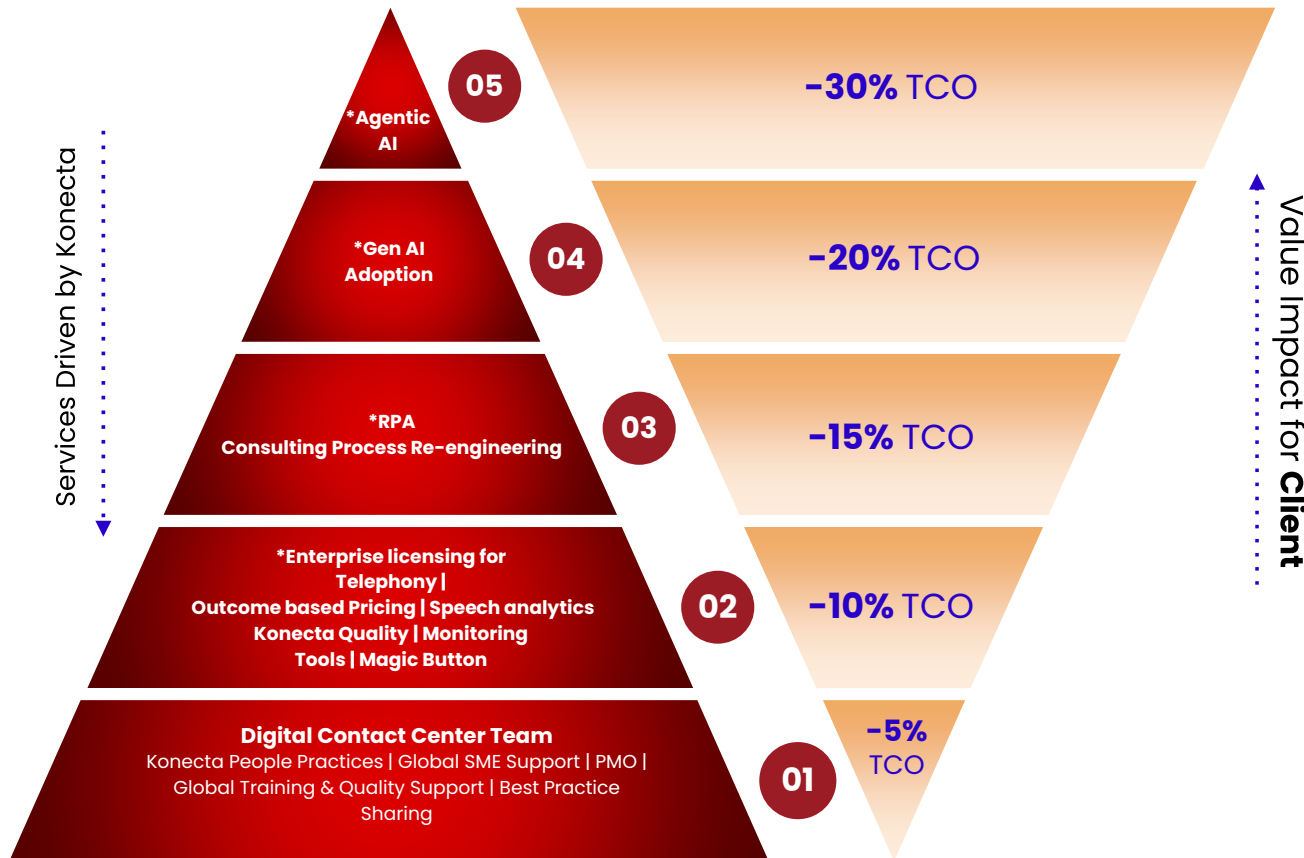


Strategic value that Konecta can deliver

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

Phases

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 & 5 Proposed Solutions	With Konecta Phase 2, 3, 4 & 5 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 Client	42.75 (-5%)	**34.50 (>-25%)

CLIENT Objectives

SPECIALIZED CUSTOMER EXPERIENCE

OPERATIONAL EFFICIENCY

COST REDUCTION

***INNOVATION**

Our people are the *Pulse* of our business



DIVERSITY & OPEN CULTURE

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



TALENT ATTRACTION & ACQUISITION

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



DEVELOPMENT, RECOGNITION & RETENTION

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



WELLBEING & QUALITY OF LIFE AT WORK

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



ZARA

15+ years global partnership

Over 700 Konecta employees in Spain, Colombia, Portugal and Türkiye provide **B2C customer service** for Zara online and Zara shops, handling over 2.5 million interactions a year via **phone, WhatsApp, chat, social media and email across 22 markets in 14 languages**. The partnership is built on shared values, including transparency, flexibility, and responsibility. We use a centralized global management model based on proximity to the customer, featuring a single point of contact.

One Voice, One Answer – a uniform management with consistent operational standards and a cloud-based technological ecosystem tailored to support four locations, remote work and seasonal demands.

We create pleasant, brand-reflective work environments for our employees. We continuously improve and innovate with our clients. By sharing knowledge and best practices across sites, we enhance local performance and collectively evolve our services.



INDITEX

15+ years global partnership

ZARA

ZARA HOME

Stradivarius

PULL&BEAR

Massimo Dutti

T1 & T2 Technical Support to **worldwide stores** of all brands of the group, and headquarters and corporate users; also **warehouse service for shop tech devices**.

Rebadge of **18 active tech support** resources operating 24x7 attending both Inditex shops & HQ users

280

Staff dedicated for Inditex stores and corporate users

14

Microservices supported including Inditex Stores, Warehouse, Deployment & Testing, System Support etc.

16

L2 staff supporting Infrastructure microservice

2

Languages in which support is provided



BALLY

CLIENT SHOWCASE

BALLY

At Konecta, we pride ourselves on our extensive experience working with high-value brands. Our commitment to delivering white glove services ensures that every client receives the utmost care and attention to detail. From personalized solutions to seamless execution, we go above and beyond to exceed expectations and create exceptional experiences.

For our client **Bally, a Swiss luxury fashion house** established in 1851, we built a specialist team of bi- and tri-lingual, **highly experienced customer service brand ambassadors**, who support Bally's high value shoppers. From our multilingual hub in London, we narrate our client's customers' journeys in English, French, Italian, Spanish and German. In alignment with Bally, **we designed specific SOPs and processes** for the service, focusing on tone of voice and establishing trust, with an emphasis on tactics for soothing difficult or demanding customers.

Every interaction is given full attention: time and resolution, proactive decision-making, and upselling where appropriate. The delivery of genuine solutions is enhanced by a **highly demanding Premier Quality Scorecard** and live quality monitoring (as permitted by law).

CASE STUDY

THG & Konecta: Our proven onboarding methodology for an ecommerce innovator

The Hut Group operates a thriving £2bn **ecommerce** service through own-brand and third-party cosmetics, dietary supplements, and luxury goods. Our **24/7 support** spans **customer service and sales (including upsell, cross-sell, soft sales)** across multiple brands, servicing **UK, US, and Australian** markets in English, through voice, email, chat, and social media.

With its cultural affinity to key markets, superior English skills, and competitive costs, South Africa was the perfect choice for THG's operations. Our six-stage talent sourcing strategy focuses on **client-specific lifestyle experience**, brand research, and client calibration at the final interview stage. For the initial launch, our Head of Training went on-site for **brand adoption**. Our staff, paired with THG's brand specialists, have become true **brand ambassadors** and subject matter experts (SMEs), focusing on closing knowledge gaps and providing specialized coaching.

From the start, project leads work closely with THG on knowledge transfer, continuous improvement, and forecasting. Now in our fourth season, we've proven our ability to **quadruple staff during peak seasons like Black Friday** by hiring seasonal workers from retail and universities, supported by high-performing agents who take on the SME role, and SMEs who become team leaders.

100%

Recruiting
Targets

10%

Above QA
Targets

43%

Increase in
sales values

4x

Team Size
during peaks

thank you

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