

konecta / *Lemonade*

Introduction to Konecta

January 2026



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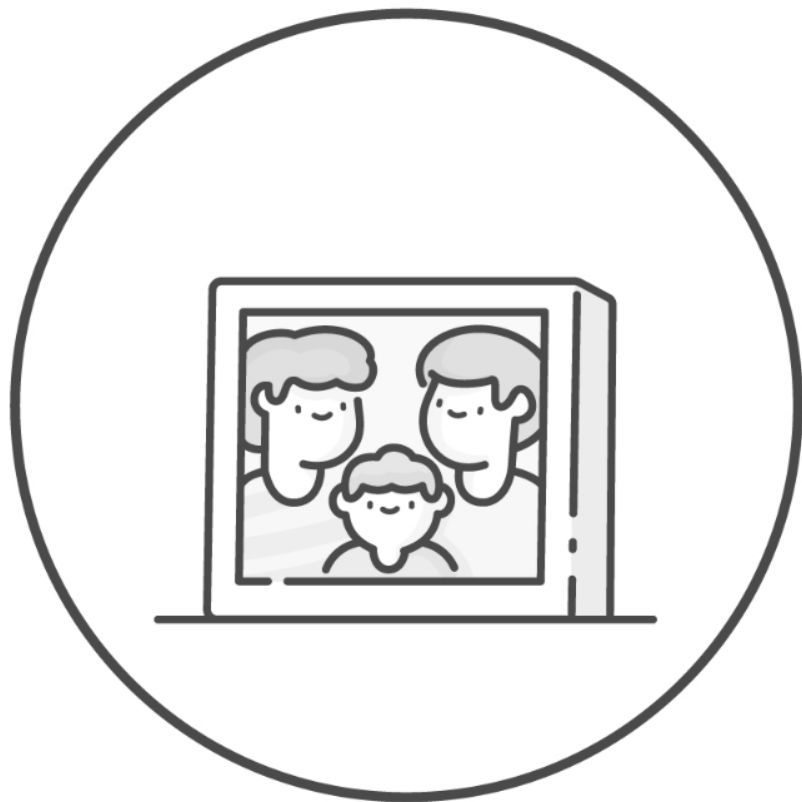
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01

ABOUT KONECTA



KONECTA AT A GLANCE

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.).

#1

BPO challenger in English speaking markets

#2

BPO in Italy, Spain, Czechia & Peru

#3

BPO in Colombia with 15% of the market share

#4

BPO in Mexico with 5.4% of the market share



120,000+

employees



40,000+

employees working from home



30+

languages



€2bn+

revenue



28

countries



500+

blue chip clients

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



A leadership position across five continents with best-shoring capabilities



AMERICAS

9 countries
55+ 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 - 1 site

Forthcoming: Canada

EUROPE

13 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

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

Bogota

Bucharest

Cairo

Lisbon

London

Mexico City

Lemonade | Kovecta



89%
Employee Satisfaction

6.0%
Attrition Industry: 10-12%

94%
Loyalty

+85%
Internal Promotion

We are leader in the Customer Experience Management



Leader 2025 in CX management
EMEA Peak Matrix

Major Contender 2025 CX
management Americas 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

02

OUR INDUSTRY EXPERIENCE



EXPERIENCE - INSURANCE

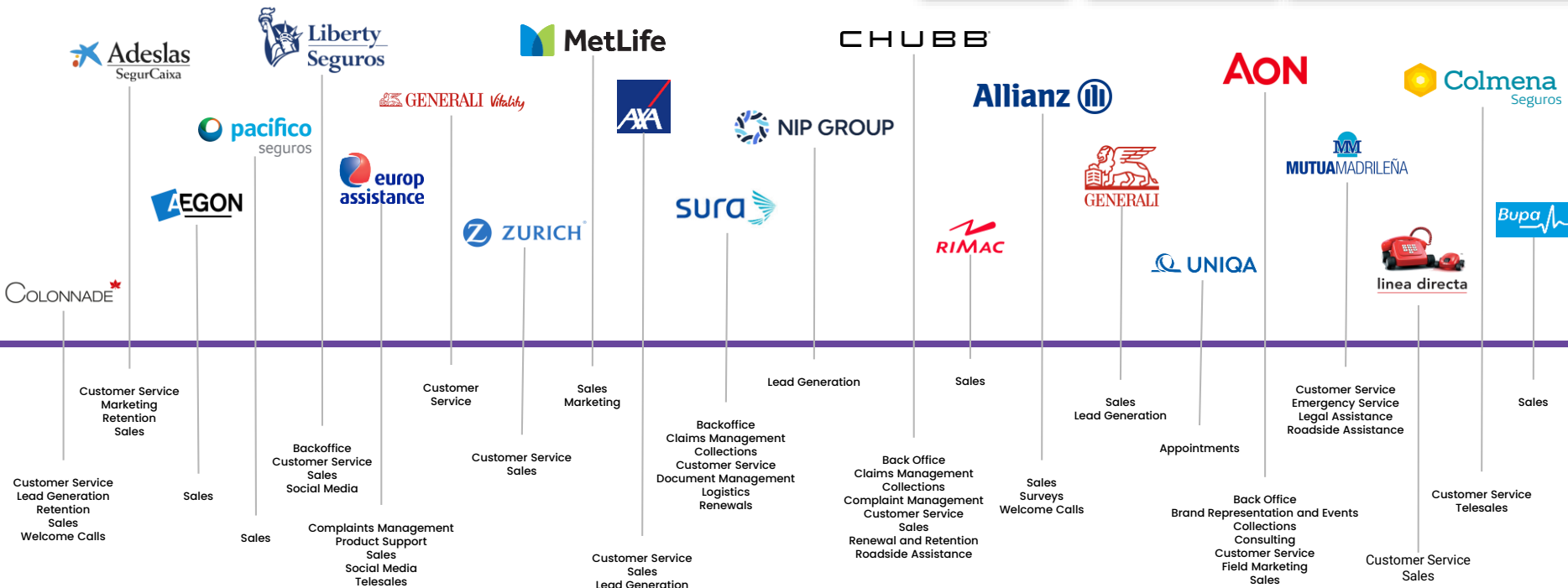
Our Industry Experience

Client Selection. Decades of partnership.

40+
clients

9000+
agents

8%
Group revenue from
Insurance sector





CLIENT SHOWCASE

BBVA

Customer Service Solutions for a multinational financial services group

We offer comprehensive customer service solutions through a massive and specialized pool of resources. Since 2021, we have been managing **digital channels for both B2C and B2B** customers. Our team consists of 400 staff members based in Peru, providing services in Spanish.

Our service handles inquiries and transactions from a diverse range of customer segments, including Massive, VIP, High Value, Premium, Business, Enterprise, and SAC Front. We proudly serve over 884,000 unique customers.

<4.8%

Result 1 Recontact

<13%

Result 2 Callback

55.3

NPS

CLIENT SHOWCASE



Customer Care & Technical Support for Generali Vitality

We deliver multilingual customer care and technical support for Generali Vitality across **Germany, Austria, France, Spain, Czech Republic, Italy, and Poland.**

Operating from Romania (Bucharest) since 2020, our 40-member team provides live chat, phone, and email support, managing sensitive health data securely and ensuring full home-working capability.

<70%

First Contact Resolution

92%

Quality Score

7

CSAT





CLIENT SHOWCASE

Allianz  Direct

Customer Service & Claims Support for Allianz Direct

We manage **front-end sales, policy** and **claim management**, and intermediary support for Allianz Direct in Italy. Our Lecce-based team handles both inbound and outbound activities, including prospect renewals, claim updates, and body shop coordination.

Since 2012, we've supported B2C operations with ~60 FTEs, managing over 250,000 monthly contacts across phone and chat channels.

90%

Customer Care Managed

220

Total Headcount



CLIENT SHOWCASE



Customer Service & Assistance for Mutua Madrileña

We provide 24/7 customer care, roadside, and legal assistance for Mutua Madrileña and Autoclub Mutua members via phone and email, handling over **3.9 million calls** annually.

Operating from Spain since 2005, our 830-strong team manages 6+ million transactions and 2.5 million back-office files each year, serving customers in Spanish, Catalan, and English.

92%

Service Level Achievement

24/7

Critical Emergency Coverage

03

OUR GEN AI CAPABILITIES



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

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

01

Redefining CX for the future

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

02

Driving the transformation with Konecta Digital

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

03

Expanding global reach

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

04

Upskilling for the digital era

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

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
- ❖ Digital collection



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

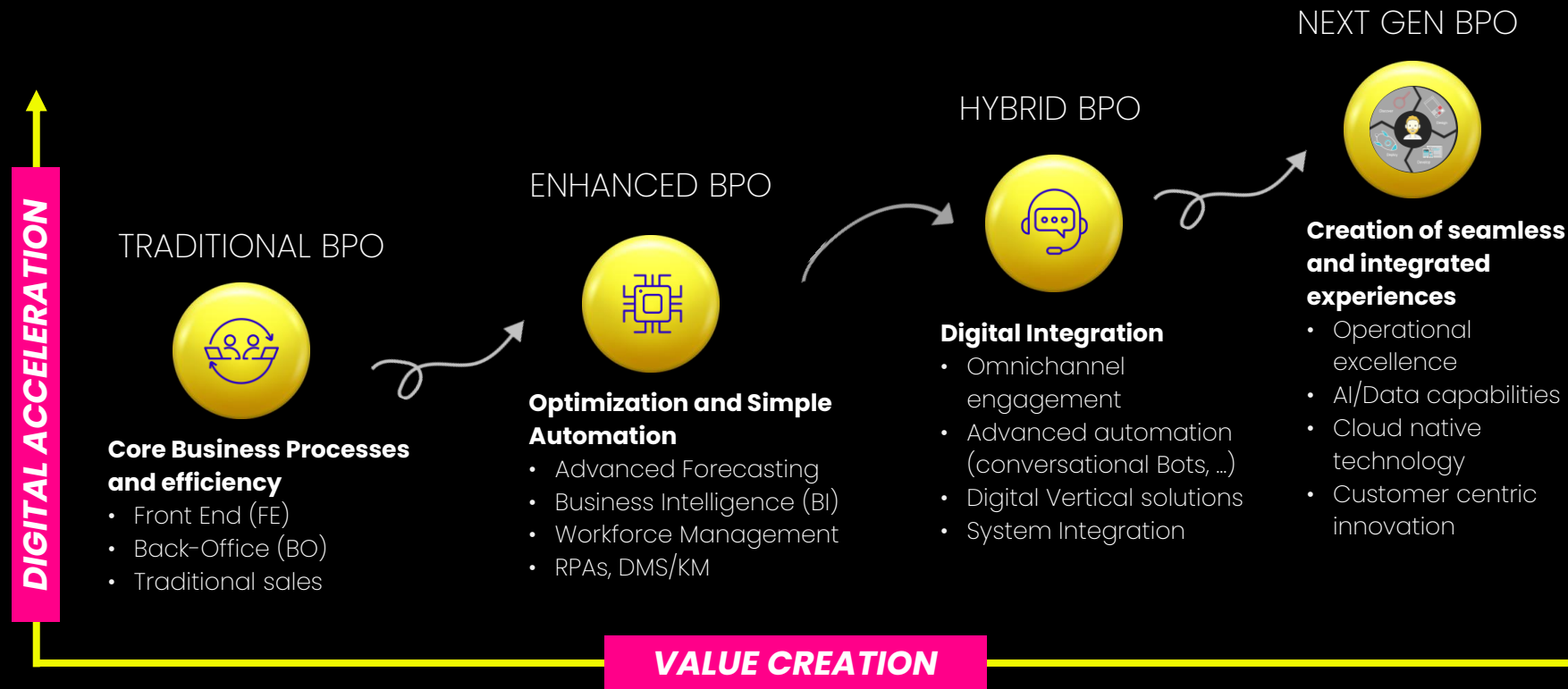
GenAI assessment and implementation

Change management & training

Data and analytics

Responsible AI

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





300+

Digital served
clients



3,000+

Digital experts



100mn+

Revenues,
expanding to
200mn by 2027



800+

App developers

Konecta Digital Services

OUR PRINCIPLES



Field-proven expertise

Leverage on field-proven experiences of real cases with achieved results in terms of digital business transformation, customer journey optimization, processes streamline, etc.



Driven by business needs

Our approach is driven by business needs and/or process issues with the aim to position us as an expert and create a long-term credibility and trust with our clients.



With customizable GenAI

We leverage on customizable GenAI tools and cutting-edge technological capabilities as well as strategic partners.



Wide industry knowledge

The extensive knowledge across industries and organizational functions allow us to deliver tailored solutions in line with client's expectations, with a flexible and agile approach based on adaptable deployment models and iterative methodologies.

Our digital service offerings for our technology partners

01



Consultancy Services

Position Startup's offering, craft compelling value propositions and demonstrate expertise and impact (PoC, ROI models, and storytelling)

02



Deployment Services

Scale product adoption with seamless customer onboarding and deployment expertise jointly through training and knowledge transfer

03



Technical Support

AI powered 24x7 Omni channel technical support with over 4,000 technical agents & engineers supporting NOC, Network, Cloud Infrastructure & Workplace devices.

04



Shared Services

Provide flexible, cost-effective shared services (HR, Payroll and Legal that scale as the business grows

IN A NUTSHELL

GenAI for CX

We transform customer interactions by automating processes, augmenting agent capabilities, and unlocking data-driven insights to drive 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
- Providing 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 Average Handle Time (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

FOCUS POINTS

- **Industry-Focused AI** – Solve real business challenges in an innovative way
- **Seamless Integration** – AI must work smoothly with CX platforms, CRMs, and enterprise systems
- **Smart Model Selection** – Expect the best AI solution for your needs, driving performance at the best price

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

CASE REFERENCES



thank you

Nicholas LaMendola

Vice President, Growth
Konecta | English Speaking Markets

m +1 (585) 694-6315
nicholas.lamendola@konecta.com

www.konecta.com

John Bilich

Business Development Manager
Konecta | English Speaking Markets

m +1 (305) 540-0434
johnbilich@konecta.com

