

konecta / TikTok

# Konecta Proposal For ByteDance

October 2025



## INTRODUCTIONS



**Alejandro Pardeiro**



**Giuseppe Ficarra**



**Karla Benitez**



**Luis Alcántara**



**Nicole Rico**



**Rogerio Gamba**

## AGENDA

**01**   **Introductions**

**02**   **Who we are**

**03**   **Our Experience**

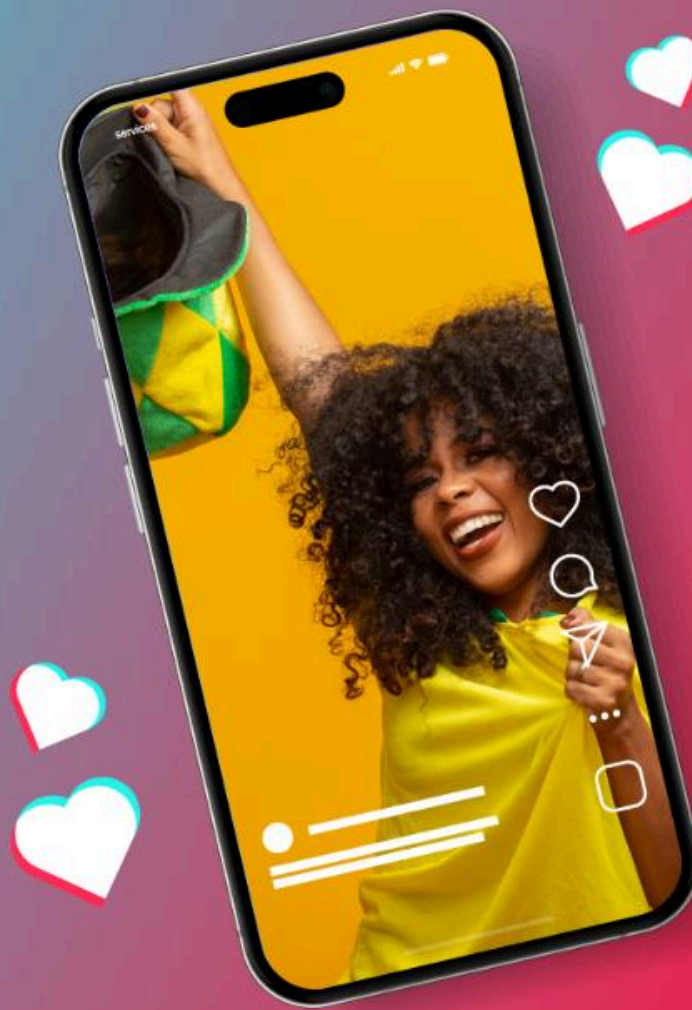
**04**   **Our Solution**

**05**   **Q&A**



02

**Who we are**



# 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

# 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



**40,000+**  
employees working  
from home



**30+**  
languages



**€2bn+**  
revenue



**27**  
countries



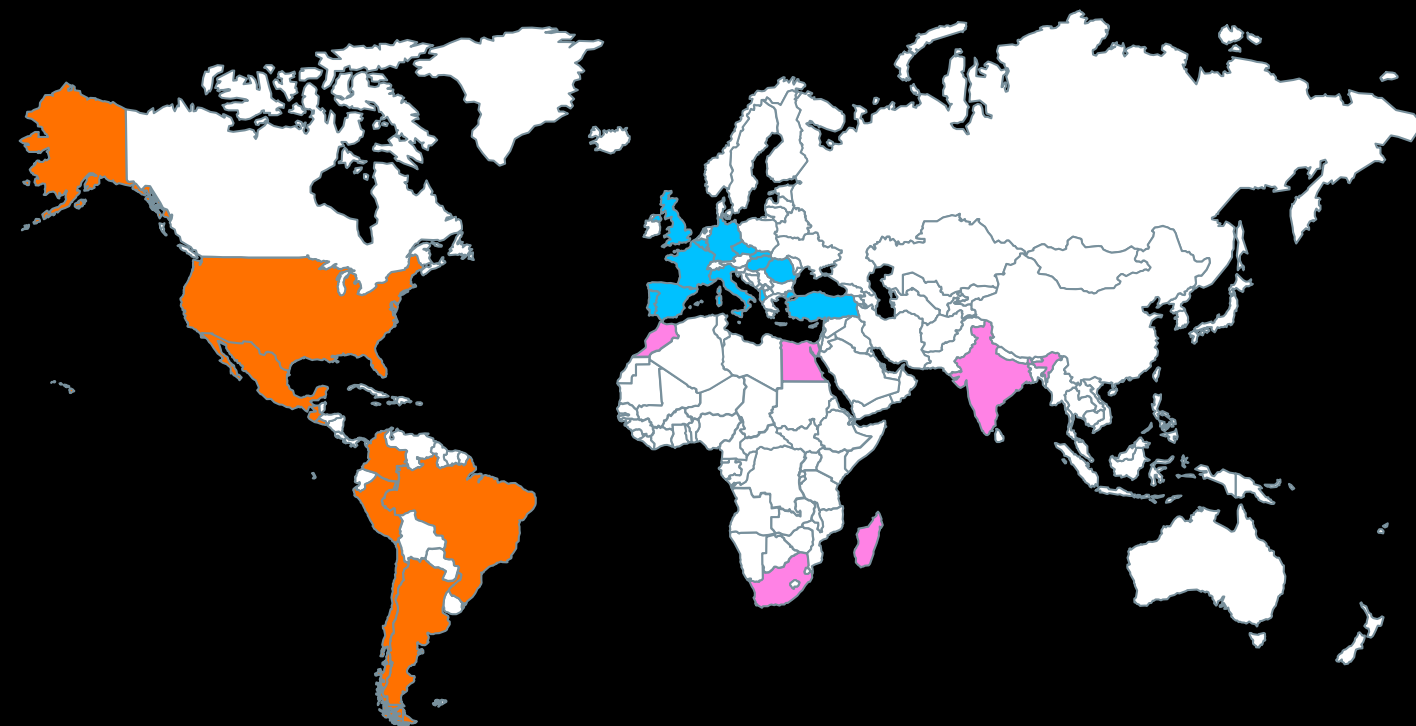
**500+**  
blue chip clients







# A leadership position across five continents with best-shoring capabilities



## AMERICAS

|                         |                     |                  |                    |
|-------------------------|---------------------|------------------|--------------------|
| 9 countries<br>5+ sites | Colombia - 21sites  | Mexico - 4 sites | ElSalvador - 1site |
|                         | Peru - 9 sites      | Brazil - 8 sites | Guatemala - 1site  |
|                         | Argentina - 10sites | Chile - 1sites   | USA - 2 sites      |

Forthcoming: Canada

## EUROPE

|                          |                     |                   |                    |
|--------------------------|---------------------|-------------------|--------------------|
| 13countries<br>110+sites | Spain - 34 sites    | Türkiye - 5 sites | Slovakia - 1site   |
|                          | Italy - 31sites     | Romania - 6 sites | Germany - 1site    |
|                          | France - 18sites    | UK - 3 sites      | Belgium - 1site    |
|                          | Czech Rep - 9 sites | Albania - 3 sites | Hungary - 1site    |
|                          |                     |                   | Portugal - 2 sites |

## MIDDLE EAST | AFRICA | ASIA

|                        |                      |                   |               |
|------------------------|----------------------|-------------------|---------------|
| 5 countries<br>12sites | South Africa - 1site | Morocco - 7 sites | India - 1site |
|                        | Madagascar - 2 sites | Egypt - 1site     |               |

Forthcoming: The Philippines | Pakistan

## 11MULTILINGUAL HUBS

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

|            |             |        |
|------------|-------------|--------|
| Barcelona  | Lisbon      | London |
| Bogota     |             |        |
| Bucharest  | Mexico City |        |
| Cairo      |             | Paris  |
| Casablanca | Tangier     |        |
| Istanbul   |             |        |



89%  
Employee  
Satisfaction

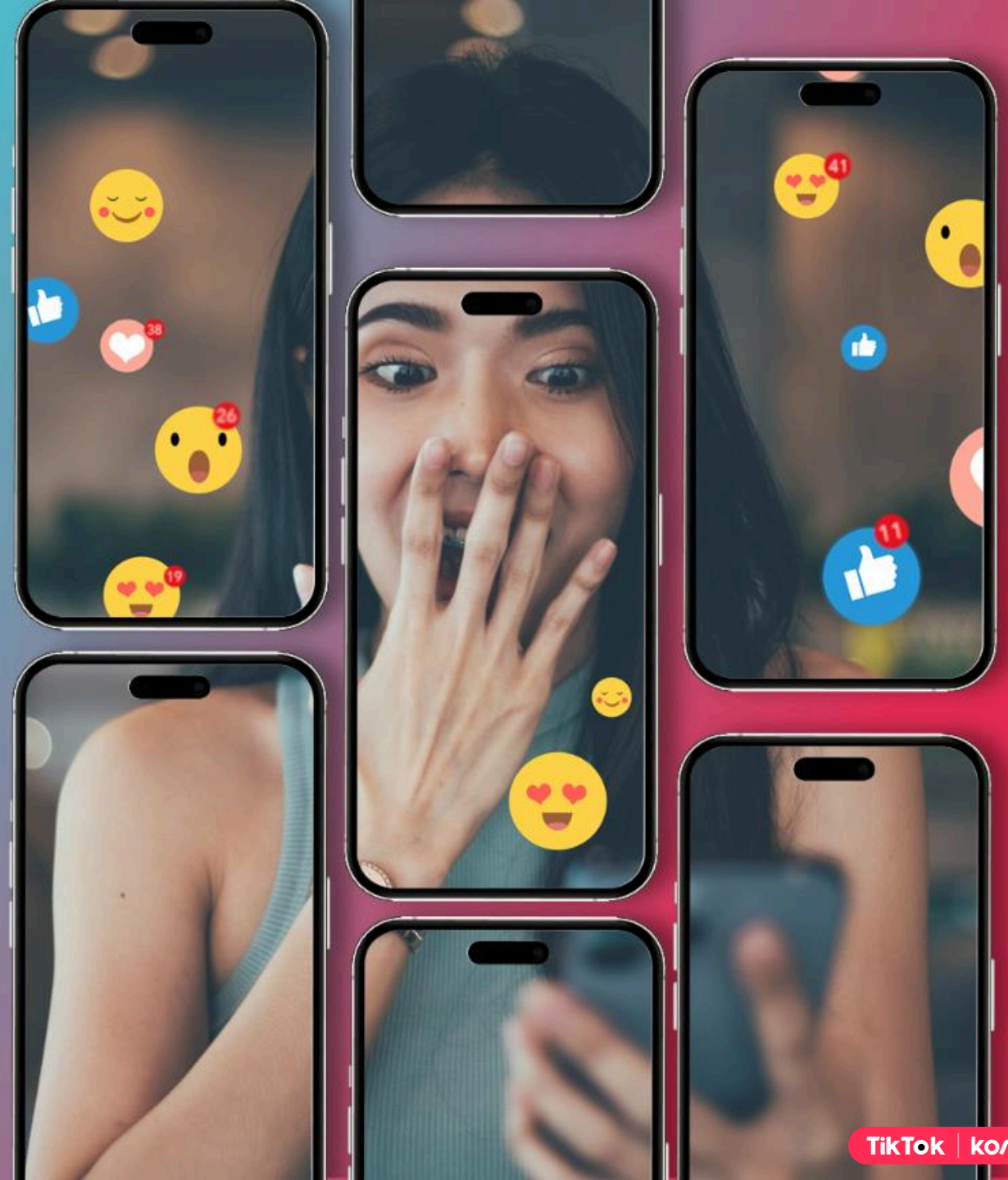
6.0%  
Attrition  
Industry: 10-12%

94%  
Loyalty

+85%  
Internal  
Promotion

03

## Our Experience & Industry Knowledge





# 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





EXPERIENCE

# Our Industry Experience

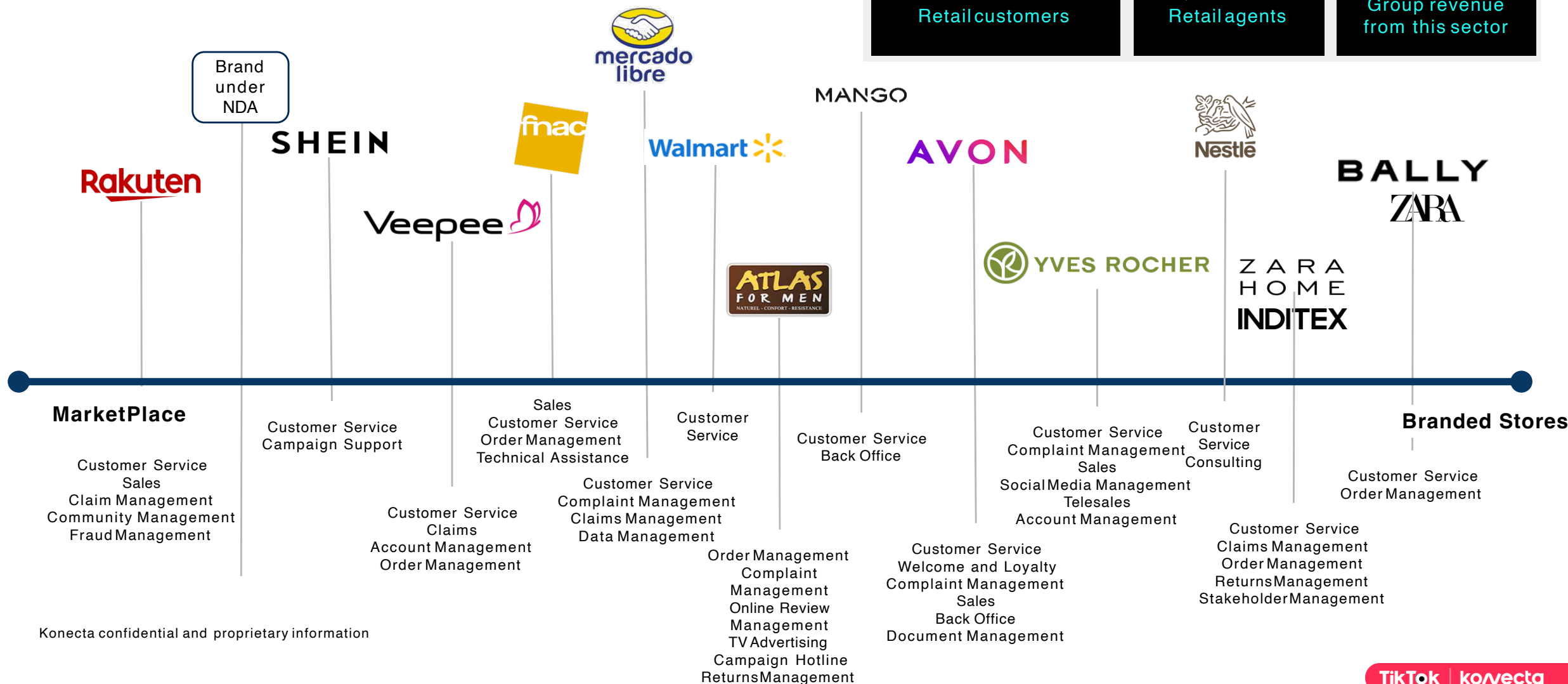
We support all ranges of e-commerce, retail and fast moving goods



**100+**  
Retail customers

**8,500+**  
Retail agents

**10%**  
Group revenue  
from this sector



Konecta confidential and proprietary information



## Outstanding Service for a Retail Rock-Star

Temu, a leading Chinese online marketplace, has been our valued client since 2023. From Colombia and Peru, our 200+ bilingual agents deliver exceptional customer service, seamlessly managing inquiries, resolving issues, and delighting customers with professionalism and empathy. Our partnership has expanded to include Customer Service, Content Moderation, and Data Entry. By quickly adapting to Temu's evolving needs, we've grown our team by 600% since launch and consistently exceeded KPIs such as C-SAT and Attendance—earning recognition as the #1 provider for the U.S. Spanish-speaking market.



## Comprehensive Support for Samsung

Since 2015, we've partnered with Samsung to deliver Technical Assistance, Telesales, Back Office, E-Store, and Digital Channel Support. Our 340+ agents in Colombia serve eight Latin American markets in English, Spanish, and sign language through chat, phone, video calls, email, and social media. We manage inbound/outbound service, pre-sales, sales, claims, concierge, and remote technical support for HHP, DTV, and HA products. Working closely with Samsung, we've enhanced efficiency and customer experience through process engineering, live visual assistance, and a digital showroom. With speech and text analytics, we've achieved 90%+ customer satisfaction and top-tier first contact resolution. Konecra proudly ranks #1 among 12 vendors on Samsung's scorecard.



## Empowering Customer Experience Through Smart Recovery Solutions

Founded in 1898, this luxury retail chain operates 21 department stores across Mexico. Our 210-member team at Site Añil manages B2C operations in Spanish, specializing in loan recovery, payment negotiations, risk prevention, and ecommerce support. Through proactive engagement and fraud control, we deliver strong results—**82% NPS, 85% line quality, 8-min AHT, and 90% SLV.**



# Fine-tuning the hiring process and lessons learned

## SCOPE

Mercado Libre is an online marketplace and payment system that operates in 18 countries and is the most popular e-commerce site in LATAM.

Since 2022, **1000+ employees in Colombia** provide user support services for all business units in the Mercado Libre environment: Mercado Pago, Mercado Shipping, Mediations and Marketplace.

The business is managed at **high CX standards**, with end-user satisfaction and NPS as leading KPIs. Our experience and technology ensure compliance with service levels in a **high volume, fluctuating forecast business model**. Konecta has implemented operational management models that adapt to the model established by Mercado Libre based on the “Continuous Beta”.

## THE KONECTA EFFECT

Our goal is to find talent that joyfully supports customers across various channels, such as phone, email, and chat. We began with an initial phase of hiring 100 representatives. First, we filled the necessary staff positions with **existing personnel**, considering the correct hiring profile and looking for an openness to learning and support. For the agents, we implemented **assessments using analytics** and mathematics. This helped us identify representatives with self-discovery and innovation skills, ensuring that each interaction is handled with professionalism.

We successfully met the client's requirements by **hiring 100 representatives who fit the profile, doing so within two weeks**.

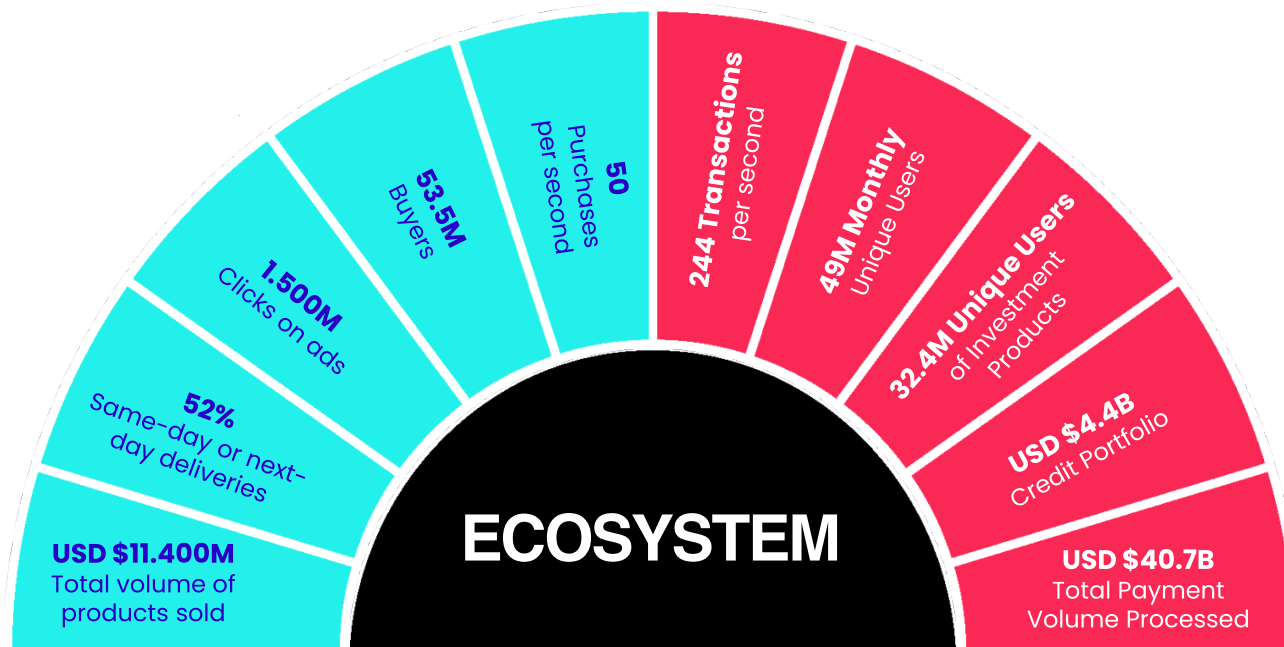
## THE KONECTA EFFECT

It's important to highlight that our current **turnover rate is 5%**. Initially, we faced challenges with a 9% turnover rate in the first few months, having just launched the business. Through exit interviews and surveys, we identified the need to **adapt our workspace**. Originally designed as a regular call center, we transformed it into a shared and open space to enhance communication between coworkers.

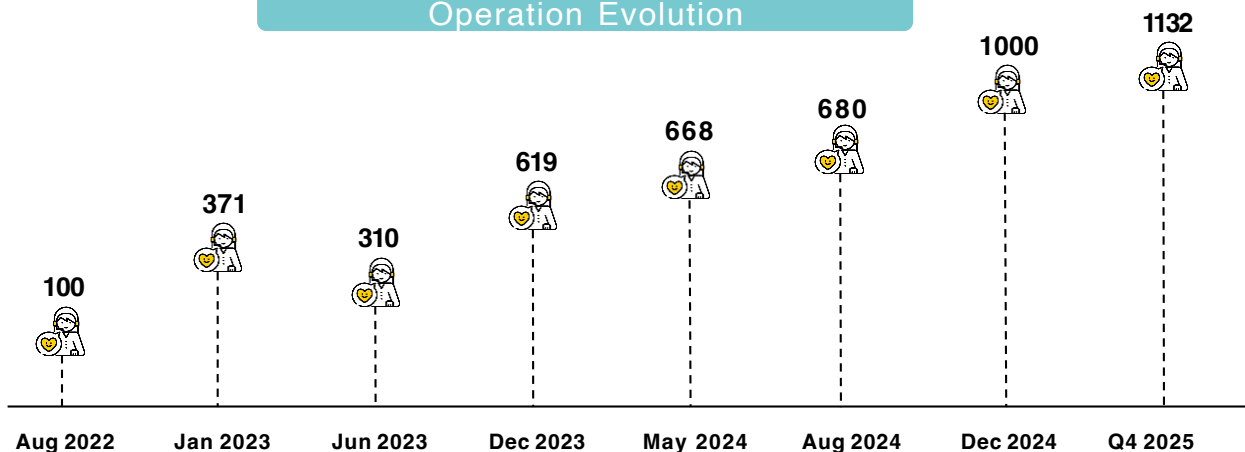
We initially hired candidates with full-time availability, but we noticed this negatively impacted their job satisfaction. As a result, we switched to regular business hours.

Our current focus is on engaging with each representative, creating an environment where they can have fun, meet people, work, and support each other.

## MERCADO LIBRE

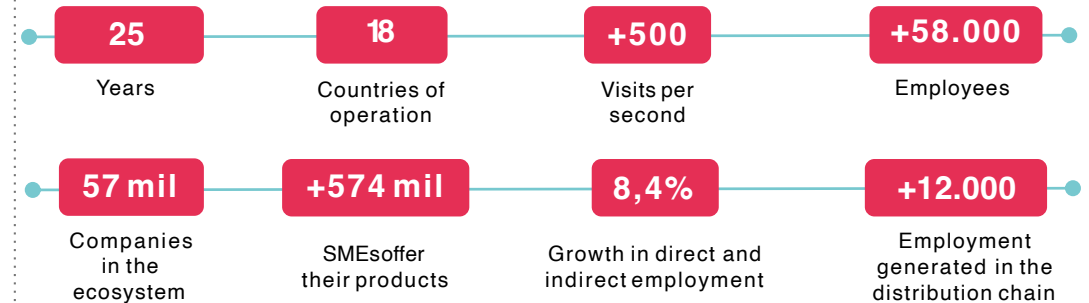


### Operation Evolution



### Description

Our client is **the largest e-commerce platform in the region**, Where millions of buyers and sellers come together to carry out transactions.



### Key Highlights

-  Net revenues totaling USD14.5billion.
-  Project Centinela: 1.5min faster calls, 50% less silence. **Next:** emotion-based case routing.
-  Active participation in major RFPs in São Paulo, with a 100agent pilot laying the foundation for long-term growth.

04

## Our Solution







# Our Solution for Bytedance

## Bytedance Objectives :

Cost-effective and Scalable Operations

Multilingual and Multichannel Support Excellence

Compliance and Business Continuity in Global Operations

## Konecta Solution Overview

Flexible and Efficient Delivery Model

Digitally Enabled Operations supporting Customer Interactions

Skilled, Culturally Aligned Workforce ensuring Quality and Agility

### Mexico

Digital-first strategy focused on attracting creative, high-performing bilingual talent.

### Brazil

Strong recruitment engine and digital-savvy talent driving scalable CX growth.



## Brazil : The Vibrant Heart of Digital Connection



Proven scalability and rapid hiring capabilities.



Strong technical and physical infrastructure.



Strategic location and wide talent availability.

## Mexico : Where Culture Meets Digital Experience



Nearshore proximity and cultural alignment with the U.S. market.



Operational resilience and cost-effective scalability.



Modern infrastructure supporting high service quality.



# Global Organization Structure

Executive Sponsor (Final escalation point) - Monica/Julien/Regional Head

Business Strategy and Growth

Service Delivery Excellence

Senior Leadership - first escalation point

Growth Regional Lead

Monica Todiros

Growth KAM

Global SDE Account Director

## Global Account Management

Contract Management and commercial negotiation  
Main contact for global client team (strategic vision, escalation, global compliance etc)  
Strategic alignment and account planning | Global Account management team  
Process consistency across countries | Define Global operating model  
Global reporting and performance management system  
Tech implementation across regions  
Not make decisions with financial impact without alignment with local team

Global WFM/ BI/ Reporting Mng

Global Ops. Mng (depending on client size)

Global Qty, Training & Change Mngt

## Local Leadership & Operations

Contract delivery, KPI targets and People Management  
Local teams and P&L  
Alignment with global leadership in SteerCos for client-impact decisions  
Performance Management, Quality Monitoring and Continuous Improvement projects  
Create and maintain relationship with local client stakeholders  
Not make any significant decisions without informing global team

**Country 1:**  
Site Operations  
Director, Ops  
Managers, Team  
Leads, Trainer, QA

**Country 2:**  
Site Operations  
Director, Ops  
Managers, Team  
Leads, Trainer, QA

**Country 3:**  
Site Operations  
Director, Ops  
Managers, Team  
Leads, Trainer, QA



# A strong Service Delivery Excellence function aligned with Konecta business priorities

Global Service Delivery Excellence supporting Konecta's transformation

## OPERATIONAL EXCELLENCE

### Clear Roles & Accountability

- Defined responsibilities across Ops & Support
- Standard ratios for support functions across regions
- Aligned goals under one vision & mission

### Strong Governance & Structure

- Internal/external meetings with consistent cadence & format
- Clear escalation paths to manage risks & issues
- Shared performance targets: individual & collective

### Compliance & Consistency

- Global IT, data, and compliance standards enforced
- Governance models embedded across delivery centers
- Alignment on delivery models & client expectations

## PROCESS OPTIMIZATION

### Standardized Global Model

- One Global Operational Model built on COPC principles
- Unified practices for service delivery across sites
- Scalability built into operational design

### Tools & Reporting Alignment

- Standard toolsets and platforms across all functions
- Centralized dashboards & reporting formats
- Real-time visibility into performance & metrics

### Performance-Driven Reviews

- Data-driven operations reviews across functions
- Benchmarking against internal and external standards
- Feedback loops built into operations lifecycle

## CROSS-CULTURAL COLLABORATION

### Unified Strategy & Goals

- Common objectives across all global teams
- Shared delivery vision for consistent client experience
- Cross-region alignment in execution

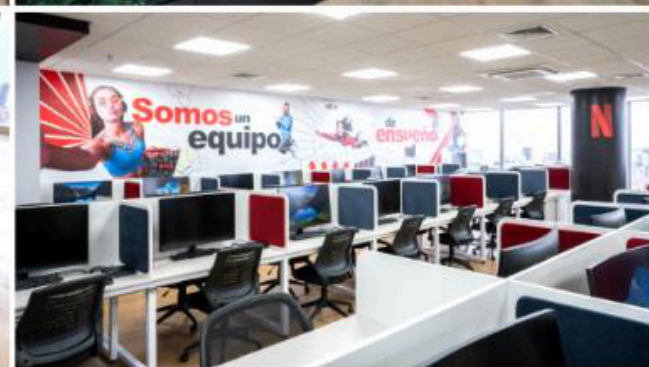
### Transparent Communication

- Clear and open communication channels
- Proactive updates and visibility into decisions
- Accountability driven by transparency

### Culture of Sharing & Inclusion

- Best practice sharing embedded in operations
- Cross-site knowledge exchange initiatives
- Inclusive planning and recognition of diverse teams







# Operational Excellence

Konecra Global Operating Standards to guarantee consistency and efficiency



## Client engagement management

Shared-value business models, Partnership ethos, innovative thinking, competitive offers vs. new players



## Quality & continuous improvement

Quality & team performance monitoring, process control & continuous improvement (Lean Six Sigma), knowledge management



## Data security & risk management

High level Data & IT security, Change control & Business continuity management



## Staffing & Workforce management

Forecasting, capacity planning, scheduling, dynamic staffing adjustment



## Customer centricity & Voice of customer

Empathy training, customer feedback management, Customer experience optimisation experts



## Employee Journey

Recruitment, onboarding, training, performance management, coaching, retaining, care, career path & satisfaction management



## System, technology & facility

Best standards tools and technology, modern working facilities



## Corporate governance & control

Corporate culture & values, roles & responsibility model, communication methods & tools, insightful reporting & analysis





# Recruiting & Onboarding





# Language Assessments



Konecta assesses the candidates based on the CEFR evaluation standards.

We utilize a multi-faceted approach to assess English proficiency levels to ensure a comprehensive & accurate evaluation, moving beyond simple self-assessment or subjective impressions:

## Standardized Tests

We leverage internationally recognized standardized tests, which provide objective and comparable measurements of language skills (listening, reading, speaking, and writing). These tests are aligned with the CEFR framework, allowing us to accurately place candidates within the A1-C2 proficiency levels.

## Customized Assessments

In addition to standardized tests, we have developed customized assessments tailored to specific job requirements. These may include:

- **Role-Playing Scenarios:** Evaluating communication skills in realistic work-related situations.
- **Written Communication Tasks:** Assessing writing proficiency through emails, reports, or other relevant documents.
- **Presentations:** Measuring presentation skills and the ability to convey information effectively.

## Interviews

Structured interviews are conducted by trained personnel that provide insights into a candidate's communication skills, fluency, and ability to interact in a professional context.



ENGAGEMENT



# Talent Management

ASSESS | LISTEN | ENGAGE | PROMOTE | EMPOWER

## TALENT MAPPING & ANALYTICS

Assessment of talents skills and abilities 3 months after their onboarding and regular updates on top performers

## LEADERSHIP PROGRAM

Dedicated 3-6 month programs to train and coach on leadership and management skills

## CAREER INTERVIEW

Discussion about career evolution opportunities, either horizontal or vertical, and design of personalized career plan

## SOFT SKILL TRAINING

Enhanced by Konecta's innovative K!Talent program, we empower our team members with comprehensive development and career opportunities. Through personalized work plans, individuals identify their areas of improvement and establish clear progression objectives, fostering both personal and professional growth.

## ANNUAL JOB APPRAISAL

Yearly performance review of each employee and discuss about expectations



# Training & Development

Our tailored Training Programs to develop our people as your brand ambassadors

|                                      |                                                                                                                                                                            |
|--------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Memory anchoring                     |                                                                                                                                                                            |
| INDUCTION TRAINING                   | <p>Konecta induction and customer management fundamentals</p> <p>Core business induction (brand values, products, processes and tools)</p> <p>Validation quiz</p>          |
| Confidence building                  |                                                                                                                                                                            |
| NESTING                              | <p>Dedicated nesting environment where agents are closely supported (1 week)</p>                                                                                           |
| Expertise and autonomy reinforcement |                                                                                                                                                                            |
| CONTINUOUS TRAINING                  | <p>Continuous training through short pills</p> <p>Ad hoc specialist training (customer excellence, new channels, leadership)</p> <p>Day-to-day coaching &amp; briefing</p> |

**Community of certified training experts**, specialized in the **design and the delivery of customized** training programs for each industry, brand and service

**Blended training programs** that smartly combine various **modern learning techniques** from a mix of theoretical and practical courses (role-plays, serious games ...) to face-to-face and virtual classes

**Latest generation digital learning solutions** with highly **engaging and entertaining content for an optimal learning experience** (e-learning, microlearning, ...)





# Training Platform



Guide Plus



Mirror



2D



YTbr



Labs

In house Fabric for Learning Virtual Objects powered by AI development tools.

## LEARNING MODEL

Focus in a Competency Development



Capacity /Ability



Content



Condition



Consequence



## Customization

Look& feel adaptable to the needs of each service.

## Programs

Automatic training paths according to the profile of students.

## Management reports

Customizable to measure the progress of students.



BRAZIL



RUA 7 DE ABRIL, SÃO PAULO, BRAZIL

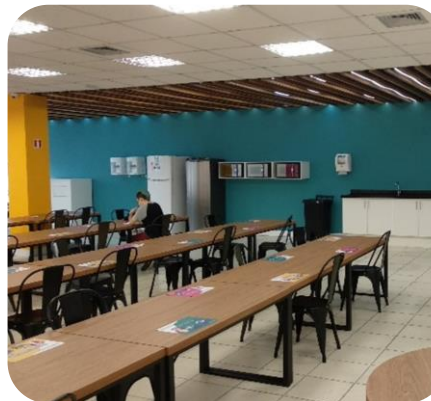


### Brazil: A Growing BPOHub

Brazil offers a highly educated, multilingual workforce with strong U.S. cultural affinity. The BPO sector is projected to grow 4.91% annually, reaching \$9.28B by 2029.

Konecra is the **5th largest BPO** with **8 sites, 12,000+ staff**, and **\$100M revenue**. São Paulo facility: 10,000m², 2,200 seats, 24/7 multilingual customer service & technical support, near GRU Airport, with full infrastructure and safety measures.

#### Client Selection:

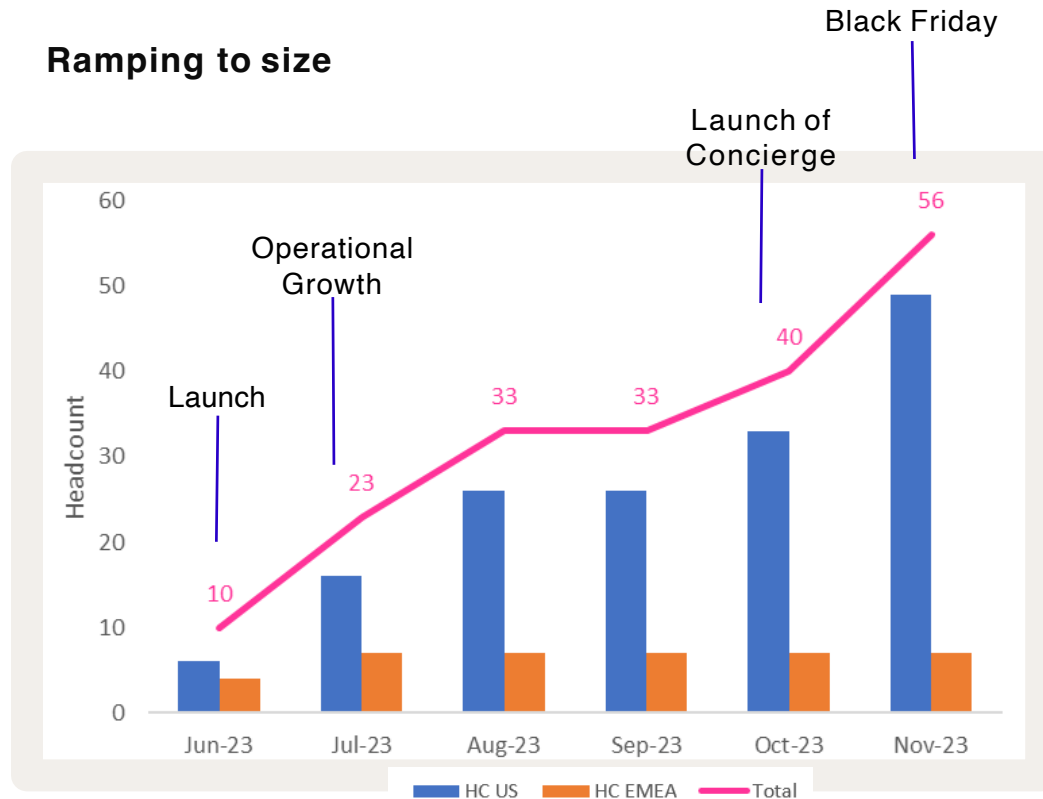


## CASE STUDY - ESSILORLUXOTTICA



Konecta launched with EssilorLuxottica Brands five months ago and has demonstrated ability to grow headcount and deliver operational excellence in service levels and quality.

### Ramping to size



### Description of Service

- 100% WFH, Brazil
- Support via Chat, E-mail and Voice | In English for U.S. and English and Spanish for EMEA
- Most representative brands: Costa Del Mar, Ray-Ban, Sunglass Hut
- Top Contact Reasons: Order Status (72%), Cancellation/Modification Request (8%), Rx Verification/Information (5%)
- SLA's met
- Quality Targets reached at month of launch, reaching 94% in October (target 85%)

### Cornerstones to Client Relationship

Transparency and Communication

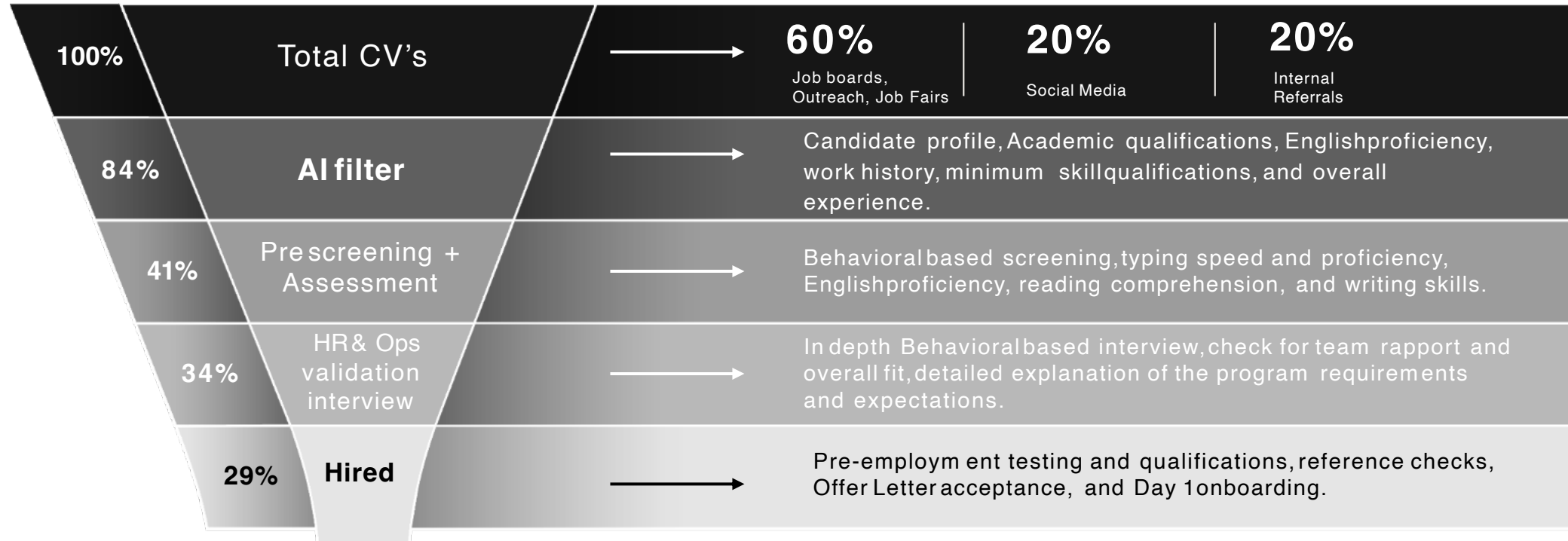
Agility and Flexibility

KPI Performance





## Talent Acquisition Funnel

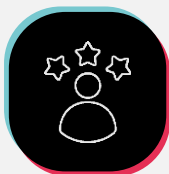


\*Including absence

## We use AI to Recruit

**+44%** Recruitment professionals use data and analytics to attract the best talent

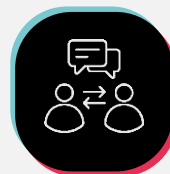
The AI Advantage in People Selection:



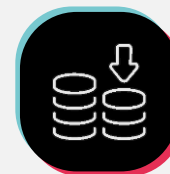
Assists in attracting high caliber candidates



Reduces recruitment cycle time



Improves candidate communication and engagement



Reduces recruitment costs



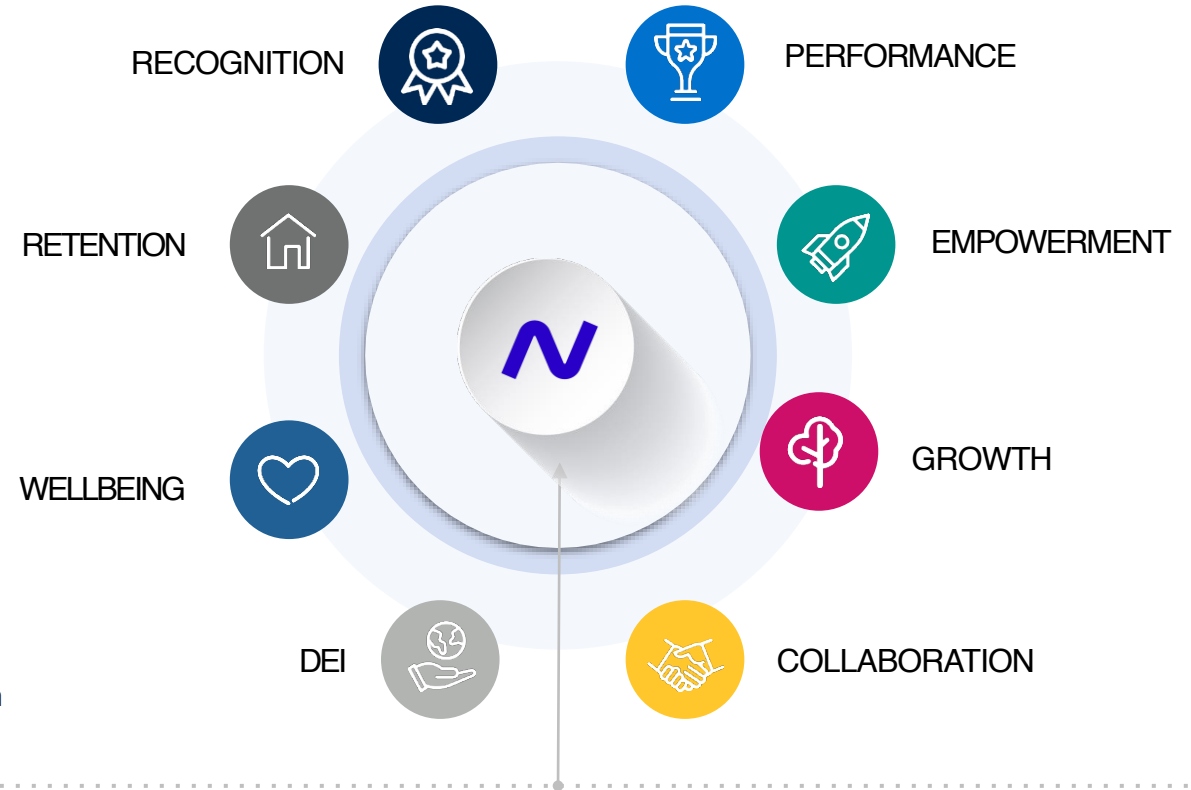
# Employee Engagement Brazil



 **72%**

 **28%**

80% Satisfaction  
6.7% Attrition  
5.5% Absenteeism



I am proud to work at Konecna

We put our people at the heart of the business and recognize them as ambassadors of our clients' brands. We build an environment that supports professional development and are proud to be consistently recognized as one of the best places to work.



MEXICO





## PARQUE TOREO, STATE OF MEXICO, MEXICO



### Mexico: A Strategic Nearshore Hub

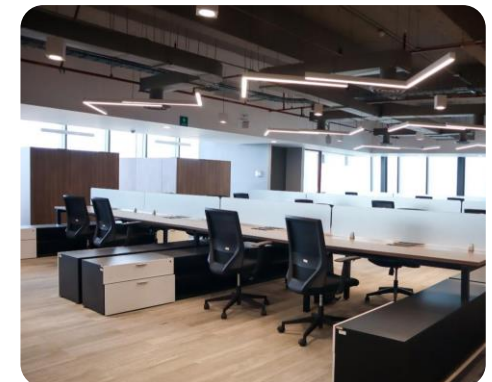
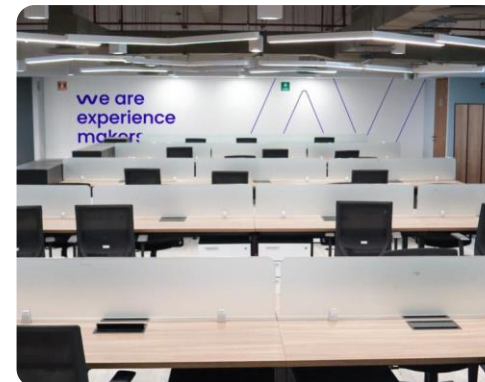
Mexico stands as one of Latin America's top economic and tech centers, offering stability, strong U.S. cultural alignment, and world-class infrastructure. With 160+ universities and 800,000+ students, it provides a steady pipeline of bilingual, digitally skilled professionals.

Konecra operates **3 sites** in Mexico with **5,000+ staff**, delivering **24/7 multilingual customer service** and **technical support** across industries. Located along the Periférico Ring Road, our corporate site offers excellent connectivity and access to major business hubs.

**Recruitment Capacity:** 200 Spanish FTEs/month | 80 English FTEs/month

**Certifications:** ISO 27001 | ISO 9001 | PCI DSS v3.2.1

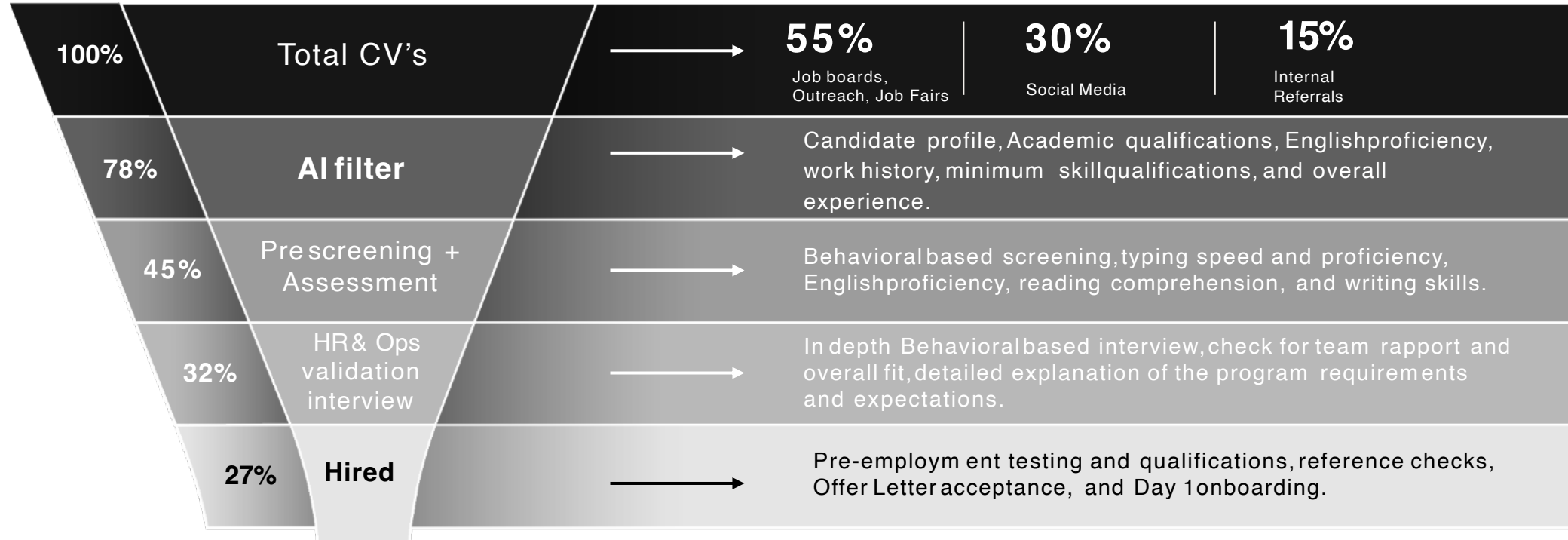
**Client Selection:**







## Talent Acquisition Funnel

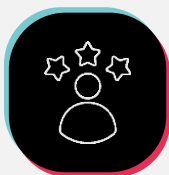


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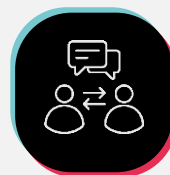
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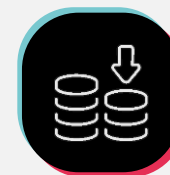
Assists in attracting high caliber candidates



Reduces recruitment cycle time



Improves candidate communication and engagement



Reduces recruitment costs



# Employee Engagement Mexico



 **57%**

 **43%**

80% Satisfaction  
10% Attrition  
4% Absenteeism



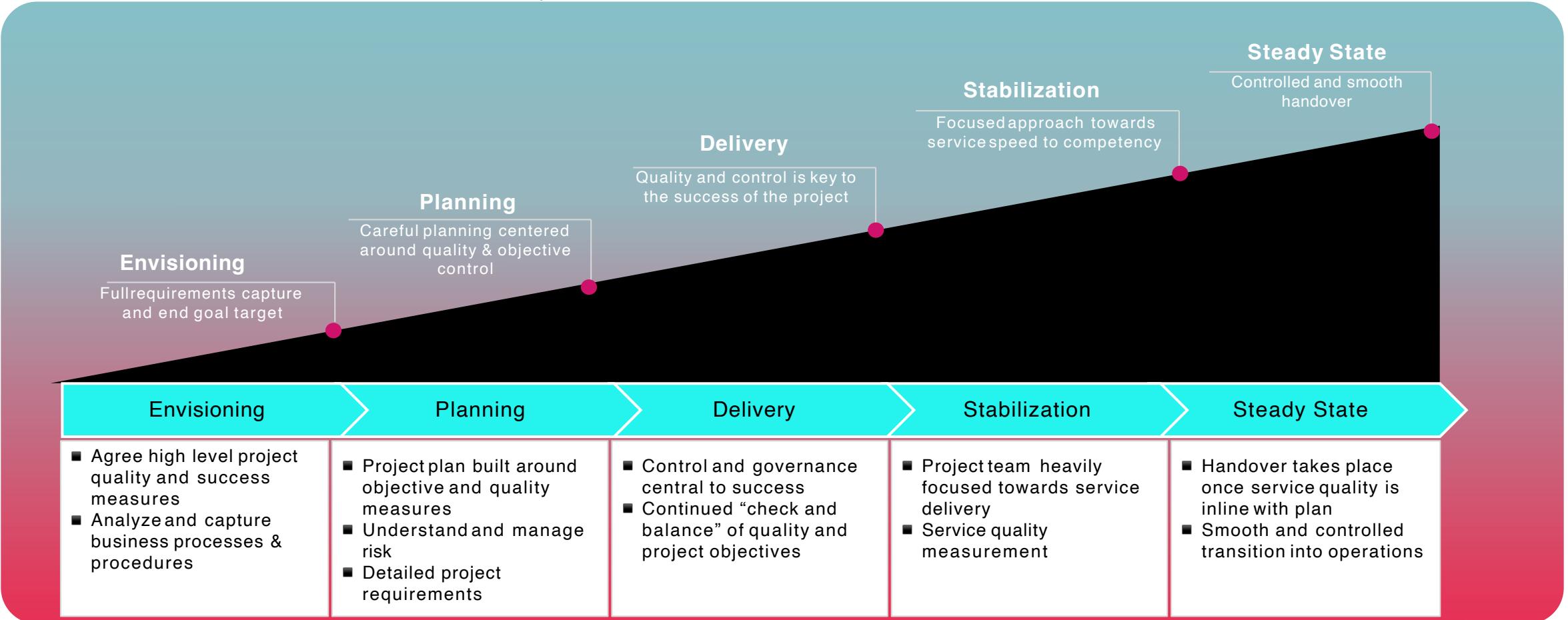
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# Transition Delivery Framework

Our approach allows a controlled project delivery and measurement

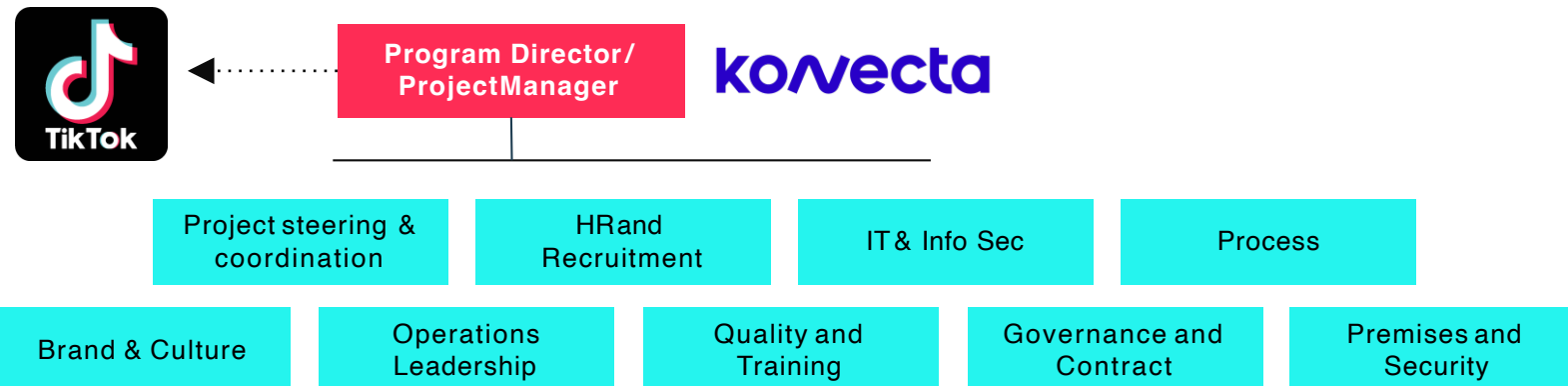






# Highly secure project implementation methodology and great experience- you are in safe hands

- Assignment of an highly experienced dedicated program & project manager
- Konecta Ownership of project plan and documentation, regular and scheduled project meetings, detailed risk management and mitigation planning
- An adapted methodology: follow-up, deliverables, dedicated project team, separate workstreams, milestones and steering committees
- Stringent adherence to **communication protocols and approval procedures**. Clear processes for client sign off at significant stages.
- Bringing Konecta's Global experts to ensure the transfer of knowledge and best-practice sharing



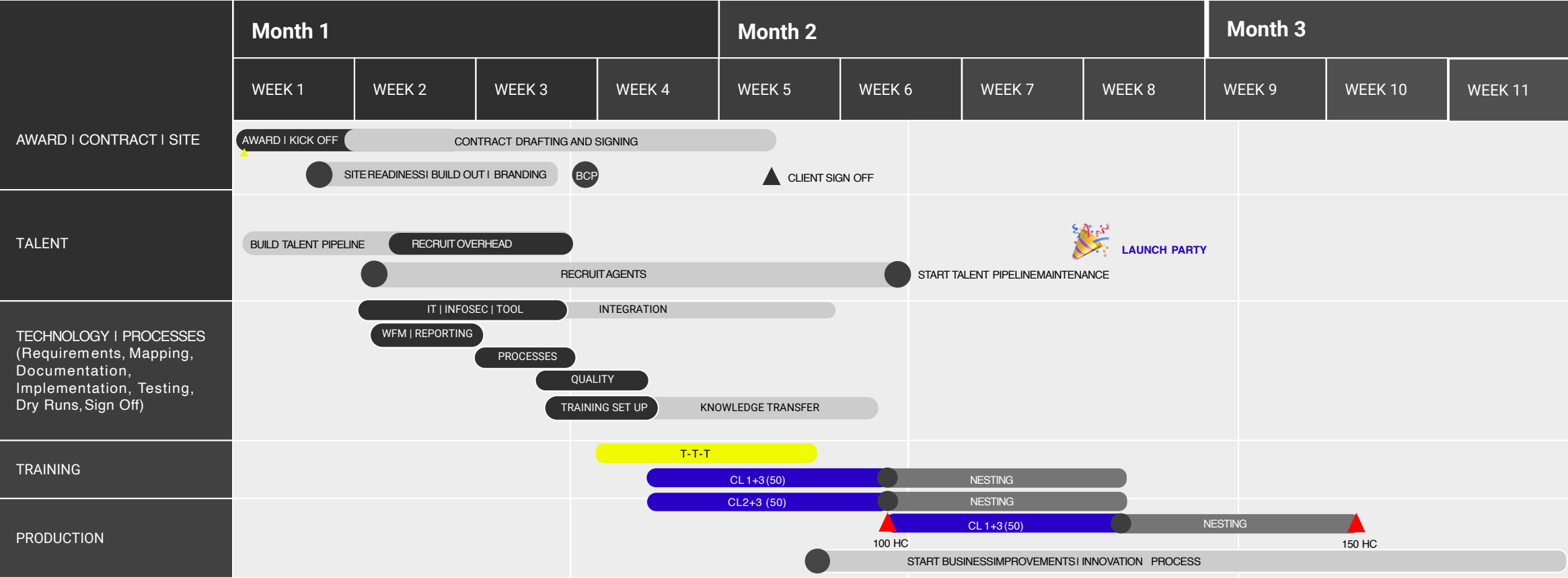
## RECENT PROJECT DEPLOYMENT EXPERIENCE

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

|                   |                             |
|-------------------|-----------------------------|
| BMW UK            | (1 market / 1 language)     |
| PMI               | (14 markets / 7 languages)  |
| Amplifon          | (5 markets / 5 languages)   |
| Coca-Cola Company | (17 markets / 19 languages) |
| Kimberly Clark    | (19 markets / 12 languages) |
| Under NDA         | (8 markets / 8 languages)   |
| Nissan Europe     | (8 markets / 8 languages)   |
| SodaStream        | (8 markets / 5 languages)   |



# High Level Implementation Plan



BOTH

OVERHEAD

AGENTS

GOLIVE

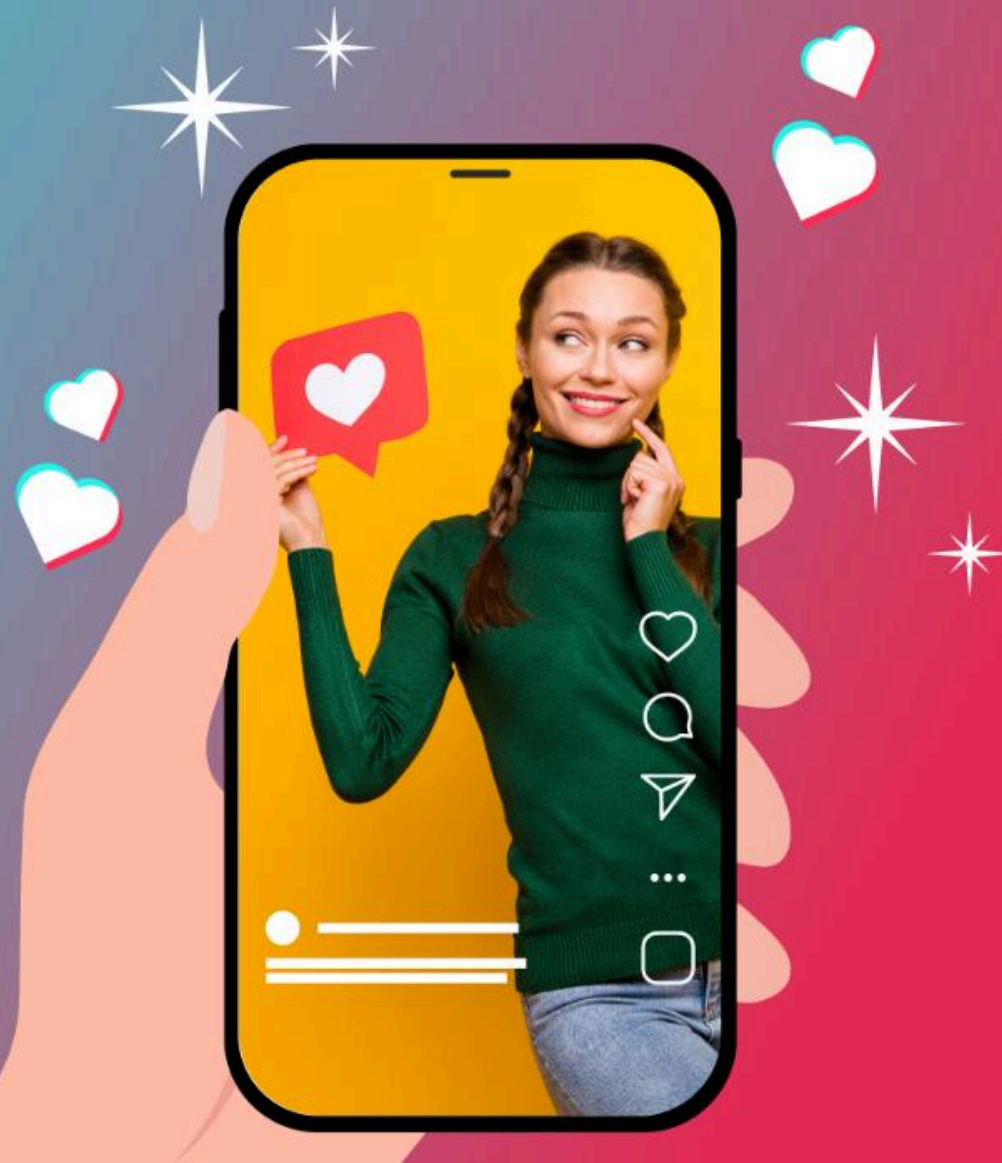
**Assumptions:**  
Business Award Month Year  
New Hire Training 2 weeks including Certification, excluding Nesting.

CL = Class | T-T-T = Train the Trainer

**NOTE:**Country-level implementation details will be shared in the Online Technical Presentation.

05

Q&A



# A strong Service Delivery Excellence function aligned with Konecta business priorities

Global Service Delivery Excellence supporting Konecta's transformation

## OPERATIONAL EXCELLENCE

### Clear Roles & Accountability

- Defined responsibilities across Ops & Support
- Standard ratios for support functions across regions
- Aligned goals under one vision & mission

### Strong Governance & Structure

- Internal/external meetings with consistent cadence & format
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- Global IT, data, and compliance standards enforced
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- Cross-site knowledge exchange initiatives
- Inclusive planning and recognition of diverse teams



# A globalized Service Delivery Excellence function to support Konecta's ongoing transformation

Driving aligned, efficient and scalable service delivery worldwide

## Unified Governance & Global Account Alignment

Drive consistent client experience and strategic alignment across geographies.

## Operational & Financial Excellence

Ensure delivery performance is aligned with financial sustainability and global standards.

## Scalable Transformation & Innovation Enablement

Embed innovation and digital transformation into delivery models at scale.

## A new Group GSDE structure with a strong regional anchor

Iberia  
Latam  
ISM  
FSM  
ESM  
CEE  
MEA

**Regional Leads**

**Global GSDE**

Global Account Delivery

Operational Excellence

Account Governance

Complex Transitions

COPC Standardization

## KORE PROCESSES

### Client Management

- Account Planning & relationship management
- Contract change management
- Governance (MBR/QBR)
- Client Satisfaction Management (NPS)
- Revenue Assurance
- Service Analysis
- Service Performance
- Vendor and Key supplier Performance Management

### People & HR

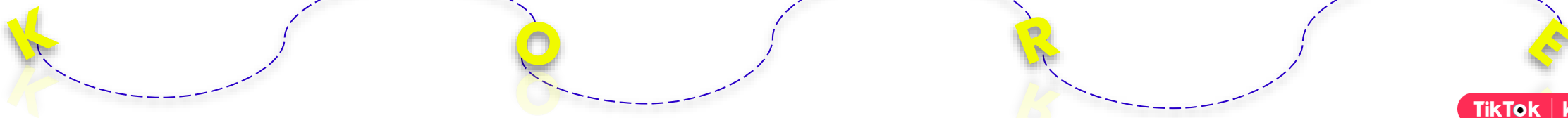
- Recruitment and selection
- Compensation, recognition & incentives
- Frontline staffing and support Induction & initial training (soft skill and product)
- Attrition Management
- Agents development / performance management (agent development and recognition)
- Frontline/staff training and management
- Continuous training & skills management (Career Planning)
- Employee satisfaction management
- Collaboration & Team Working
- Employer branding strategy

### Operations & Processes

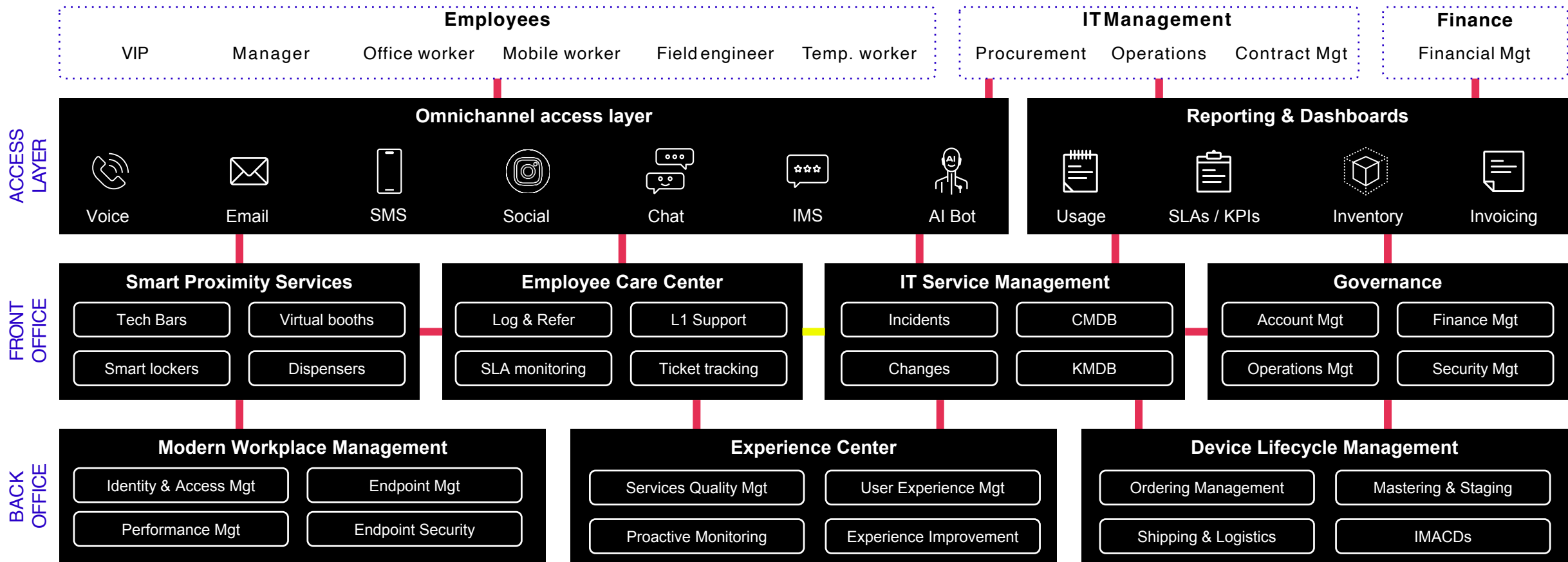
- Setting Direction
- Business Planning and Target Setting
- Frontline Performance Management
- Coaching & Team Animation
- Operations Governance
- Quality Monitoring & Root Cause Analysis
- Process Re-engineering
- Managing Change
- Business Continuity
- Knowledge & Content Management
- Project Implementation
- Top call driver
- Compliance & Data Integrity

### Staffing & Workforce Management

- Forecasting
- Capacity Planning
- Staffing / Scheduling
- Real-time adherence
- Time Keeping and Absence Management
- Dynamic Staffing Adjustment
- Dynamic Seasonal / Peak Management



# An end-to-end integrated operating model



# We shape tomorrow's customer experience, responsibly

We strive to integrate sustainability across our business model and value chain, setting our company up for long-term success and resilience.

---

## ENVIRONMENTAL

Aligned with the Science-Based Targets Initiative, we reduce and offset our emissions, while cutting resource consumption and shifting to renewables.

---

## SOCIAL

We foster diversity, equity & inclusion, with a strong focus on professional development, health, safety and wellbeing, underpinned by ethical behaviors.

---

## GOVERNANCE

Through our robust compliance program, we adapt to the evolving needs of our dynamic business while considering the interests of customers and stakeholders.

## Konecta Foundation

Created in 2005, it promotes projects for people and communities in four domains: Employability, Volunteering, Innovation, Social & Community Development

---

**+220,000**

lives changed

---

**+20,000**

engaged employees,  
social leaders,  
strategic partners

---

**+18 M€**

invested in  
charities

---

**+16,000**

vulnerable people  
with new  
employment and life  
opportunities



# Digital tools which sharpen and reinvent training and delivery



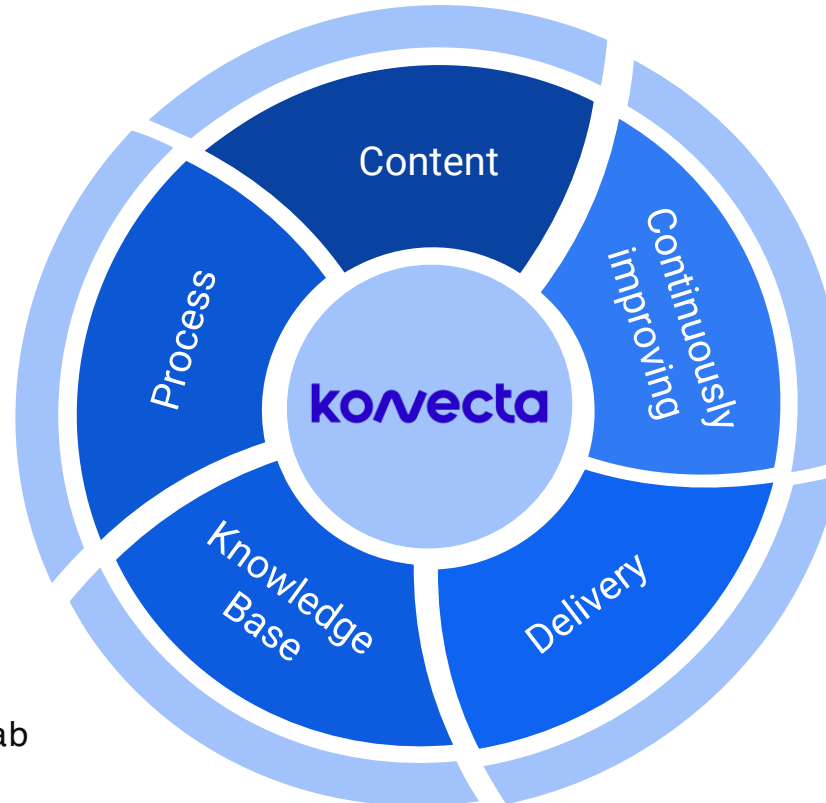
Virtual education contents and e-learning material

## Experience K Learning

- Real-Time Performance Management
- Self-Assessment
- Insight into the agent's learning process



- Search Database searches
- Personalized Micro-Learning
- Konecta Co-Pilot Suite
- Virtual Showroom / Virtual Lab



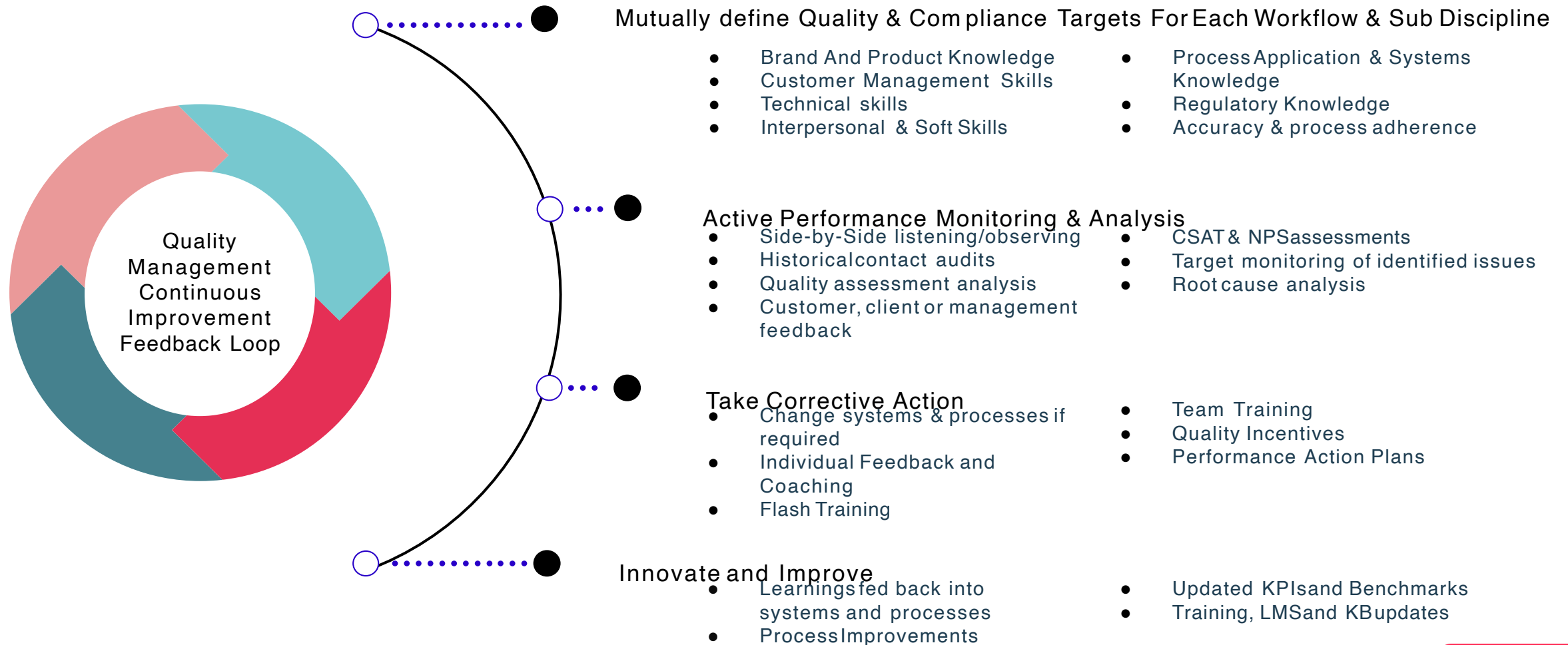
- Speech & Text Analytics
- MYT "Manage Your Team"
- Coach AI
- Performance trainer



## GAK Analytics

- Virtual training routes
- Advanced Gamification
- Remote Visual Support Tool

# Quality assurance & performance management



# Workforce Management

## Workforce Management Structure

WFM Manager

WFM Coordinator

WFM Specialist

WFM Staffing

WFM RTA

## WFM PROCESSES FOR DAILY, CONTINUOUS AND ADVANCED MANAGEMENT



**FORECASTING** Predictive artificial intelligence models based on “Random Forest”.



**PLANNING** Operational modeling. Calculation of needs and strategy of hiring plans, based on the different variables that impact said calculation.



**SCHEDULING** We used different planning methods to create fixed, rotating or totally flexible shifts that fit the needs of our clients and operational teams.



**INTRADAY** Tracking graphs by time zone and automatic alerts for deviations from NDS, NDA and KPI's.



**COMMUNICATION AND ABSENCES** Agents can make offers, exchange shifts and request absences with complete transparency and real time using the tool.



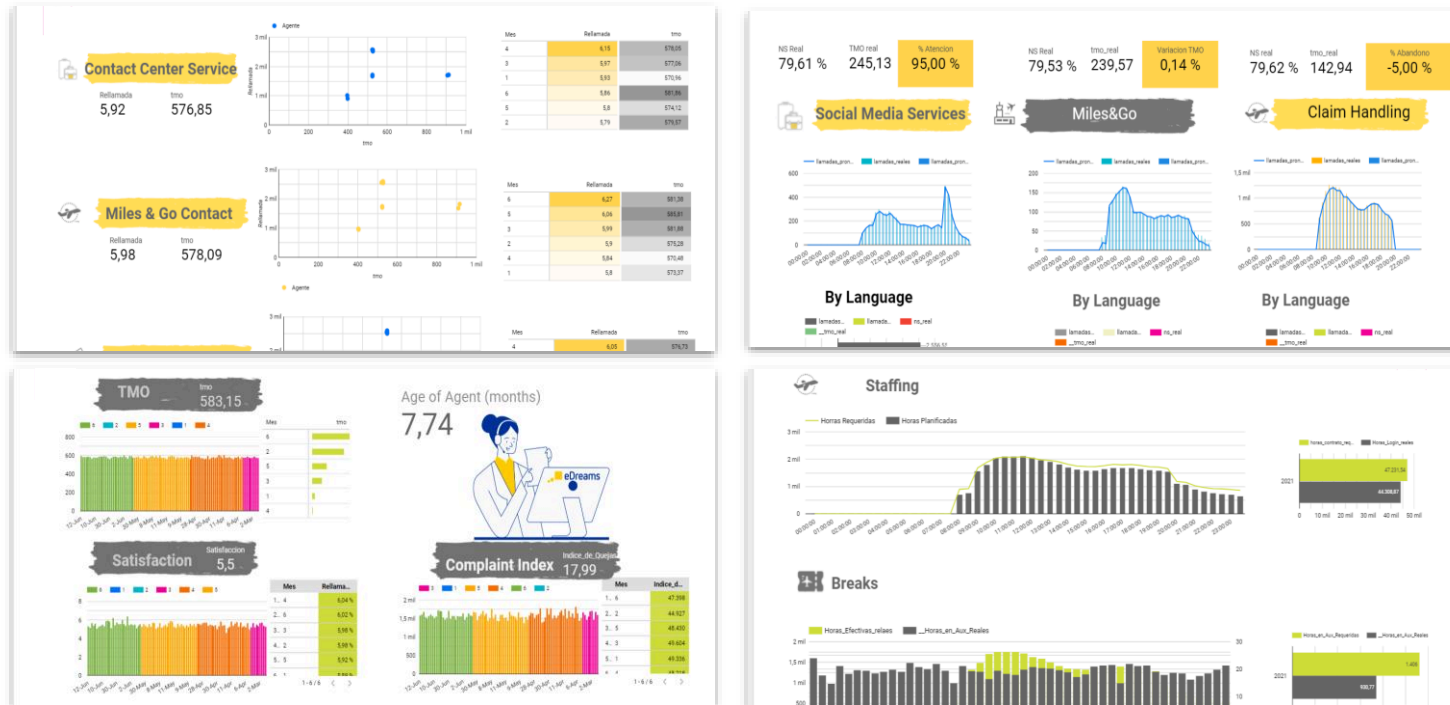
**REPORTS** Customized dashboards for comprehensive control and management of KPI's in real time.

# Smart Dashboards

Segmentation, information, decision: everything focused on customers and their experience

Through the Dashboard we can view all KPIs operational: global, individual and activity groups.

Once the data has been obtained, correlations to perform analysis of effectiveness and detect the root causes that allow to establish continuous improvement plans from service.



## Example KPIs

- Interactions by gender
- Interactions by location
- Number of orders
- Conversion
- Conversion by segment
- Average%per day slot
- %contact / per channel
- Effectiveness
- Scaled
- Expected calls
- Incoming calls
- Average expected operating time
- Average management time
- Hours in Aux Required
- Actual login hours
- Actual auxiliary hours
- Average net adhesion
- Average total absenteeism
- Cases per hour
- Number of open cases
- Average Cases by Login Time
- Record delivery
- Dialer calls
- Managed records
- Users contacted
- Records closed

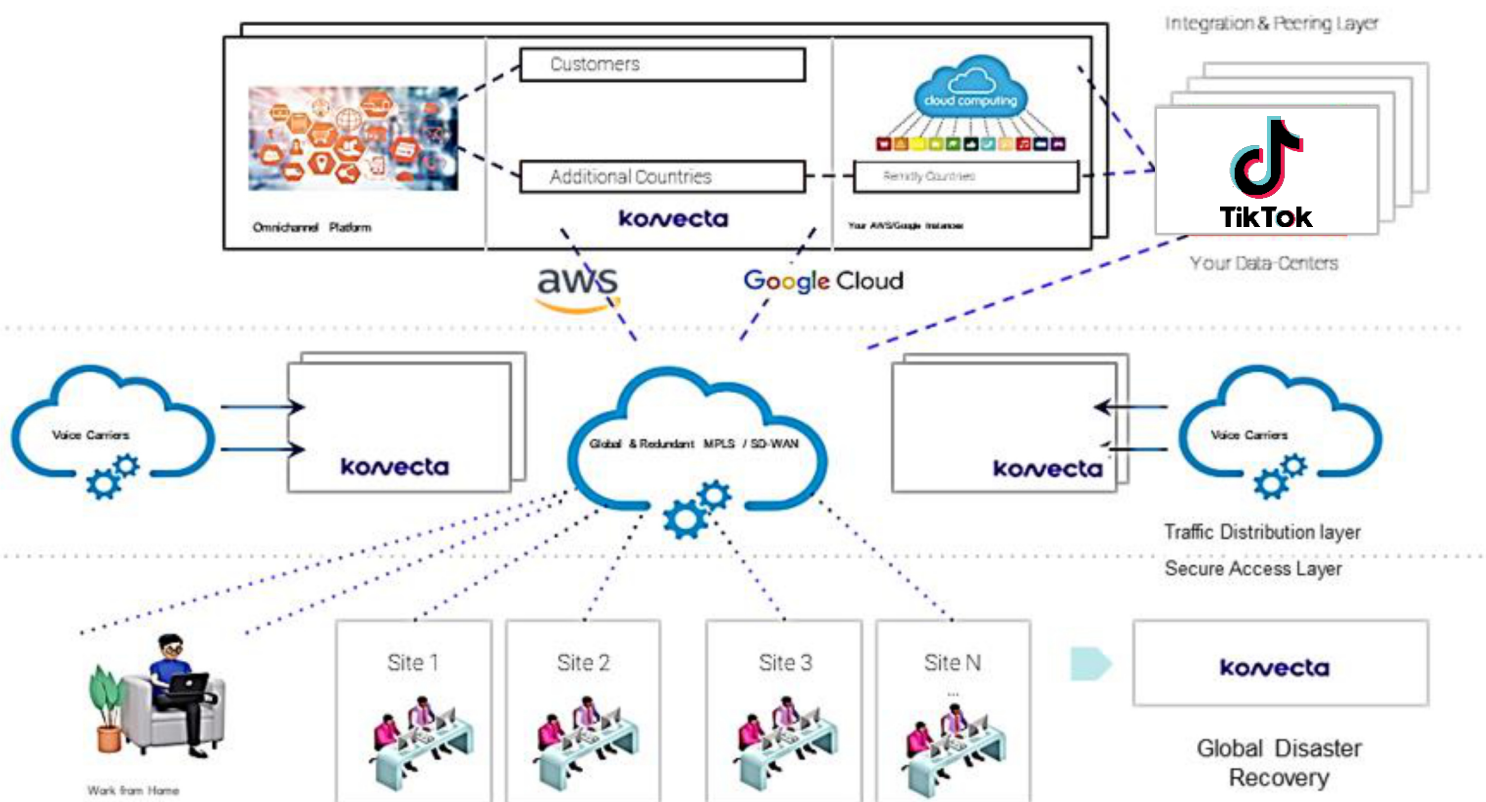


05

## Security & Compliance



# High Level Architecture



## Architecture Proposal based on three layers:

### 1. Integration & Peering Layer

AWS geo-redundant model in the US region. Independent and isolated AWS accounts for each country, and connected to Customer AWS instance (if need it) or to its own data centers through AWS Direct Connect or Site-to-Site VPN.

### 2. Traffic Distribution layer

Several regional telephone traffic centers with redundant connection to the Switched Telephone Network by 2 carriers. Distribution centers connected to a redundant international MPLS/SD-WAN network. If required, the network can be connected to customers.

### 3. Secure Access Layer

Finally, the sites where the agents operate are redundantly connected to the MPLS network, accessing to Customers, Omnichannel Platform, AWS or Google Cloud, and CRM applications from controlled environments.

The model is compatible with WfH, so this model can be activated for very specific skills, night shifts, weekends.... Always with the maximum information protection measures.

### Continuity Plan

To protect against contingencies in a comprehensive way, Continuity includes access to a virtual site in AWS that allows to directly connect the managers from the Internet in a secure way.

### Features of our Global Network

- MPLS, SD-WAN, Internet dedicated, national and international channels.
- Redundant channels: Last miles with different operators, routes and service nodes.
- Perimeter Security: Firewall, IDS, IPS, access control, etc.
- Load Balancers.
- Connection to cloud services and premise systems

# Security is our first priority

Robust model focused on preventing incidents and protecting our operations globally in a 24x7 basis. A holistic approach designed to cover our agents Anywhere model (Internal and WfH)

## Governance model

Direct reporting to Steering Committee

Global strategy and footprint

Independent from technical operations

Compliance with best governance standards

## Expert team

**Red Team**  
Threat Intelligence & Ethical Hacking

**Blue Team**  
Cyberdefense & response management

**Yellow Team**  
Security for System & Software Architecture

**White Team**  
Analysis, compliance & communications

## Key activities

### Identity Management

Account Mngt  
Privilege Acc. Mng  
VIP protection  
  
MFA  
Identity Federation  
SSO

### Cyber Defense

Firewalls  
Web filtering  
IDS/IPS  
N. Segmentation  
VPN/ CASB/ ZTNA  
24x7 SOC / SIEM  
Anti-virus  
XDR  
Anti-phishing

### Ethical Hacking

Threat Intelligence  
Dark web  
  
Pentesting  
Internal hacking  
  
Social Engineering  
  
Ransomware simulation

### Data Protection

Data Governance  
  
GDPR  
  
DLP  
  
Encryption & Backup policies

### Governance & Compliance

Project Management  
  
Coordination with technology & OPs  
  
Audits & Compliance  
  
Disaster Recovery Plans

### Security Awareness

Onboarding Trainings  
  
Security Pills  
  
Simulations

## Best-of-breed Technologies



## Certifications

### ISO 27001

Information Security Management System

### ISO 9001

Quality Management

### ISO 22301

Business Continuity Management

### PCI DSS

Payment Security

### GDPR

Compliant

# Business Continuity

## BCP(Business Continuity Plan)

Businesscontinuity and resilience plan to keep key operations running in the event of a service failure or crisis\*

## DRP(Disaster Recovery Plan)

Recovery of vital ITand physical infrastructures to enable service recovery after a major crisis

## BCPfundamentals

- IT systems & data integrity
- HR availability
- Operation monitoring ability
- Client Communication

## BCP/ DRPprocess

| Riskidentification & notification                                                                                                                                                                                                                      | Issue assessment                                                                                                                                                                                                                                                              | BCP/ DRplan activation                                                                                                                                      | Back to normal & root cause analysis                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Management &amp; key stakeholders notification</li><li>• Activation of the BCP/ DRP procedure and notification of all personnel</li><li>• Activation of pre-defined plan to manage customer contacts</li></ul> | <ul style="list-style-type: none"><li>• Assessment of the severity of the outage</li><li>• Businessimpact analysis (ie. criticality of activities)</li><li>• Estimation of expected duration</li><li>• Involvement of necessary parties to determine actions/owners</li></ul> | <ul style="list-style-type: none"><li>• Step-by-step execution of the BCPplan (back-up site,W@H, ..)</li><li>• Continuous updates of stakeholders</li></ul> | <ul style="list-style-type: none"><li>• Complete recovery</li><li>• Root cause analysis and business impacts review between Konecta and Client</li><li>• Prevention plan for future events</li></ul> |

*\*Client events & crisis,natural disasters, epidemics, power outage, public services strikes,etc.*

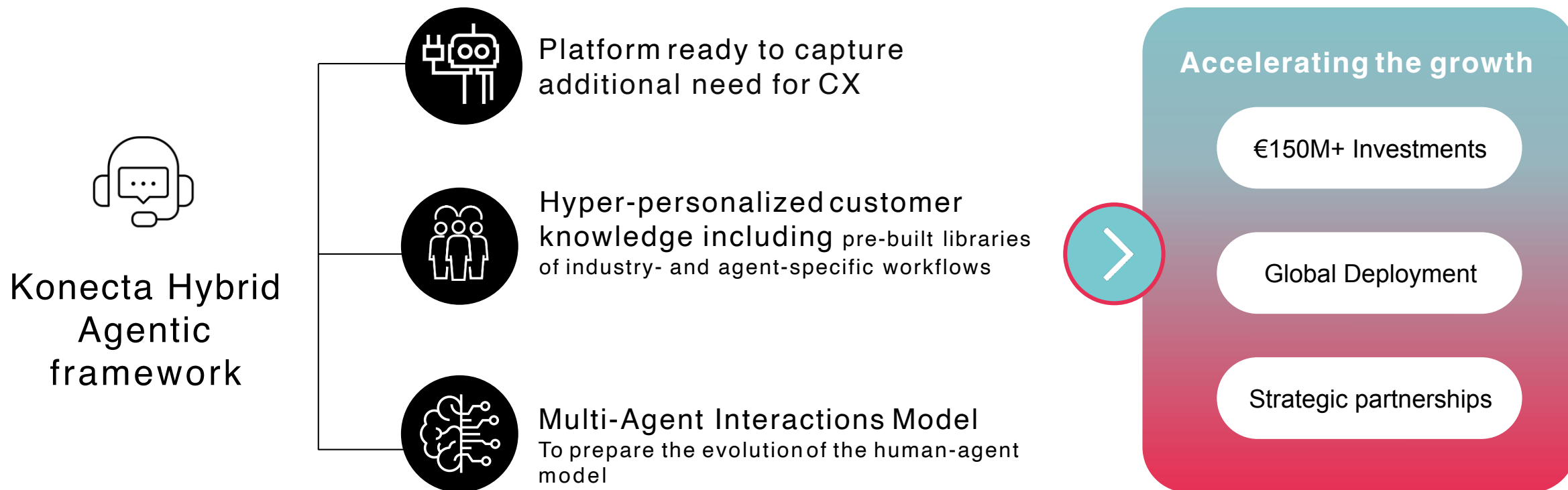


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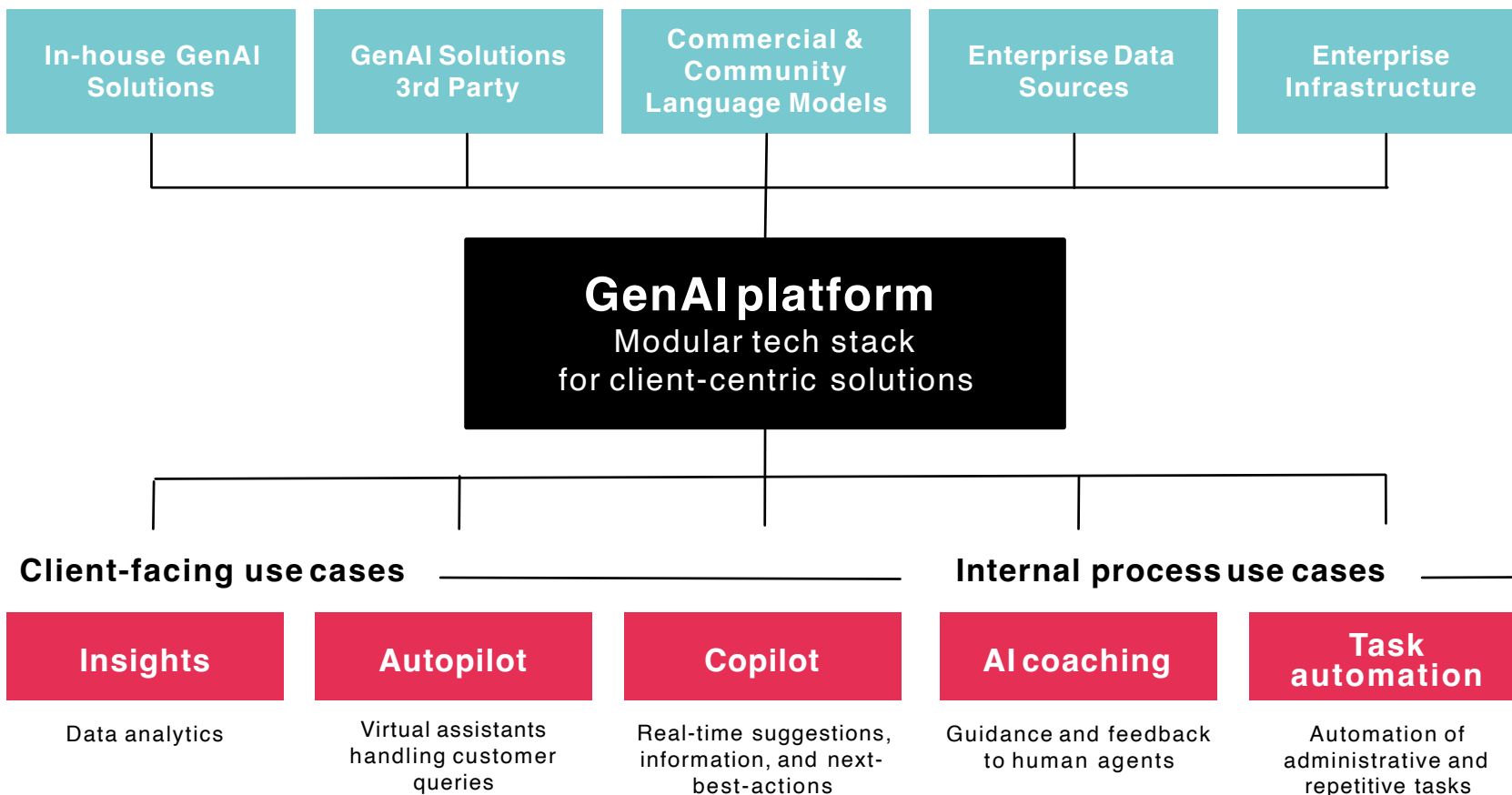
# Innovation & Value



# Blending human ingenuity with AI precision through Konecta "Hybrid Agentic framework"



# An open platform to empower agents with GenAI capabilities



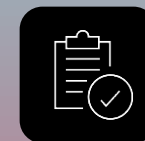
## Hybrid

Seamless collaboration between human and virtual agents



## Open

Open, secure and scalable technology ecosystem



## Consistency

Central tech stack for consistent implementation and highest standardization



## Scalability

Particularly for the AI models, enabling replicability of assets and maximum scalability



## Lowcode/no code service

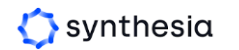
Democratization of usage, ensuring non-technical colleagues can configure flows

# We rely on a dynamic tech and strategic partners ecosystem



## GenAI & Automation

Enabling our automation, augmentation and personalization strategy



## Omnichannel Engagement and automation

Providing a seamless and integrated CX management across multiple channels



## Workforce Engagement & vertical application

Focusing on human touch to improve employee engagement, performance and results



## Cybersecurity

Protecting our operations and cloud tech platforms



## Cloud & Data Partners

Enabling global & dynamic scaling of our tech products





# ...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.

## AI & GENAI SERVICES

Start-to-finish support to accelerate your AI/ GenAI journey



### Customer Experience

Hybrid GenAI 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.



### Digital Marketing

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



### Products & Solutions

Best-in-class solutions and services, from CX automation to analytics, to reinvent your relationships - harnessing our own and third-party innovation.

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

## ADVISORY & CONSULTING

# 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 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

## 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.

\*Average Handle Time

## 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.



# Some success stories and on-going projects of our Co-pilot solution

## AUTOMOTIVE

- **80 FTEs** using the Magic Button
- **100 seconds** AHT reduction for FO emails
- **150 seconds** AHT reduction for BO emails
- **4%** increase in overall productivity across the entire operation
- Compliance rates went **from 50% to 80%**

## RETAIL

- Started as a cost saving project (**0.9 M€** costs saved annually) but thanks to great results boosted new revenues opportunities
- MORE VOLUMES FOR THE CURRENT IDIOMS/MARKETS: **0,5M€**
- NEW VOLUMES INCREASE FOR MINOR LANGUAGES: **0,4M€**
- PROJECTED GROSS MARGIN OPTIMIZATION: **+9 pts**

## CONSUMER GOODS

- **53% AHT** reduction between pilot group using MB and control group (256 seconds vs 540)
- **Significant Overtime Cost Reduction**  
The Magic Button reduced overtime expenses by optimizing workload management without reducing staff

Live and  
ongoing  
deployment

Glovo?

Protección

**EPPL**<sup>®</sup>  
PROFESSIONAL PARCEL LOGISTIC

**TRENITALIA**  
GRUPPO FERROVIE DELLO STATO ITALIANE

ZARA HOME

**ITA**  
AIRWAYS

sky

**Santander** Renting

# Konecta's innovative approach to Digital levers and transformation programs: some references

## 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 Italian credit institution

10

E2E Credit management

Increase in recovered credits (85%) for primary Italian energy company

11

Smart claims

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

12

GenAI – Document automation

Reduced processing time (80%) for Italian 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 Italian Energy company

B

Revo

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

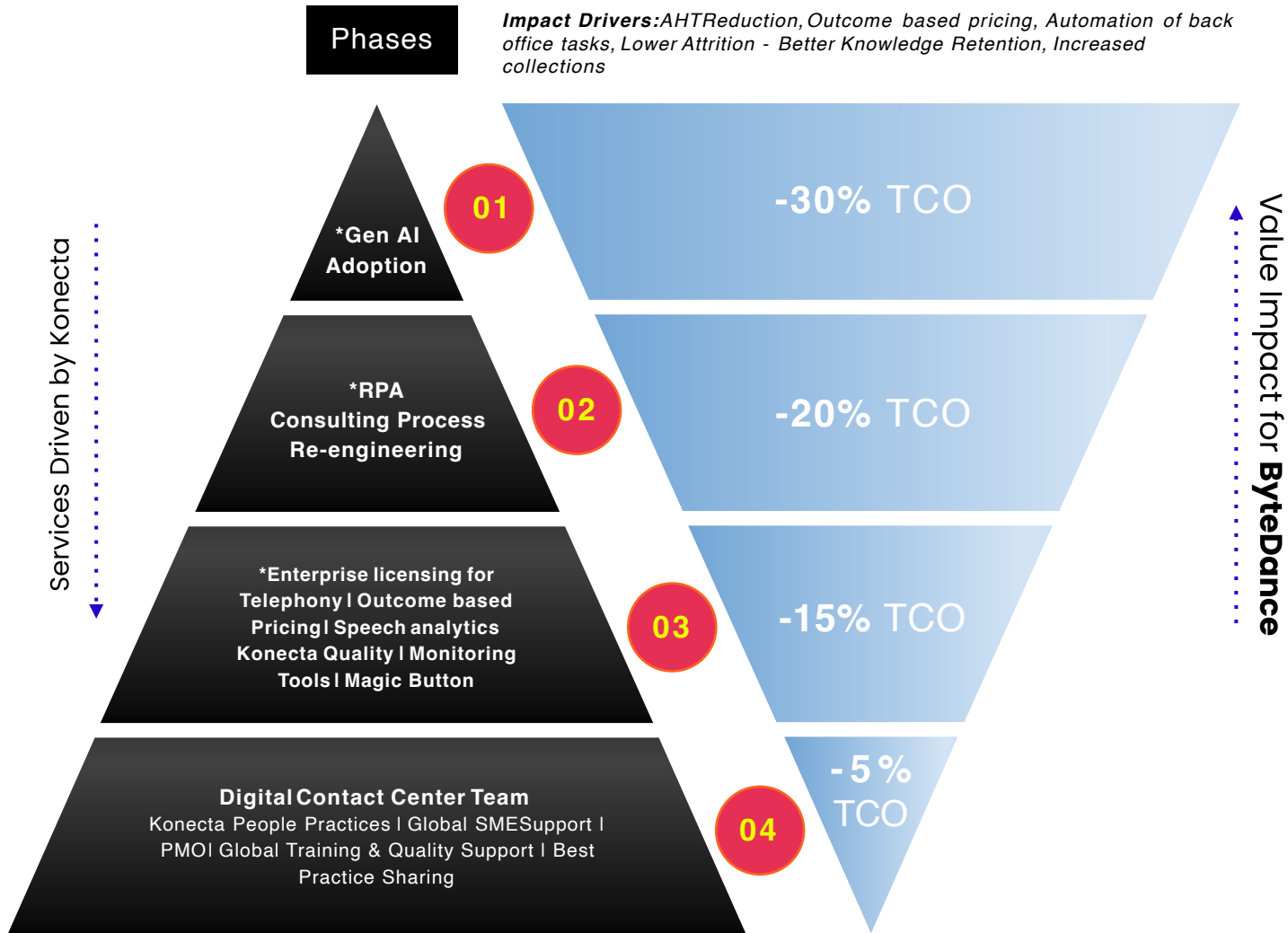
C

Trenitalia

Reduced costs for primary Italian transportation company

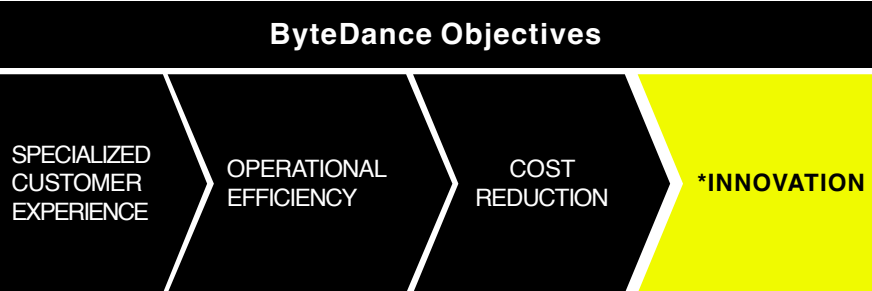
# Strategic value that Konecta can deliver

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



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

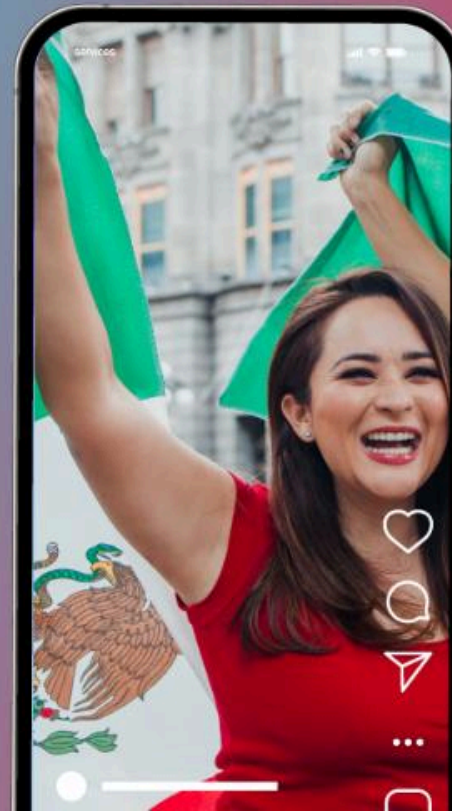
| \$ Millions - 3 year contract       | Without Konecta Phase 2, 3 & 4 Proposed Solutions   | With Konecta Phase 2, 3 & 4 Proposed Solutions           |
|-------------------------------------|-----------------------------------------------------|----------------------------------------------------------|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





07

# Commercials



# Economic Proposal

**Our comprehensive commercial proposal, including pricing for both Mexico and Brazil, is attached separately with this proposal, in the requested ByteDance template.**



# Commercial Assumptions

## Staffing & Ramp-Up

- Initial staffing assumed at 150 FTEs, scalable per ByteDance monthly requirements.
  - Resources to be full-time; overtime billable; no surcharges for nights, weekends, or holidays.
- 

## Training & Nesting

- Nesting assumed at ~2 weeks after training completion.
  - Konecta to support with training logistics; TikTok to provide curriculum and systems access.
- 

## Service Delivery

- Operations to be 100% onsite; each site to primarily support its local market.
- Cross-site support only for BCP or business strategy.
- Supervisory and OH roles to be onsite; no remote model assumed.

## Technology & Tools

- ByteDance to provide all systems, tools, and telephony.
  - Konecta to provide basic equipment (PCs, headsets, connectivity).
  - API integration or additional tech to be discussed as separate project.
- 

## Quality & Security

- QA ratio assumed at 1:30.
  - All data to be hosted and governed by TikTok; no PII storage at Konecta sites.
- 

## Contract & Pricing

- Prices in USD, tax-exclusive, subject to local legislation.
- Pricing excludes interaction volumes, shift distribution, and final KPI/SLA metrics.

## NETFLIX

# Netflix & Konecta: Elevating CX Across Latin America and the U.S

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, transparent processes, and early success on key KPIs, we've built a partnership designed to scale with quality.

**100%**

Achievement of  
proficiency targets

**<2 months**

Taken to exceed CSAT  
targets

**30%**

Decrease in handling  
time since launch



# thank you

**Alejandro Pardeiro**

Director of Sales

Konecta | English Speaking Markets

Tel. +52 (415) 111-0716

apardeiro@konecta.com

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

