

Konecta and SPEEEX forge strategic partnership to deliver cutting-edge nearshore multilingual CX and digital services across DACH and Europe from Kosovo

December 16, 2025



Madrid, December 16, 2025 – Konecta, a global leader in Customer Experience (CX) and digital services, has announced the signing of a strategic partnership with SPEEEX, one of Kosovo’s largest BPO companies, aimed at delivering innovative nearshore multilingual CX and digital solutions to clients across the DACH region and wider European markets. The Kosovo delivery hub will serve as a key centre, providing high-quality German-language services, alongside English, French, and Italian capabilities to

deliver complex technology-enabled customer operations.

Following two years of joint project development, the companies have aligned shared strategic objectives, significantly enhancing their European BPO and digital capabilities, leveraging Konecta's scale, operational maturity, and expertise in digital transformation alongside SPEEEX's strong nearshore delivery and multilingual capabilities.

Why Kosovo represents a strategic choice

Kosovo is an ideal delivery destination, offering a compelling combination of strategic advantages. The country boasts a young, dynamic, and highly skilled workforce with strong multilingual and digital capabilities. A rapidly developing business ecosystem, modern infrastructure, and high levels of technology adoption further ensure a stable, efficient, and scalable environment for service operations. This combination of talent, accessibility, and operational maturity was a decisive factor in Konecta's expansion into the region.

Driving digital transformation and multilingual CX excellence across Europe

Konecta and SPEEEX share a vision for driving digital transformation and redefining the future of CX. As part of its Katalyst strategy announced last year, Konecta is leading a comprehensive transformation journey that includes building AI proficiency and forming strategic alliances with partners such as Google Cloud, AWS, CrewAI, and Uniphore. By combining human-centric approaches with advanced technology, Konecta continues to deliver innovative, technology-powered CX solutions while maintaining trusted long-term client relationships, reflected in a 96% renewal rate.

SPEEEX brings extensive European-language capabilities to this partnership, positioning itself as Kosovo's largest tech-enabled business service provider, with 2,500 full-time employees across four premium sites in Prishtina (HQ), Vushtrri, Ferizaj, and

Prizren. Around 80% of its services are delivered in proficient German, complemented by high-quality solutions in English and Italian, and by growing expertise in French. All operations are conducted entirely on-site in modern, technology-equipped offices, ensuring consistent service excellence.

"This partnership strongly supports our ambition to deliver high-quality and scalable services to our clients in the German and European markets. It is particularly valuable as we expand our capacity in German-language operations that require a 100% office-based delivery model. As a trusted global partner, I am fully confident that we will provide the highest quality of service from Kosovo," **said Yasin Uslu, General Manager of Konecta Central and Eastern European Markets.**

"The partnership with Konecta is a moment of great pride for all of us at SPEEEX. It reflects the trust that global leaders place in our people, our culture, and the quality of service we deliver every day. Together with Konecta, we are bringing world-class customer experience solutions, powered by the talent and dedication of our teams in Kosovo. Above all, this partnership is about the shared values and ambition to grow together. We look forward to a very successful journey ahead," **said Fikret Murati, Founder & CEO of SPEEEX Inc.**

About SPEEEX

SPEEEX Inc is one of the leading tech-enabled business service providers in South Eastern Europe. With more than 2,500 passionate employees, the company delivers specialized services in customer experience management, software engineering, media, digital education, and SAP consulting. SPEEEX serves clients across more than 10 global markets in over 15 languages, including a strong portfolio of blue-chip international companies. The company is headquartered in Prishtina, Republic of Kosovo, with a strong international footprint, including three delivery sites in Switzerland and a total of five delivery sites across Kosovo. Conclusively SPEEEX serves a diversified range of verticals, including telecommunications, BFSI (banking, financial services & insurance), e-commerce, logistics, and hospitality.

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