

Konecta and Genesys partner to help companies transform customer management operations with generative ai

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Konecta, the leading Spanish multinational in the provision of CX services and technological solutions, led by José María Pacheco and Jesús Vidal Barrio, is partnering with Genesys®, a global cloud leader in AI-powered experience orchestration, through which it can promote the transformation of customer management operations based on three axes: globalisation, accessing the best talent in a competitive way; digitalisation to adapt services to the new customer model; and automation through artificial intelligence to significantly improve quality and efficiency.

The Konecta logo is displayed in a white, lowercase, sans-serif font. A thin blue vertical line is positioned to the left of the logo. A white diagonal slash is located to the right of the logo, separating it from the Genesys logo.The Genesys logo features a white icon of three interlocking rings to the left of the word "GENESYS" in a white, uppercase, sans-serif font. A trademark symbol (TM) is located at the top right of the word.A white question mark is centered within a small white square, which is set against a dark blue background.

The agreement extends the collaboration model initiated more than three years ago, whereby Konecta has successfully implemented Genesys Cloud CX® solutions in more than 30 large companies in sectors such as retail, transport, telecoms, utilities, banking and insurance, and where more than 6,000 agents operate concurrently in EMEA and the Americas.

Based on this successful model, which has enabled customers to take advantage of the economic benefits of global off-shore services and secure teleworking, Konecta and Genesys are now incorporating important regions such as France, Italy, Germany and the United Kingdom into the project, allowing Konecta to extend its model to new geographies and to strengthen its technological capacity and value proposition in more markets.

In addition, and as a result of the collaboration between Konecta and Genesys, joint capabilities will be extended to allow Konecta to offer large companies worldwide a transition to a highly efficient model where artificial intelligence and people work in an integrated and personalised way and at a pace that suits all of its business customers.

In addition, end-consumers will be able to choose the channel through which they feel most comfortable to conduct their business, thus improving their experience and taking advantage of the enormous efficiencies delivered by the digital model with artificial intelligence.

Associated with this agreement, Konecta has also launched a global programme of centres of excellence in omni-channel, hyper-automation (orchestration and management of digital flows), generative artificial intelligence (GenAI) and data management, with experts in different countries who will support operations with best practice in transformation processes, always focused on improving experience, quality and efficiency.

Regarding the agreement, **Jorge del Río**, CIO of Konecta stated, "*Technological solutions such as Genesys Cloud CX, which are scalable, secure and integrable, provide the foundation for this move, but the important element added to that is to support our clients with multidisciplinary professional services that advise, design, implement and operate the new digital services based on artificial intelligence. Technology is the enabler, but it is our people, on top of that, who will deliver the goals our business customers are pursuing.*"

This agreement allows Konecta to offer the technology as part of its outsourcing services (BPO) or for it to be offered directly as a technology service. This is key as it extends Konecta's current success in various geographies such as Italy and Brazil as a convergent provider of technology and process outsourcing services.

Massimo Canturi, CEO of the Italian speaking market and leader of the Generative AI team, highlights that global partners such as Genesys "*are part of the ecosystem of solutions and services that will allow Konecta to lead the implementation of new-generation solutions where digital channels and generative artificial intelligence are the keys to improve the customer experience, as well as the efficiency and quality of our services*".

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