

Konecta accelerates the inclusion of Generative AI into its value proposition and services

September 28, 2023

We are pleased to announce a new stage in the development of our capabilities around Generative AI through the signing of a global partnership with Globant.



After having set up a dedicated office in 2023 to develop the inclusion of Gen AI services into our solutions, we are accelerating our efforts to further improve operational excellence and develop new services.

Recognizing the opportunity brought by Gen AI to enhance CX operations, the Gen AI office is in charge of identifying, designing and implementing use cases based on internal and best-of-breed market solutions.

As stated by **Massimo Canturi**, CEO of Italian Speaking Market and group lead of the Gen AI office: *“Konecta has a strong track record in integrating AI services and data-driven approaches into its offering. Creating the Gen AI office was a natural step and I’m glad we have now the opportunity to reinforce our efforts and leverage Globant teams’ expertise to keep improving the experiences of our client’s customers and the efficiency of operations”*

About Globant

Globant is a digitally native company that helps organizations reinvent themselves and drive their full potential. They combine innovation, design and engineering at scale.

They have more than **27,000 employees** and are present in **25 countries** and **5 continents** working for companies such as Google, Electronic Arts and Santander, among others. They have been named a world leader in CX improvement services by the IDC MarketScape report. They have also been featured as a case study at Harvard, MIT and Stanford. They are members of The Green Software Foundation (GSF) and Cybersecurity Tech Accord.

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