

Konecta and Google Cloud forge strategic alliance to drive AI-enabled innovation in customer experience

November 4, 2024

- **Partnership includes the enhancement of Konecta's Digital Unit with Google Cloud's Customer Engagement Suite and Generative AI solutions.**
- **500 Konecta engineers certified on Google Cloud technology.**
- **Konecta moving to Google Workspace for improved collaboration and productivity for its 100,000-person workforce.**

The Konecta logo is displayed in a bold, lowercase, white sans-serif font. A thin white diagonal line is positioned to the right of the logo, separating it from the Google Cloud logo.The Google Cloud logo is displayed in a white sans-serif font. The word "Google" is in its characteristic multi-colored font, while "Cloud" is in a plain white font.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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Madrid, November 4th, 2024 – Konecta, a global leader in customer experience (CX) and digital services, and Google Cloud today announced a three-year strategic partnership. This alliance strengthens Konecta's leadership in delivering innovative customer experience solutions powered by AI, automation, and cloud technologies.

This collaboration will see Konecta transition its 100,000-person workforce to Google

Workspace, enhancing collaboration and productivity across its global teams. As a certified Google Cloud partner, Konecta will deploy Google Cloud's Customer Engagement Suite to its own clients to enhance their customer service operations. In addition, through this partnership, up to 500 Konecta engineers will be certified in Google Cloud technologies, helping drive the development and implementation of next-generation AI solutions for clients.

By integrating Google Cloud's AI capabilities into its offerings, Konecta will enhance its CX services, helping businesses automate customer interactions, build and deploy AI agents using Vertex AI, and deliver more personalized experiences.

Key benefits of the three-year partnership include:

- **AI-driven Digital Unit and enhanced CX solutions**

The partnership accelerates the growth of Konecta's AI-powered Digital BU, which is dedicated to delivering cutting-edge CX and Contact Center as a Service solutions (CCaS). Konecta and Google Cloud will collaborate on go-to-market (GTM) initiatives to introduce AI-driven services that improve customer satisfaction, automate routine tasks, and enhance operational efficiency.

- **Advanced CX offerings with AI and CCaS integration**

Konecta will integrate AI and CCaS technologies into its CX offerings, enabling businesses to leverage automated customer service solutions, AI agents, and personalized communication platforms. These advanced solutions will transform how businesses manage customer interactions, improving outcomes and satisfaction.

- **Certified expertise in Google Cloud technologies**

With up to 500 engineers certified in Google Cloud technologies, Konecta will bring a new level of technical expertise to its clients, ensuring seamless implementation of AI and CCaS solutions. This certification further solidifies Konecta's position as a trusted provider of AI and cloud-based customer service solutions.

- **Workplace modernization and global scalability:**

Over the next three years, Konecta will migrate its internal communications environment from 30,000 today to more than 100,000 employees using Google

Workspace, enhancing collaboration, security, and productivity across global teams. This transformation will enable Konecta's workforce to better serve clients by delivering faster, more agile responses to customer needs.

Nourdine Bihmane, CEO of Konecta, said: *"This partnership with Google Cloud allows us to significantly enhance our customer experience solutions with GenAI and automation. As a Google Cloud-certified provider, we are empowering our teams with the tools and knowledge to deliver more personalized, efficient, and intelligent customer service operations. This is a critical step in our mission to lead the industry in AI-powered experience."*

Tara Brady, President, Google Cloud EMEA, said: *"Consumers today demand faster, more informed, and more tailored interactions with the brands they trust. Our strategic alliance with Konecta will empower its clients to provide superior customer service experiences and expedite their digital transformation. Together, we're helping businesses harness the power of AI to achieve meaningful business results."*

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