

Konecta and NiCE partner to scale AI-first customer experience through agentic automation

May 13, 2026

Global Platinum partnership accelerates time-to-value with industry-ready agentic AI and operational scale.



Madrid, Hoboken, N.J., May 18, 2026 - Konecta, a global leader in customer experience (CX) and digital services, and [NiCE](#) (Nasdaq: NICE) today announced a strategic partnership to accelerate the deployment of next-generation, AI-powered

solutions across global markets.

At the core of this partnership is NiCE's CX AI platform, CXone, recognized as a leading Contact Center as a Service (CCaaS) solution, along with NiCE Cognigy's cutting-edge generative and agentic AI technology. Bringing these capabilities together enables intelligent virtual agents and real-time AI assistance that move beyond insights to autonomous, action-oriented execution across the customer journey.

As part of the agreement, Konecta will integrate NiCE's technology, including NiCE Cognigy's AI capabilities, into its own open platform, delivering out-of-the-box digital agents trained on industry-specific regulatory requirements and customer journeys. By leveraging NiCE's advanced orchestration, Konecta is evolving beyond traditional conversational bots to agentic AI that can autonomously execute back-office tasks, support human agents, and coordinate across systems to streamline complex operations.

Konecta's role extends beyond technology integration. The company brings deep expertise in business processes and customer operations to design predefined workflows and AI interactions tailored to the unique needs of each industry.

This approach enables Konecta to deliver:

- Accelerated time-to-value with standardized, industry-ready AI solutions that shorten deployment cycles
- Operational efficiency at scale through automation of high-volume and complex processes
- Improved service quality and customer satisfaction with consistent, intelligent interactions
- Secure, compliant AI adoption aligned with industry-specific regulatory requirements

As part of the agreement, Konecta becomes a fully certified Global Platinum Partner of NiCE, gaining access to the highest level of technical expertise, co-innovation support, and early access to emerging agentic AI capabilities.

Mariano Castaños Zemborain, CEO Latin America, Executive Sponsor NiCE alliance at Konecta, said: *"By combining NiCE's market-leading CCaaS platform and its powerful generative and agentic AI with Konecta's global operational scale and deep industry expertise, we are creating a new standard for customer experience transformation. Our ability to predefine processes and deploy industry-specific AI at scale enables our clients to achieve faster time-to-value, with more secure, efficient, and impactful outcomes."*

"This partnership reflects Konecta's leadership in operationalizing AI at global scale, which is why they have earned NiCE's Global Platinum Partner status", said **Jeff Comstock, President of CX Product & Technology at NiCE**. *"Together, we are helping organizations move from AI experimentation to execution by connecting real-time insight to action through agentic AI. The result is faster resolution, lower cost to serve, and more consistent, intelligent customer experiences across every interaction."*

About Konecta

Koneccta is a leading innovative global service provider in customer management business process and digital outsourcing, with 109,000 passionate employees working in 40 languages across 4 continents and 28 countries. Focusing on the unique needs and opportunities of each industry, Konecta offers a full range of end-to-end customer management solutions – including acquisition, retention, customer service, technical support, and collection – all based on a sustainable business model. These services are built on a portfolio of world-class expertise covering customer experience and process management, digital solutions and cutting-edge technologies. Headquartered in Madrid,

Konecta delivers global revenues of €2 billion with more than 500 clients, covering some of the biggest names in telecoms, energy, banking, mobility, retail, and e-commerce.

Media contacts

Press & Media enquiries

corporate@konecta.com

The logo for Konecta, featuring the word "konecta" in a bold, lowercase, blue sans-serif font.

Konecta and NiCE partner to scale AI-first customer experience through agentic automation