

Konecta and Kia Spain recognized for best automotive customer experience at the Platinum Customer Experience Awards

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- **This award recognizes the customer service transformation project developed by Konecta for Kia Spain, based on an omnichannel model and process digitalization.**
- **The initiative has reduced the company's phone inquiries by 32% and boosted digital interactions by 52% in just one year.**



Madrid, June 15, 2026 - [Konecta](#), a global leader in customer experience (CX) and digital services, has been recognized alongside Kia Spain at the 17th edition of the Platinum Customer Experience Awards, organized by Contact Center Hub, as the best automotive customer experience in Spain. This award highlights [the project developed by Konecta](#) for Kia Spain, aimed at evolving the customer experience through a more personalized and technology-driven model, where intelligent automation and omnichannel strategies become a reliable approach to redefining the customer experience by improving service quality and operational efficiency.

The award-winning project originated within Kia Spain's after-sales customer service department, operating in a highly competitive automotive market marked by increasingly demanding consumer expectations. Although the service was already performing effectively, Kia Spain's goal was to move toward a more agile model capable of better responding to its customers' needs by optimizing internal processes and reinforcing the efficiency of its communication channels.

To address this challenge, Konecta designed a service based on an omnichannel approach and structured into distinct specialized units to manage customer care, claims, legal support, and commercial opportunities. The results reflect the significant

impact of this transformation: in just one year, the volume of phone inquiries was reduced by 32%, while transactions managed through digital channels grew by 52%, reaching nearly 3,800 monthly interactions. This optimized the distribution of inquiries across channels and stabilized service levels above 80%.

“This recognition demonstrates that customer experience transformation is only possible when technology and talent work together toward a shared goal. For Konecta, supporting Kia Spain in the evolution of its service model has been an opportunity to show how omnichannel solutions and intelligent automation can drive a real impact on customer satisfaction and operational efficiency. We are incredibly proud of this shared achievement”, said **Enrique García Gullón, Managing Director of Iberia, Konecta.**

Emilio Herrera, CEO of Kia Spain, highlighted: “In an automotive market as competitive as ours, offering an agile, consistent, and high-quality customer experience is fundamental. Thanks to our joint efforts with Konecta, we have successfully moved toward a more digital, efficient model aligned with our customers' expectations. This award recognizes the hard work of both teams and our commitment to continuous innovation in how we connect with our users.”

Find out more about [Konecta and Kia Spain partnership](#).

The Platinum Customer Experience Awards have established themselves as one of the premier benchmarks for the sector in Spain. Every year, they honor the best initiatives and projects aimed at strengthening the relationship between organizations and their customers, highlighting operational excellence, innovation, and user experience impact.

About Konecta

Konecta 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.

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