

Konecta recognized as Company of the year 2026 in Europe and Latam in the CX management services industry

September 10, 2026



Madrid, September 10, 2026 - [Konecta](#), a global leader in customer experience (CX) and digital services, announced today its recognition by Frost & Sullivan as 2026 Company of the year in customer experience management services for both the European and Latin American markets. These awards highlight Konecta's AI-driven innovation, disciplined execution and pioneering approach to integrating generative and agentic AI into global CX operations.

This recognition celebrates Konecta's successful transition from a traditional contact center outsourcer to a strategic digital transformation partner. Frost & Sullivan specifically recognized Konecta's ability to modernize fragmented customer operations through an integrated, hybrid human and AI delivery model, ensuring consistently high-quality service while driving measurable business outcomes.

Konecta earned its Company of the Year status by combining deep domain expertise with continuous investments in next-generation technology:

- **Katalyst 2028 and AI-led transformation:** driven by a transformative €150 million investment, Konecta's "Katalyst 2028" initiative positions the company as a comprehensive technology, data, and operations partner.
- **[Kolibri agentic platform](#):** to help enterprises move from AI experimentation to full production, Konecta recently launched Kolibri, an agentic AI orchestration platform. By combining a library of 80% pre-built, industry-specific use cases with an open architecture and built-in FinOps for cost control, Kolibri allows organizations to safely deploy agentic AI at scale. The platform connects AI agents, human experts, and enterprise systems into a single ecosystem underpinned by an ISO 42001-certified AI management framework.
- **Scalable, human-centered AI:** Konecta effectively orchestrates hybrid workforces that combine human agents with autonomous AI. In Latin America, Konecta's agentic AI solutions successfully automate early-stage collections while sustaining performance levels comparable to top human agents, freeing human talent to handle more complex, personalized tasks.
- **Standardized execution and robust governance:** as European regulations tighten, Konecta proactively addresses the EU AI Act through a global compliance framework and standardized Data Protection Impact Assessments (DPIA). Furthermore, Konecta is institutionalizing the COPC CX Standard across its footprint, driving unified operational excellence and service consistency across 28 countries.

- Strategic technology ecosystem: Konecta accelerates innovation through powerful partnerships with ecosystem leaders like AWS, Google Cloud, Salesforce, NICE, Lenovo, Nexthink, ElevenLabs, Uniphore, and CrewAI. These collaborations embed advanced cloud, cybersecurity, and proactive AI monitoring directly into both customer and employee environments.

*"Receiving this dual Company of the year recognition from Frost & Sullivan is a testament to our Katalyst 2028 vision and the dedication of our 109,000 employees", said **Nourdine Bihmane, CEO of Konecta**. "The gap in AI deployment today is the absence of operational knowledge understanding what regulated industries actually require, how real customer interactions behave, and where the edge cases live. By running these solutions alongside our clients, we commit directly to their business outcome."*

*"This 2026 recognition validates our shift from traditional outsourcing to delivering highly complex, AI-led transformations across Latin America", added **Mariano Castaños, CEO of Konecta in America**. "We are driving measurable business value. Whether it is implementing AI-enabled speech analytics and copilots in Peru's insurance sector to elevate customer service, or implementing collections voicebots in Mexico's luxury retail sector and Colombia's financial sector that have boosted payment promise fulfillment by over 30%, our teams are proving that hybrid human-and-AI models are the future of customer experience in this region".*

Frost & Sullivan analysts commended Konecta's unmatched scale and adaptive innovation across both regions:

"Konecta is positioned as a transformation partner rather than a traditional contact center outsourcer, enabling enterprises to modernize fragmented customer operations

through an integrated, hybrid human-and-AI delivery model", noted **Sherrel Sonia Roche, Associate Director of Customer Experience Research at Frost & Sullivan**.

"Frost & Sullivan recognizes Konecta for combining AI-driven innovation with large-scale operational execution to deliver more adaptive, efficient, and human-centered CX environments", added **Natalia Casanovas, Best Practices Research Analyst at Frost & Sullivan**.

To download the reports click [here](#).

About Konecta

Konecra 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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