

Konecta

TELEFÓNICA AND KONECTA:

Providing Connections that
Bring People Together



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www.konecta-group.com



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Introduction

Throughout the Americas, Konecta partners with Telefónica in its mission to provide connections that bring people together.

Human connections are the most important element in this digitalized world in order to create brand experiences with users that guarantee their satisfaction, loyalty and growth. At Konecta, as strategic allies of Telefónica, we have a great specialized team to connect with their customers through high-value experiences in 7 countries in the Americas.

Our **Talento K** is exponentially growing for Telefónica: We are over 18,000 professionals managing the interactions between the Telefónica brand and its users, in Spanish and Portuguese. Through our solutions, we provide the experience and connection at each stage of their customers' journey: sales, customer service, back office, retention, collections, social media management,

user support, and high-value customer care, among others.

In addition, we support the expansion of their services through digital marketing, artificial intelligence, and data science, always staying one step ahead to prioritize their users as the central focus.

OUR BRAND AT THE CENTER OF THOUSANDS OF INTERACTIONS:

- 64 million users assisted through phone channels
- 8 million conversations on social media platforms FACEBOOK, WHATSAPP, TWITTER
- 168,000 clients managed through traditional and digital sales channels

LAUTARO PELIZZA - DIRECTOR OF REGIONAL ACCOUNTS:

"We have been partners with Telefónica for over 20 years, accompanying them through each evolution of their processes, strengthening the customer experience. We appreciate the trust they have placed in us, and we will continue working with the excellence that characterizes us in order to meet their expectations".

BISMARCK MARTÍNEZ - Manager of Mass Market Customer Service | Commercial and Customer Service Department

"As Telefónica Hispam, we are evolving towards a regional model that allows us to capture the best Service Experience practices in each of our 7 countries and maximize them in agile and efficient processes that are valued by our customers. Towards this goal, Konecta brings us its great experience and performance in the sector, making this great challenge operationally possible, generating new ideas, strategies, and emerging tools that allow us to transform into a provider of excellence".



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