



Generative AI and customer experience: moving beyond the hype to build real impact

New white paper from Konecta demonstrates how to improve customer experience with Generative AI

Paris, June 5, 2025 – As the public discourse around artificial intelligence (AI) swings between promises of total automation and fears of massive job losses, a more grounded reality is emerging. Konecta, a global leader in customer experience, today published a white paper which aims to challenge these narratives through real-world examples of generative AI (GenAI) deployment in customer service. Created in collaboration with BCG, the publication debunks five widespread GenAI myths based on real-world implementation results.

The takeaway is clear: GenAI is neither a magic wand nor a plug-and-play solution. It requires robust infrastructure, a strong data culture, and a thorough rethinking of business processes.

The white paper, entitled “Cutting through the noise: Early lessons from deploying GenAI to transform customer experience”, provides valuable guidance for companies facing the challenge of integrating GenAI. Konecta is already implementing this roadmap through its *Katalyst 2028* strategic plan, drawing from actual client use cases.

Myth #1: GenAI is only useful for cutting costs

While the initial benefits of GenAI (up to 30% productivity gains and 16% reduction in handling time) confirm its operational value, its impact goes far beyond. GenAI enhances communication quality, supports real-time coaching, and boosts both customer and sales engagement. In one example, a European insurance provider realized a 40% increase in conversion rate within six weeks using a combined solution of AI, training, and human oversight.

What we’re seeing: In Konecta contact centers where AI tools are deployed, human agents are not just working faster — they’re working smarter. They ask better questions, rephrase more clearly, and pay closer attention to subtle cues. These behavioral changes, supported by well-designed tools and targeted training, are where real value is created.

Myth #2: GenAI lowers employee satisfaction

Contrary to common fears, properly-integrated generative AI actually improves the employee experience. In initial rollouts, over 70% of agents reported enthusiasm about using these tools — mainly for the time they save and the ability to focus on high-value interactions.



What we're doing: Konecta is training more than 4,000 employees on AI usage, with a strong focus on upskilling and supporting shifts in career advancement. 95% of employees surveyed found transcription assistance tools helpful, and 82% valued AI-driven personalized training. Rather than replacing them, GenAI gives new meaning to their work.

Myth #3: GenAI can't deliver an engaging customer experience

A deeply ingrained myth is that customers inherently dislike automated interfaces. The white paper provides a more nuanced understanding: It's not AI that customers reject, it's poor service. Where GenAI is used wisely — with contextual integration and the option to escalate to a human — customer satisfaction levels match or even exceed those of traditional support.

What we're measuring: At Konecta, introducing GenAI tools has boosted satisfaction scores in some use cases from 81% to 85% in only two months.

Myth #4: Success with GenAI is all about the algorithm

In reality, 70% of GenAI's success depends on processes, teams, and business integration. AI is not just a plug-in software — it relies on an entire technical ecosystem: cloud infrastructure, data governance and processing, and a fundamental shift in operating models.

Konecta's response: Our *Katalyst 2028* plan encompasses a dual transformation — both technological and organizational. According to Luigi Esposito, Konecta's Head of AI Deployment for the EMEA and English-speaking markets, "Our partnerships with Google Cloud, AWS, and Uniphore reflect this vision. We're structuring our data flows, strengthening our analytical capabilities, and above all, investing in front-line adoption with agents and managers."

Myth #5: GenAI will eventually replace human agents

The white paper clearly showed that the most effective use cases harness a complementary dynamic between humans and AI. Automated tools handle repetitive tasks, while humans remain essential for complex, emotional, and strategic situations.

Our outlook: Konecta plans to grow its workforce by 5% by 2028, recruiting more hybrid profiles — both tech-savvy and empathetic — in contrast to the doomsday scenarios promoted by some industry observers.

Conclusion:

The question is no longer whether GenAI will transform the sector — it already has. The question is *how*. This white paper, along with Konecta's *Katalyst 2028* implementation, shows that this transformation can be positive if it is actively managed.



“Generative AI isn’t something you just decide to roll out. It requires solid foundations, adapting our workforce capabilities, and ensuring agent engagement,” said Oscar Verge, Chief AI Deployment Officer of Konecta. “Only under these conditions can it become a catalyst for long-term, sustainable value creation. With Konecta now managing over 100 GenAI projects, our fundamental role is to steer this significant transformation responsibly, ensuring people remain at its very core.”

About the methodology:

This white paper is based on a rigorous methodology, drawing from real-world deployments in customer environments. Findings come from comparative experiments (test vs. control groups), quantitative metrics (performance, satisfaction, engagement), and qualitative feedback from front-line agents and managers. It assesses GenAI’s impact across technical, human, and organizational dimensions — and identifies the key enablers of success: robust infrastructure, data mastery, and change management.

Nearly 400 Konecta agents, located primarily in Spain and South America, were surveyed over a six-week period.

To read or download a copy of the white paper, visit [here](#).

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About Konecta:

Konecta is a global leader in Customer Management and BPO, operating in 26 countries across four continents with over 120,000 passionate employees. Our sector-based approach allows us to tailor solutions to the specific needs of each industry. We deliver end-to-end customer process solutions - covering acquisition, loyalty, customer service, technical support, and debt collection - within a sustainable model. Our portfolio includes consulting services, process optimization, and top-tier digital and technological solutions. Based in Madrid, Konecta generates €2 billion in annual revenue and serves over 500 major clients in key sectors such as telecoms, energy, financial services, mobility, and e-commerce.

More information: www.konecta.com