



# **\*ISG** Provider Lens™

Konecta delivers operational agility, deep contact center expertise and a technology-forward approach to help enterprises build a unified, scalable and CX-driven customer operations model.

# Introduction

Konecta partnered with DIRECTV to modernize and fully externalize its multi-country contact center operations across Latin America. By unifying fragmented service channels, introducing data-driven decisioning and embedding AI-enabled process automation, Konecta helped DIRECTV enhance CX, streamline costs and strengthen operational resilience.

## Client Story Summary

Client	DIRECTV is a telecommunications and pay-TV provider across Latin America. As a digital entertainment provider, it offers satellite television, streaming services and broadband solutions across multiple markets.
Industry and Size	Telecommunications; Latin America operations
Region	Latin America (including Colombia, Peru, Argentina and services delivered across seven countries)
Client Objective	<div>Transition from an internal contact center model to a fully scalable outsourced operation without disrupting service</div> <div>Optimize costs by aligning compensation structures, improving workforce planning and rationalizing operational processes</div> <div>Modernize core contact center platforms, introduce analytics-driven decision frameworks and consolidate CX workflows into a unified, data-driven operating environment</div> <div>Improve CX metrics through automation, AI-led quality monitoring and channel optimization</div>

# Client Story Summary

<b>Konecta Solution</b>	<p>Took end-to-end ownership of DIRECTV's contact center operations across seven countries, managing approximately 140 campaigns across voice, digital, social, written and commercial channels</p> <p>Implemented process improvements using analytics to optimize contact flows and strengthen decision-making</p> <p>Integrated AI-powered speech analytics and automation to streamline quality assurance (QA), reduce handle times, improve after-call workflows and enhance CX</p> <p>Consolidated fragmented data and reporting into a unified repository, strengthening invoice accuracy and operational transparency</p> <p>Enabled a rapid transition to remote and hybrid work models, providing technical enablement and operational redesign support during the COVID-19 pandemic</p>
<b>Benefits Expected</b>	<p>Achieved full externalization of DIRECTV's customer support operations while maintaining KPIs across all channels</p> <p>Delivered measurable cost efficiencies through optimized workforce models, market-aligned compensation and streamlined operational processes</p> <p>Improved customer satisfaction via faster response times, better service quality and AI-driven quality monitoring</p> <p>Strengthened operational visibility through centralized reporting, improved data structures and more accurate billing — building flexible, resilient operations</p>

# Client Background

DIRECTV is one of the leading pay-TV and digital entertainment providers in Latin America, delivering satellite television, streaming services and broadband solutions. Operating in diverse markets such as Colombia, Peru, Argentina and other Latin American countries, DIRECTV manages a high-volume customer service ecosystem that spans technical support, billing queries, commercial campaigns, digital engagement and retention services.

The company underwent significant organizational transitions, including its separation from AT&T and subsequent restructuring, which increased its need for operational stability and modernization. Given the scale and complexity of its service landscape, DIRECTV required a partner capable of unifying dispersed operations, optimizing cost structures and elevating CX through a resilient, data-driven contact center model.

## Konecta Solution Highlights

Konecta played a pivotal role in transforming DIRECTV's multi-country contact center operations by providing end-to-end operational ownership, technology modernization and AI-enabled service enhancements. Its cultural alignment with DIRECTV and transparent communication positioned Konecta as a long-term CX transformation partner. The key elements of Konecta's solution include:

### **End-to-end contact center management across seven countries**

Konecta assumed full responsibility for DIRECTV's contact center operations, covering inbound, outbound, technical support, billing inquiries, retention, digital support, written channels and social media interactions. Managing nearly 140 campaigns across seven Latin American markets, Konecta delivered a unified and scalable operating model that replaced DIRECTV's large internal service footprint. Its ability to absorb 100 percent of service delivery without operational disruption was a critical success factor during DIRECTV's organizational transitions. Cultural compatibility and open communication further ensured seamless coordination across markets.

### **Process optimization and data-driven decision enablement**

Konecta introduced structured process improvements to enhance CX and operational throughput. Its initiatives included:

- Streamlining contact flows and redesigning customer journeys to improve resolution consistency.
- Leveraging analytics and statistical insights to refine workforce planning and decision-making.
- Enhancing performance governance through standardized workflows and continuous operational reviews.

These efforts aligned DIRECTV's service operations with evolving business requirements and customer expectations. Konecta's collaborative approach and transparent communication with leadership teams further deepened trust and strengthened execution.

### **Modernization of systems and platform infrastructure**

Konecta partnered with DIRECTV to modernize several foundational operating systems and tools by:

- Supporting the implementation of Oracle, Avaya and other enterprise platforms to elevate service efficiency
- Participating actively in system migrations to align technical, administrative and operational teams
- Enhancing reporting structures by consolidating fragmented data into a centralized repository to improve KPI accuracy and invoicing

This modernization improved DIRECTV's ability to monitor performance, manage workloads and deliver

consistent CX across markets. Konecta's structured communication helped maintain alignment through each transition phase.

### **AI-enabled transformation through Speech Analytics**

A cornerstone of the engagement was deploying AI-driven speech analytics to improve QA and operational decision-making. Konecta implemented automated listening tools that analyzed call recordings, identified behavior patterns and recommended targeted improvements. This initiative helped DIRECTV move from manual QA to a scalable, data-led CX quality model. Konecta's ability to work across diverse languages and cultural contexts further strengthened the accuracy and effectiveness of these insights, ensuring the speech analytics program reflected the nuances of DIRECTV's multi-country customer base and delivered culturally aligned improvements.

### **Operational continuity and remote-work enablement**

During the pandemic and organizational restructuring, Konecta helped DIRECTV transition seamlessly to hybrid and remote working models by:

- Providing technical enablement support for home-based agents
- Redesigning operational workflows to sustain productivity and experience standards in distributed environments
- Guiding operational leaders in managing hybrid teams

These adaptations strengthened DIRECTV's resilience and ensured uninterrupted customer service during critical periods. Konecta reinforced these outcomes through its cultural alignment and transparent communication during times of uncertainty.

## Outcomes

Through its partnership with Konecta, DIRECTV successfully transitioned from a large, internally managed service model to a unified, scalable contact center operation. The engagement delivered the following outcomes:

**Achieved full externalization of customer support**, with Konecta assuming 100 percent ownership of inbound, outbound, digital and social channels across seven countries without disrupting KPIs

**Improved cost efficiency** through optimized workforce structures, market-aligned compensation and streamlined operational processes, ensuring DIRECTV remained competitive within the regional contact center market

**Delivered measurable process improvements** through optimized workflows, modernized platforms

(Oracle, Avaya and related tools), and enhanced use of analytics, resulting in faster response times, higher service consistency and improved CX

**Strengthened data accuracy** by consolidating reporting into a unified repository, improving invoice accuracy, transparency and operational clarity across over 140 campaigns and multiple countries

**Enhanced AI and analytics outcomes**, including reduced handle time, improved after-call work, higher QA accuracy and better sentiment-driven insights enabled by automated call listening

**Increased operational resilience and agility**, particularly during the pandemic, through rapid enablement of remote and hybrid working models supported by technical, administrative and leadership alignment

## Client Testimonial

"Konecta has been an imperative partner in transforming our multi-country customer operations. Its ability to seamlessly take over 100 percent of our service delivery, modernize our systems and integrate AI-driven quality tools has elevated both our efficiency and CX. We value its agility, deep domain knowledge and transparency."

– Regional Vendor Management Manager, DIRECTV

## Analyst Comments

Konecta's engagement with DIRECTV reflects its strength as a mature, CX-focused service provider capable of managing large-scale, multi-country operations while delivering measurable improvements. Its ability to combine cultural alignment with a technology-forward delivery model reinforces Konecta's position as a transformation partner in the CX space. Key elements of Konecta's differentiation include:

### **Operational agility and delivery flexibility:**

Konecta demonstrated strong adaptability in scaling support across seven countries and absorbed 100 percent of DIRECTV's operations without disrupting service levels. Its ability to reconfigure delivery models across inbound, outbound, digital and social channels helped DIRECTV navigate organizational transitions and pandemic-driven shifts. Konecta's understanding of regional languages, customer behaviors and cultural nuances further strengthened its execution.

**Deep domain expertise:** Konecta brought mature operational expertise across over 140 campaigns,

helping DIRECTV streamline complex workflows, optimize contact strategies and elevate service consistency. Its understanding of market benchmarks and process dynamics enabled a more efficient delivery model.

### **Strong communication and relationship**

**management:** A standout differentiator was Konecta's transparent communication and joint problem-solving approach. Open engagement, even on challenging topics, created a trusted environment that accelerated decision-making and strengthened alignment across teams. DIRECTV consistently notes this as a core value driver in the partnership.

### **Integration of automation, analytics and AI:**

Konecta's use of speech analytics and workflow automation helped DIRECTV shift from manual QA toward a data-driven, self-learning quality framework. These capabilities reduced handle times, improved after-call work and enhanced CX outcomes, demonstrating Konecta's ability to embed intelligence at scale within traditional contact center environments.



# ISG Assessment of Konecta

ISG Provider Lens® positioning in the Contact Center — Customer Experience Services — Global 2025 study:

[ISG Provider Lens® Contact Center — Customer Experience Services — Global 2025](#)

Konecra has been recognized as a Leader in the recently concluded ISG study that assesses 40 contact center services providers globally.

## About the Author

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Hemangi brings over 10 years of experience in strategy research and consulting, with a specialization in the ICT sector. She has a strong track record of delivering high-quality projects, including comprehensive quality analysis, in-depth primary and secondary research, market entry and go-to-market strategies, competitive benchmarking, company analysis and opportunity assessments.

At ISG, Hemangi leads research efforts for service provider intelligence reports, focusing on BPO with an emphasis on customer experience and contact center services. Hemangi holds a Bachelor's degree in Commerce from Mumbai University and a Master of Science in Economics from Symbiosis International University, Pune.

# Summary Facts



## konecta

### Headquarters

Madrid, Spain

### Revenue

EUR 2+ Billion

### Markets

Global

### Industry Groups

Automotive, Mobility & Travel, Financial & Insurance, Healthcare, Public Sector, Retail & E-commerce, Telecoms, Media & Technology, Utilities



### Core Portfolio

- CX implementation services
- CX advisory and consulting
- Cloud enablement services
- CX business applications
- Digital marketing

### Solution Portfolio

- Konecta (Gen)AI Platform
- Agent augmentation (copilots)
- Virtual assistant (autopilot)
- Data analytics (Insights)
- Guidance and feedback (AI coaching)





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For more information, visit [www.isg-one.com](http://www.isg-one.com).



## About ISG Research™

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