Cutting through the noise:
Early lessons from deploying GenAI to transform customer experience

konecta / BCG

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Reimagining the future of experience

Generative AI (GenAI) has taken the business world by storm. It's now defining how organizations engage with their customers, empower their people, and (soon) scale their operations. Few domains illustrate this more clearly than customer service, where early adopters are already deploying GenAI to achieve meaningful advantage. GenAI adoption is accelerating, moving away from experimental phases and into the first wave of at-scale deployments. A broad consensus is emerging: customer service functions are on the brink of major disruption. By 2028, GenAI is expected to drive fundamental transformation across contact centers.
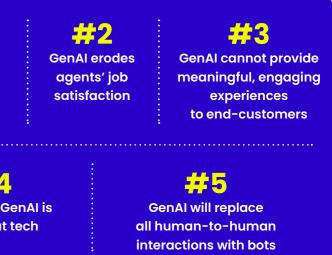
Yet despite this momentum, the conversation around GenAI remains polarized. On the one hand, it's hailed as a game-changer that promises massive cost savings and end-to-end automation. On the other, it's viewed with skepticism, framed by fears of job impoverishment and lower quality of service. These divided narratives risk distorting decision-making by business leaders.

This whitepaper aims to cut through the noise and set out the likely impacts of GenAI on customer service environments. Based on early deployment experience and results, together with employee and customers sentiments gathered from a study of 400 of Konecta agents in Latam and Iberia, Konecta worked in collaboration with BCG debunk five prevalent myths that distort the true value - and limitations - of GenAI in practice:

#1
GenAI is only useful to decrease cost

#2
GenAI erodes agents' job satisfaction

#3
GenAI cannot provide meaningful, engaging experiences to end-customers

#4
Successful GenAI is just about tech

#5
GenAI will replace all human-to-human interactions with bots

As organizations move from GenAI experimentation to industrialization, a deeper understanding of GenAI dynamics is critical to smarter deployments. By challenging assumptions, we aim to provide business and operations leaders with a clearer, evidence-based view of GenAI's potential to realize their ambitions and shape the next generation of customer experience.

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MYTH #1

GenAI is only useful to decrease cost

👁 Myth

The introduction of GenAI into customer service operations has sparked a wave of enthusiasm, but also a narrow focus on cost efficiency. For many organizations, GenAI's primary promise lies in optimizing operations. It is often framed as a cost-cutting tool that will automate repetitive tasks, reduce average handling times, and ultimately lower the cost per customer interaction. This perspective is not unfounded. GenAI has indeed delivered meaningful productivity gains in early deployments. Research from BCG[1] shows that early adopters have achieved productivity improvements of 15 to 30%. Microsoft's internal studies[2] report a 16% reduction in average chat handling time with solutions like Copilot. Similarly, a joint study from Stanford and MIT[3] found that customer service agents using GenAI-based assistants experience, on average, a 14% uplift in productivity. These gains are typically driven by GenAI's ability to support agents in real time: summarizing conversations, offering relevant suggestions, retrieving case history, and navigating systems more efficiently.
As a result, agents can resolve issues faster, more accurately, and with greater confidence. Why then claim this is a myth? While cost efficiency is a clear and important benefit, focusing on this solely brings the risk of overlooking GenAI's broader benefits in relation to customer engagement, agent performance and commercial outcomes.

✓ Reality check

In essence, customer service operations can be categorized into two groups: service-based operations (primarily focused on resolving end customer issues) and conversion-based operations (primarily focused on achieving a commercial outcome, such as the sale of a product or service).

Early GenAI deployments in customer service have delivered benefits that extend beyond cost savings, particularly when considering the diversity of customer service operations.

In addition to streamlining workflows, GenAI empowers agents to deliver smarter, more empathetic, and more effective customer interactions - through real-time guidance, personalized checklists and custom-made recommendations.

When combined with thoughtful training and behavioral enablement, GenAI can transform routine customer interactions into meaningful connections - driving not just efficiency, but measurable conversion rate impact.

(1) GenAI and the New Customer Service Operating Model - BCG article (2024)
(2) All in on AI: Exploring Microsoft's AI journey through customer service - Microsoft article (2024)
(3) Generative AI at Work - NBER white paper (2023)

🔍 Supporting evidence

The commercial impact of GenAI is already playing out. For instance, Konecta recently worked jointly with the Boston Consulting Group (BCG) to introduce a GenAI-powered insights engine at a leading European insurer. This engine supports supervisors and agents at a sales contact center in identi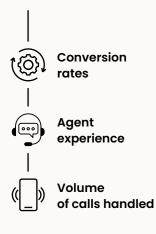fying best practices and improvement opportunities based on their interactions with prospects. Within just six weeks of deploying the tool, and with appropriate training, the results were already visible. Agents using the tool achieved a 40% uplift in conversion rates versus their baseline, and a nearly 15% higher conversion performance than a matched control group over the same period.

While time-to-conversion meaningfully reduced, the gains weren't chiefly about speed. They generated better customer engagement through behavioral change: helping agents ask sharper eligibility questions, communicate with greater empathy, validate data more efficiently, apply proactive sales techniques, and create a stronger sense of urgency during conversations.

Case-study: GenAI insights driving high double digit conversion rate improvement with 6 weeks of on-the-field deployment at European Insurer
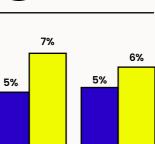
Context

Agents selling insurance for a European company were trained on five key interventions and provided with personalized and actionable feedback, in line with insights uncovered by GenAI analyses of transcripts.
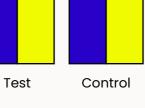
Random selection of agents creating groups with equivalent distributions in key dimensions:

- ⚙️ Conversion rates
- 🎧 Agent experience
- 📱 Volume of calls handled

Measured impact

Agent conversion rates evolution over 6 weeks

+40% vs baseline

+12% vs control group

	Test	Control
Historical	5%	5%
GenAI enabled	7%	6%

source: BCG - Konecta deployment case study

Categories of interventions

▶ Train agents to confirm **eligibility** before collecting data by providing a **structured list** of **verification questions.**

▶ Train agents to lead the conversation showing **empathy** and understanding, effectively addressing **the customer's concerns.**

▶ Train agents with **techniques** to collect and **validate data** more **efficiently.**

▶ Train agents with **proactive closing techniques** to schedule upcoming calls and confirm the **sale.**

▶ Train agents with **sales techniques** to emphasize the **benefits** of completing the sale in a **single call.**

⚙️ Strategic implications

When thoughtfully implemented, GenAI does more than streamline operations -it enhances agent performance to deliver measurable commercial benefit. Crucially, these outcomes are not driven by technology alone, but by how GenAI is embedded into day-to-day workflows. GenAI has delivered the most impact when paired with training, coaching and structured on-the-job reinforcement. For decision-makers, the implication is clear. Viewing GenAI purely as a cost-reduction tool carries the risk of underestimating its strategic potential, which is to help organizations to be more efficient and to increase performance (sell more, deliver better service), leveraging the best from people.

The optimal approach is to design deployments that address both sides of the equation: enabling agents to work more efficiently, while also equipping them for higher-quality and commercially impactful interactions with customers.

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MYTH #2

GenAI erodes agents' job satisfaction

Myth

The adoption of GenAI in customer service has stirred unease among frontline employees and industry observers alike. A common misconception is that GenAI will sideline human agents—automating away their roles, reducing their autonomy, and limiting their jobs to mere monitoring. These concerns are often amplified by media narratives warning of job displacement, dehumanized workflows, and reduced space for human judgment.

Again, these concerns are not unfounded. Historically, new technologies introduced into call centers have often prioritized operational efficiency over employee experience. For many agents, this has meant stricter scripts, intensified oversight, and increasing pressure to do more in less time. In that context, it's no surprise that the arrival of GenAI might be met with hesitation.

Companies' biggest barrier to AI isn't tech - it's employee pushback. Here's how to overcome it.
Business Insider[4] - Mar 19, 2025

AI tools spark anxiety among Philippines' call center workers.
Rest of world[6] - July 17, 2023

Reality check

In practice, the experience of early adopters tells a different story. When thoughtfully implemented, GenAI enhances - rather than erodes - agent satisfaction. Instead of displacing frontline employees, GenAI empowers them - streamlining tedious tasks, offering real-time guidance, and freeing agents to focus on more meaningful, human-centered work.

Critically, GenAI enables agents to focus on what they do best: solving complex issues, showing empathy, and building stronger connections with customers. By shifting the nature of the work from transactional to value-adding, GenAI not only improves performance - it also contributes to higher engagement and job satisfaction.

(4) Companies' biggest barrier to AI isn't tech — it's employee pushback. Here's how to overcome it. - Business insider (2025)
(5) AI tools spark anxiety among Philippines' call center workers - Rest of world (2023)
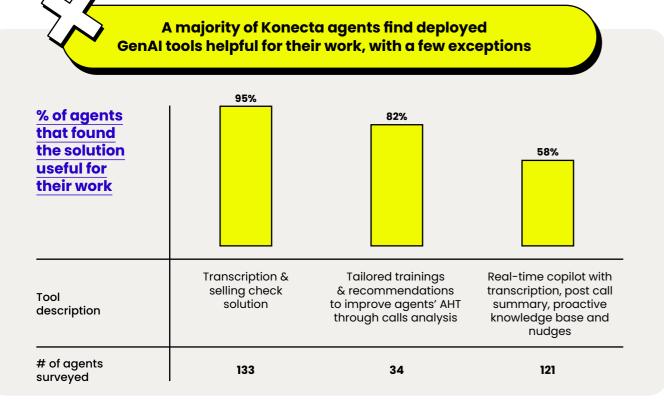
🔍 Supporting evidence

The positive impact of GenAI on agent experience is increasingly supported by both research and early deployments. According to a recent study by BCG's Center for Customer Insight[6], 70% of employees express excitement about using GenAI in their daily work, driven largely by better learning opportunities and increased task efficiency. Only 15% express concern, most of which relates to long-term job security, rather than their day-to-day experience with the technology.

Early use cases further validate this positive outlook. At IBM[7], a GenAI-powered virtual assistant led to a clear boost in agent satisfaction by reducing time spent on administrative work - summarizing customer requests, suggesting next-best actions, and automating backend tasks.

At Best Buy[8], a GenAI solution built with a leading system integrator enabled agents to spend less time navigating systems and more time engaging with customers. This resulted in improved service quality and stronger employee morale.

Konecta's early deployments echo this trend. Survey data shows that most GenAI tools deployed so far are well received by frontline agents. A transcription and spelling-check solution was rated helpful by 95% of surveyed users. Tailored coaching tools, which leverage call analysis to improve agent handling time, scored an 82% usefulness rating. Even more complex real-time copilots - with features such as live transcription, post-call summaries and proactive nudges - were found helpful by 58% of respondents, even in early stages with relatively limited capability.

This feedback reveals an important nuance: while GenAI can deliver significant value, adoption depends heavily on tool complexity, usability, and the degree to which agents are involved in the deployment process. Simpler, well-targeted tools tend to gain faster traction, while more sophisticated solutions require clearer onboarding and design refinements to meet agent expectations.

A majority of Konecta agents find deployed GenAI tools helpful for their work, with a few exceptions

% of agents that found the solution useful for their work	95%	82%	58%
Tool description	Transcription & selling check solution	Tailored trainings & recommendations to improve agents' AHT through calls analysis	Real-time copilot with transcription, post call summary, proactive knowledge base and nudges
# of agents surveyed	133	34	121

Ultimately, these results challenge the notion that GenAI diminishes the role of the human agent. On the contrary, when thoughtfully introduced, it has the potential to enhance how agents work - making their roles more focused, efficient and impactful.

⚙️ Strategic implications

Leaders implementing GenAI must recognize that employee experience is a critical success factor. While the technology offers clear productivity and efficiency gains, its full potential is only likely to be realized when agents feel empowered, supported and valued.

To get this right, organizations should engage agents early, communicate clearly about how GenAI will support their roles, and invest in tools that reduce friction rather than only add oversight. Reinforcing this with change management, training, and a focus on meaningful work can shift perceptions and build lasting engagement.

Those who take this approach will not only see faster GenAI adoption, but also unlock a more motivated, skilled and resilient workforce that's better equipped to handle the evolving demands of customer service.

© Brooke Cagle

(6) Consumers Know More About AI Than Business Leaders Think - BCG article (2023)
(7) Using generative AI to support improved customer service and employee satisfaction - IBM case study
(8) Best Buy humanizes the customer support experience - Accenture case study

© Klaus Vedfelt

MYTH #3

GenAI cannot provide meaningful, **engaging experiences to end-customers**

⊙ **Myth**

A common belief in customer service is that consumers fundamentally dislike interacting with machines. This perception is rooted in years of frustration with impersonal legacy technologies, most notably interactive voice response (IVR) systems and early-generation chatbots. As a result, many organizations remain cautious about deploying GenAI in customer-facing roles, assuming it will lead to customer dissatisfaction and erosion of trust.

These concerns are not without basis. According to a Verint survey, two-thirds of customers report having had a negative experience with an IVR system. Media headlines regularly echo this frustration, highlighting long wait times, robotic responses, and the inability of automated tools to resolve even simple issues. The result is a widespread perception that introducing GenAI into customer-facing roles risks alienating consumers rather than improving their experience.

❞❞ *Press 1 for more anger. Americans are fed up with customer service.*
NPR[9] – Mar 15, 2023

❞❞ *The CX industry must end impossible voice response.*
Smart Customer Service[10] – Mar 19, 2024

❞❞ *Most consumers hate the idea of AI-generated customer service.*
TechSpot[11] – July 10, 2024

(9) Press 1 for more anger: Americans are fed up with customer service - NPR article (2023)
(10) The CX Industry Must End Impossible Voice Response - Smart Customer Service article (2024)
(11) Most consumers hate the idea of AI-generated customer service - TechSpot (2024)

✓ Reality check

Customers don't dislike AI - they dislike bad service. The frustration associated with earlier automation tools stemmed both from the technology itself and from how it was implemented: rigid, impersonal and often unable to resolve the issue at hand.

When designed well, GenAI can improve customer experience by offering faster resolution, eliminating unnecessary wait times, and delivering consistent context-aware responses. Unlike legacy systems, GenAI can interpret nuanced requests, adapt in real time, and escalate seamlessly to a human agent when needed - preserving empathy and emotional intelligence where it matters most.
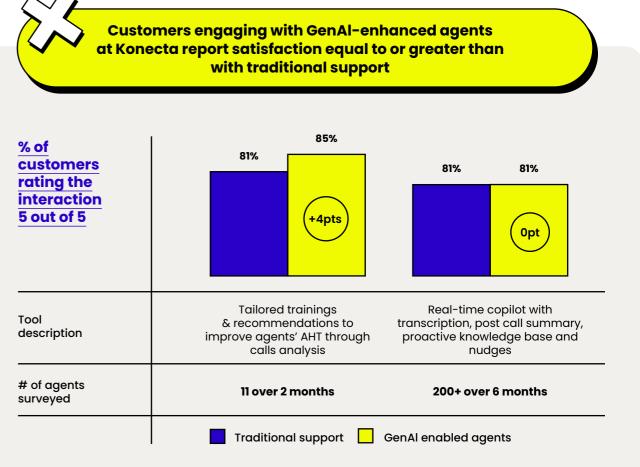
In this hybrid model, GenAI is no longer a barrier to human connection - it's an enabler. It enables customers to get quick answers when possible and ensures a smooth, intelligent handoff when human support is required.

🔍 Supporting evidence

The belief that GenAI undermines customer satisfaction is increasingly being challenged by real-world results. Both research and real-world deployments suggest that when thoughtfully implemented, GenAI doesn't just preserve service quality - it can improve it. A BCG case study[12] found that customers interacting with GenAI-automated bots reported satisfaction levels on par with, or higher than, those engaging with traditional support - driven by faster response times and smoother resolutions.

Konecta's deployments consistently demonstrate that GenAI can enhance, not dilute, the quality of customer experience. When designed with care and embedded with the right human touchpoints, GenAI becomes a catalyst for faster, smarter and more empathetic service.

In one deployment, CSAT increased from 81% to 85% as agents received real-time coaching and behavioral nudges informed by live call analytics - empowering them to engage more proactively, resolve faster, and humanize complex interactions. In another, satisfaction remained steady during a full rollout of a GenAI-powered copilot, despite a significant increase in call volume and average complexity - underscoring that automation, when intelligent and human-aware, can scale quality without eroding trust. And even when the GenAI solutions are facing the customer, through autonomous AI agent, we're seeing an increase of +4 p.p. in NPS. The lesson is clear: GenAI doesn't just avoid harm - it can actively lift experience quality, provided it's implemented with empathy, design discipline, and the right escalation logic.

Customers engaging with GenAI-enhanced agents at Konecta report satisfaction equal to or greater than with traditional support

% of customers rating the interaction 5 out of 5	81% 85% +4pts	81% 81% 0pt
Tool description	Tailored trainings & recommendations to improve agents' AHT through calls analysis	Real-time copilot with transcription, post call summary, proactive knowledge base and nudges
# of agents surveyed	11 over 2 months	200+ over 6 months

■ Traditional support ■ GenAI enabled agents

These outcomes point to a clear conclusion: customers don't inherently reject AI - they reject bad service. When GenAI is designed with intention, deployed with care, and backed by a clear escalation path, it becomes a catalyst for faster, smarter and ultimately more satisfying interactions.

⚙ Strategic implications

Organizations looking to improve customer experience should focus less on whether to use GenAI and more on how to deploy it. The key to earning customer trust lies in thoughtful solution design and implementation: ensuring the right technology is selected and deployed for the right context in the right way to deliver tangible benefits like speed, relevance and ease of use - while preserving the ability to hand off to humans when needed. Rather than avoiding GenAI out of fear of customer pushback, service leaders should embrace it as an opportunity to enhance the end-to-end experience. That means selecting the right use cases, piloting with care, and continuously refining based on end-user feedback.

Ultimately, customers don't resist talking to machines - they resist feeling like they aren't being heard or helped. GenAI, when deployed with intention and empathy, can help close that gap and build stronger, more seamless customer relationships.

(12) How AI Agents Are Opening the Golden Era of Customer Experience - BCG study (2025)

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Myth

As GenAI gains momentum, a common misconception has emerged: that its deployment is primarily a technical exercise. The assumption is that once the right model is selected - whether a large language model (LLM) or a conversational GenAI platform - the hardest part is over. With cloud infrastructure, APIs and algorithmic capabilities in place, many expect GenAI solutions to integrate smoothly into customer service operations and scale with minimal disruption.

This view overlooks the complexity of real-world transformation. While the algorithms powering GenAI are critical, they are only one part of the equation. Treating GenAI as a plug-and-play solution ignores the far greater challenge: transforming the people, processes, data and systems required to unlock its full potential. Without deep organizational alignment and change management, even the most sophisticated GenAI tools will struggle to deliver lasting, enterprise-wide impact.

AI

MYTH #4

Successful GenAI deployment relies mostly on algorithms

Reality check

GenAI requires more than just powerful models and modern infrastructure. While a robust technical foundation - spanning large language models, speech-to-text, RAG (Retrieval Augmented Generation) pipelines and data governance - is essential, it represents only a fraction of what's needed to deliver real impact.

In real-world implementations, the true value of GenAI comes not from the model itself, but from how effectively it's integrated into everyday operations. This requires frontline teams to adopt new tools and evolve how they work, managers to redefine metrics and incentives, and organizations to rewire processes, decision-making and information flows. GenAI is not just a new tool - it's a new way of working.

Without this operational realignment, even the best-designed solutions risk remaining stuck in pilot mode. Technology may enable the possibility of transformation, but it's the human systems around it that determine whether that transformation becomes real - and whether it lasts.

🔍 Supporting evidence

In reality, the biggest determinant of GenAI's success lies not in what's built, but in how it's adopted. According to BCG[13], only 10% of the effort in a successful tech transformation is tied to the algorithms themselves. Another 20% is linked to data and infrastructure. The remaining 70% comes down to people, process redesign, and the ability to drive change across the organization. Konecta's own GenAI deployments reinforce this reality. Despite operating in highly technical environments, most of the transformation effort has been led by non-technical roles. In fact, 60–70% of deployment teams consist of roles like regional champions, engagement managers, functional analysts, and campaign success leads. These profiles play a crucial role in translating GenAI capabilities into real-world outcomes - adapting workflows, aligning teams, and ensuring the technology is not only deployed but meaningfully adopted.

The technical enablers - such as cloud infrastructure, prompt engineering, and data pipelines - remain important. But without business-side ownership and thoughtful change management, these capabilities rarely scale to their full potential. At Konecta, early successes are coming from treating GenAI not as a standalone tech rollout, but as a multidisciplinary transformation - where models meet context, and impact is driven by empowered people on the ground.

60-70% of our multidisciplinary deployment teams are non-tech profiles

60-70%

- **Local Champion:** The Local Champion acts as the central coordinator and overseer for all deployments within a designated country or region. They ensure consistent implementation, provide guidance, and maintain overall control of the project's progress, acting as a single point of contact for national-level activities.

- **Engagement Manager:** Functioning as a «team captain» the Engagement Manager actively participates in the project, driving it with project management skills while also diving into the details to ensure value creation and impactful results. They lead by example and are deeply invested in the project's success.

- **Functional Analyst:** This role bridges the gap between operational needs and structured value solutions. The Functional Analyst translates operational language into clear, actionable insights, possesses deep knowledge of various solutions, and identifies hidden opportunities for optimization and improvement.

- **Campaign Success (skipper/navigator):** This lean and agile role combines change management design with hands-on implementation. They analyze situations, coach teams, elevate performance, and drive impactful engagement through strategic planning and dynamic execution, essentially navigating the change process.

30-40%

- **Cloud/Integration Engineer:** Responsible for the seamless integration of systems, the Cloud/Integration Engineer defines, prepares, and manages all integrations, proactively engaging with clients to ensure smooth and efficient data flow and system connectivity.

- **Prompt Engineer / Data Scientist «light»:** This role focuses on optimizing interactions with AI systems through effective prompt engineering. They leverage data to refine prompts, enhance AI performance, and extract valuable insights, applying data science principles in a focused, practical manner.

- **Data Engineer (for data preparation):** This role focuses on the preparation and transformation of data for analysis and use. They build and maintain data pipelines, ensuring data quality and accessibility for data scientists and other stakeholders.

🟨 Tech 🟦 Non-tech

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⚙ Strategic implications

For organizations looking to scale GenAI, the biggest barriers aren't technical - they're organizational. Leaders must treat GenAI not as a software installation, but as a strategic transformation that touches processes, people, and performance models.

To unlock GenAI's full potential, leaders must go beyond technology. This means investing even more in change management than in infrastructure - equipping teams not just to use GenAI, but to integrate it into the way they work. It requires involving frontline employees early, empowering non-technical champions to lead adoption, and building the systems, incentives and support needed to sustain behavioral change. GenAI's real power emerges not when a model is deployed, but when it is fully integrated into the organization's rhythms. The companies that succeed won't be the ones with the most sophisticated models, but the ones that build the operational muscle to turn GenAI's potential into real, scalable impact. Relying on world-class experts whose job it is to make it happen in customer service may certainly be a way to transform faster.

(13) GenAI and the New Customer Service Operating Model - BCG article (2024)

Credit: Marco VDM © Hinterhaus Productions / gettyimages

" Goldman Sachs predicts 300 million jobs will be lost or degraded by artificial intelligence.
Forbes[14] – Mar 31, 2023

" Amazon customer service workers are scared AI will replace them — and they're not alone.
Fortune[15] – Jun 11, 2024

MYTH #5

GenAI will replace all **human-to-human** interactions with bots

Myth

As GenAI continues to advance, a persistent fear has taken root: that human agents will eventually be rendered obsolete by machines. This anxiety is especially pronounced in customer service, where automation has long been seen as a lever for cost reduction, often at the expense of human interaction.

This anxiety is further amplified by media narratives linking GenAI to mass layoffs and alarming forecasts predicting the disappearance of millions of jobs. These stories paint a picture of fully autonomous experiences: a future where every customer query - whether simple or emotionally complex - is managed entirely by machines, with no role left for human judgment, empathy, or nuance. The result is a widespread misconception: that GenAI is designed to phase out human contact.

" **Klarna's CEO warns AI is already capable of doing any human job — and his company is already living it.**
Fortune[16] – Feb 3, 2025

Reality check

In practice, the future of customer service is not human versus AI - it's human with AI. GenAI excels at automating repetitive, low-value and time-consuming tasks. This frees agents to focus on what truly matters: resolving complex issues, building trust, and delivering emotionally intelligent support.

Rather than sidelining human talent, GenAI acts as a digital copilot - surfacing real-time insights, summarizing interactions, and streamlining back-end processes. People remain firmly in control of the experience, while GenAI provides the context, speed and precision to enhance every interaction.

That said, the role of GenAI will expand as technology evolves. More customer interactions, including some previously considered complex, will become fully automatable. Yet even in a more automated future, human involvement will remain essential for managing exceptions, handling emotionally charged conversations, or making judgment calls for high-context cases.

(14) Goldman Sachs Predicts 300 Million Jobs Will Be Lost Or Degraded By Artificial Intelligence - Forbes article (2023)
(15) Amazon customer service workers are scared AI will replace them—and they're not alone - Fortune (2024)
(16) Klarna's CEO warns AI is already capable of doing any human job—and his company is already living it - Fortune (2025)

🔍 Supporting evidence

Real-world deployments and industry data consistently show that GenAI delivers the most value when used to augment - not replace - human agents. According to BCG's AI Radar 2025, only 7% of executives currently expect GenAI to reduce headcount. Instead, the overwhelming majority see it as a catalyst for role evolution - with greater emphasis on upskilling and supporting frontline teams through augmentation.

Konecta's approach to GenAI design and deployment reflects this thinking. Rather than aiming for full autonomy, the company is deploying GenAI through a layered model - insight, augmentation and automation - with one clear principle: humans stay at the center.

The insight layer brings intelligence to the surface by analyzing up to 100% of customer interactions. It identifies recurring issues, flags performance gaps, and provides agents with tailored feedback - turning quality assurance into a real-time coaching engine.

The augmentation layer acts as a digital copilot. It preps agents with customer history before the call, delivers real-time nudges during the conversation, and generates post-call summaries - cutting down on admin time while improving accuracy and resolution.

The final layer, autonomy, is evolving rapidly. While today it is typically applied to simple, high-volume interactions - like password resets or order tracking - its scope, especially with the rise of Agentic AI solutions, is expanding fast. As GenAI evolves, a growing share of workflows, including those once considered too complex, will become automatable. In this new reality, the strategic differentiator will no longer be what can be automated, but how work is orchestrated across human and digital agents. In this context, the challenge becomes designing intelligent, human-aware, autonomous experiences while knowing when to escalate, when to pause, and when to hand off. The real differentiator may soon lie in ensuring timely, purposeful human intervention - to resolve ambiguity, defuse tension, or re-establish trust.

This evolving hybrid model ensures human agents remain focused on what they do best: bringing empathy, nuance, and trust to customer interactions. Early deployments at Konecta follow this philosophy: GenAI is deployed to support agents, not replace them, leading to more efficient operations and a more human experience on both sides of the conversation.

⚙️ Strategic implications

Leaders must challenge the false binary of 'human vs. machine'. The real opportunity lies in designing systems where GenAI and humans complement each other, each doing what they do best. GenAI should be viewed as a catalyst to reimagine service delivery, not as a tool for full replacement. This shift requires rethinking workforce planning, reskilling strategies, and service models. It means identifying which interactions benefit from a certain degree of autonomy, which require augmentation, and which must remain fully human. It also calls for designing collaborative workflows where GenAI and agents can share the load - and hand off seamlessly.

Rather than resisting autonomous experiences, the challenge is to embed them purposefully across the customer journey while preserving space for human connection where it still matters. The goal is a flexible, hybrid model where AI and people work in concert, adapting over time as customer needs and technological capabilities evolve.

Konecta aims to help organizations in enhancing customer engagement and optimize operation across 3 strategic areas

1 · Actionable Business Insights

Unlock the full potential of operational data, leveraging advanced analytics to correlate interactions with key performance metrics, driving continuous improvement and strategic decision-making.

2 · Agent Augmentation

Empower client operations' workforce with intelligent and AI-driven supportthat enhances agent performance, ensuring faster, more accurate, and highly personalized customer interactions.
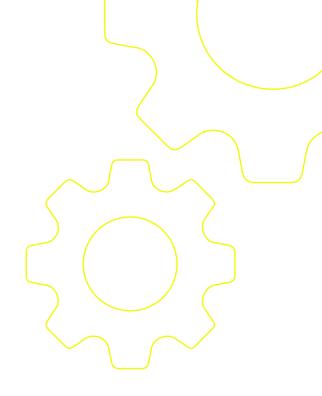
3 · Customer Interaction Automation

Streamline operations by automating routine customer engagements with AI-powered agents-delivering consistent service, reducing costs, and allowing human talent to focus on higher-value tasks.

Insights

Empowering Strategic Decisions Through Intelligent

Co-pilot

Empowering Agents for Exceptional Engagement

Auto-pilot

Seamless AI-Driven Engagement

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Key takeaways from this whitepaper

As GenAI transitions from pilot to scale, business leaders face a pivotal question: how should GenAI reshape the future of customer service?

Despite its growing maturity, five persistent myths continue to misguide deployment strategies - framing GenAI primarily as a cost-cutting tool or a threat to the human workforce. Our latest analysis reveals a more nuanced and far more powerful opportunity: GenAI is not about replacing people, but about enabling them to do better, more impactful work.

What leaders need to know

- **GenAI does more than reduce costs - it unlocks commercial opportunity:** While early adopters report strong productivity gains, additional upside lies in GenAI's ability to boost commercial performance through smarter, more persuasive interactions.
- **It has the potential to improve - not erode - agent satisfaction:** When deployed thoughtfully, GenAI helps agents focus on meaningful work by reducing repetitive tasks and empowers them with real-time support - leading to higher satisfaction, performance, and retention.
- **Consumers don't dislike GenAI - they dislike bad service; GenAI can be a catalyst of better service:** Frustration with legacy systems should not be confused with rejection of GenAI itself. When implemented well, GenAI improves responsiveness, personalization, and satisfaction.
- **Technology alone doesn't deliver results:** Only 30% of GenAI transformation success comes from data and algorithms. The rest depends on how well organizations align people, processes, and change management around the tools.
- **The future of service may be highly automated - but still unmistakably human where it matters most.** Organizations that embrace a hybrid human - AI future will not only protect the role of human agents - they will empower them to deliver more meaningful, differentiated customer experiences at scale.

In short, the GenAI opportunity is not about AI-powered autonomy alone - it's about GenAI-enabled business transformation. The winners will be those who treat GenAI as a people-first, cross-functional journey - and design for impact, beyond the (ever more powerful) models.

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About Konecta

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Konecta is a leading innovative global service provider in customer management business process and digital outsourcing, with 120,000 passionate employees working in 30 languages across 4 continents and 26 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.

konecta.com

The experts who wrote the white paper.

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