## Case study

MEMBER OF PPF GROU



## How Unified Communication with Daktela Improved Availability, Speed, and Customer Experience









Telecommunications, Networks, Data Services



**700** 700 calls and 200 tickets

handled daily

**73** 

73 active Daktela users

2/4

CETIN, the largest wholesale data network in the Czech Republic, chose Daktela to manage its customer communication. The result is not only 93% availability and lightning-fast responses to requests, but also a unified approach across teams.



## Challenges: Diverse Systems, Lack of Overview, Weak Reporting

Before implementing Daktela, CETIN faced several key issues:

- Communication took place across multiple separate systems
- There was no call recording or unified CRM
- Meaningful reporting and insight into team performance were missing

All of this hindered effective collaboration between departments and strategic improvements to customer care.



Since 2020, CETIN has been gradually rolling out Daktela across all customer-facing teams:



**Contact Center** for customers

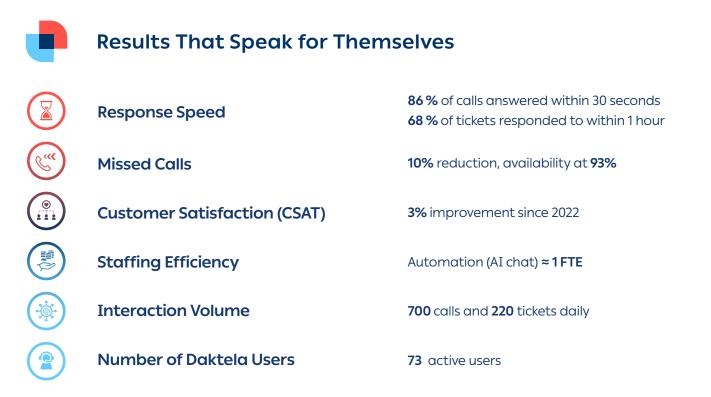


Infoline and call center for service provisioning



**Local** dispatch center

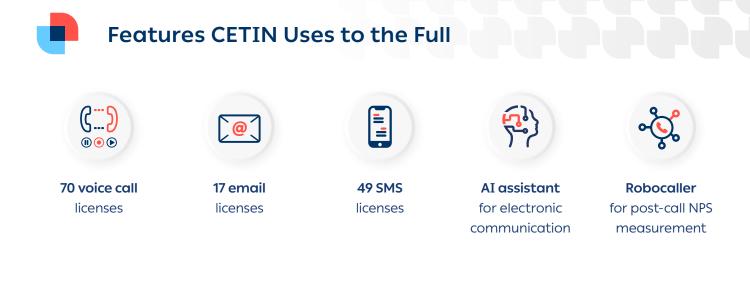
Thanks to integration into a single modern system, employees gained a comprehensive overview of every call and request - and customers got faster responses.



"By implementing the AI chatbot, we significantly reduced the number of queries that agents need to handle, effectively saving the capacity of roughly one full-time position. A big advantage is that no complex intervention was needed – the chatbot runs independently and naturally eases the load on our team."



Jan Vepřek, Service Provision Supervisor



"The modern Daktela web-based system has proven effective for both our infoline and customer support. That's why we decided to also connect our dispatch center to the system, so all departments communicating with end customers would use the same modern platform. Thanks to full integration, we now have complete control over every call. This allows us to fully focus on improving customer satisfaction, based on automatic feedback and quality tools for both online and offline reporting."



Jakub Stehlík, CX manager CETIN



CETIN plans to further develop automation and service personalization, thanks to the strong foundation built on the Daktela platform.

