



About CETIN:



Telecommunications,
Networks, Data Services

700

700 calls and 200 tickets
handled daily

73

73 active
Daktela users



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.



Solution: Complete Unification of Communication Across Teams

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.



Results That Speak for Themselves



Response Speed

86 % of calls answered within 30 seconds
68 % of tickets responded to within 1 hour



Missed Calls

10% reduction, availability at **93%**



Customer Satisfaction (CSAT)

3% improvement since 2022



Staffing Efficiency

Automation (AI chat) **≈ 1 FTE**



Interaction Volume

700 calls and **220** tickets daily



Number of Daktela Users

73 active users



"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





Features CETIN Uses to the Full



70 voice call
licenses



17 email
licenses



49 SMS
licenses



AI assistant
for electronic
communication



Robocaller
for post-call NPS
measurement



"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



What's Next?

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



Interested in a Similar Solution?

Get in touch and we'll show you how Daktela can transform your communication too.



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