



CASE STUDY

Optimisation of customer support for e-shop MUZIKER

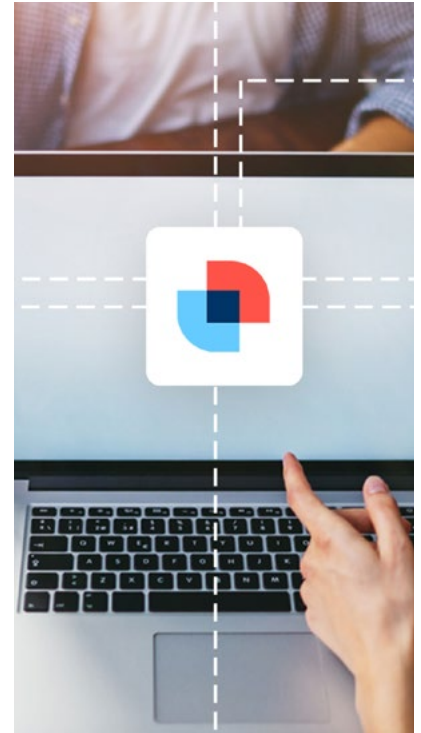
More clients and products don't have to mean a deterioration in customer care when you use modern omnichannel communication solutions.

Challenges

The main reason for implementing Daktela's omnichannel solution was the need for a comprehensive customer support management solution that simplifies and streamlines communication and makes contact centre operations more efficient.

Software requirements

-  **unification of all communication into one system**
-  **wide range of functions**
-  **possibility to communicate with customers through different channels**
-  **data collection to improve customer care**
-  **automation of company processes**
-  **possibility to integrate other company applications**
-  **support for reporting and statistics**



MUZIKER

Introduction of Muziker



Muziker quickly spread throughout Europe from Slovakia and has long been one of the most popular shopping galleries.



In recent years, its product portfolio has grown significantly, and it is no longer just an e-shop with musical instruments. This rapid development has been difficult to „manage“, especially from a customer care perspective.



As Muziker wanted to continue to fulfil its position as a modern retailer of leisure products, it had to switch to new technologies.



customers from
31 countries



online shop



12 brick-and-mortar stores with different specialisations



700,000 shipments per year



1 900 000 customers

Muziker previously used a system to do the work, but it had fundamental limitations.

- inefficient and **fragmented contact centre operations**
- **unclear customer communication**
- **frequent system outages**
- **unused communication channels**
- **lack of functionality in the system**

All of this had an impact on the quality of customer support. The Christmas season in 2019, during which Muziker faced a huge influx of orders and customer requests, convinced them that a change in strategy was inevitable, so they decided to implement Daktela in 2020.

„As our e-shop grew rapidly, we realised that we needed to be in complete control of our communications, and only Daktela's software could do that. Previously, many errors in communication arose, for example, from the disconnectedness of individual systems, but this has now been completely resolved thanks to Daktela. During the Christmas shopping rush in 2019, we have verified that optimising customer support only when you already need it is unfortunately too late. Daktela is now an essential and flexible partner for us, without whom we can no longer imagine customer care at all.“

Peter Minich, CXO of Muziker

Daktela implementation

The implementation of Daktela took place in several phases, one country at a time. The cornerstone was the integration of email communication with phone calls and the importing of Muziker's contacts into Daktela CRM. Muziker extended the application over time with additional modules and unified all communication from phone calls, emails, SMS messages, web chats and social networking into one transparent system.

Modules



Voice including recording



Click-To-Call



Email/Helpdesk



SMS Connect



Webchat



Advanced Analytics



Facebook Messenger



Wallboard



„Daktela is a universal customer support solution for us. We particularly appreciate that it covers virtually all possible communication channels where a customer has something to do with us - from the initial enquiry through order resolution to any complaints.“

Peter Minich, CXO of Muziker

At Muziker, **the Daktela app gave them an overview** of the weak points in the contact centre operation, the activities of individual agents. It enabled them to take measures to improve overall communication.



Reduced the number of outstanding customer requests



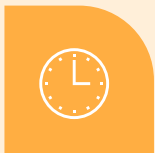
Increased the availability of customer support agents



Speed up the resolution of incoming calls



Increased call success rates



Reduced waiting times for customer responses



Optimise call duration and communication quality



Optimise agent capacity and work activities



Optimise the number of agents during the busiest hours

AHT 3:58 | NPS 70%

* January-December 2022



Self-care option

During implementation, Muziker selected key users who were given admin access to manage the Daktela application after training. This enables Muziker staff to help implement new features and changes more quickly, partially managing the customisation of the Daktela application, of course in collaboration with Daktela specialists, resulting in staff and time savings.



Daktela CRM

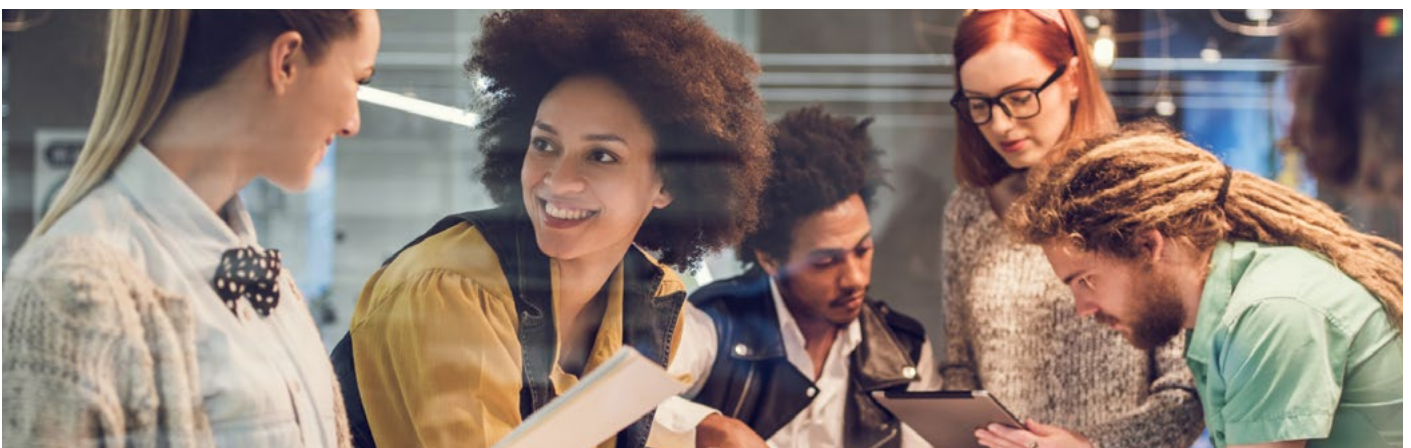
The system automatically stores the communication history across all available channels for each contact and company, including helpdesk tickets. When a request comes in, the agent has immediate information about the customer thanks to the automatic opening of the customer card and can resolve it better and faster.

CRM is an integral part of the Daktela platform, an optimised system for collecting, sorting and processing customer data, especially customer contacts.

"This year we are starting to expand the use of the Daktela platform in our company beyond customer communication. For example, our purchasing department will now also handle communication with suppliers within Daktela.

The employees of this department communicate with approximately 1,600 suppliers from many countries. The use of the CRM module was directly offered, and the practical possibility of having separate databases of contacts and companies from the customer database, ticketing system and telephone switchboard will lead to fast, flexible and transparent communication."

Peter Minich, CXO at Muziker





Daktela Helpdesk

Daktela Helpdesk is integrated with the internal CRM and enables clear handling of customer requests and internal company tasks. It intelligently processes new requests and arranges them in a clear communication history to each customer.

New incoming helpdesk tickets have clearly defined SLA deadlines for response time and agents must meet ticket handling deadlines.



Comprehensive reporting and Business Intelligence

Unified reporting and real-time statistics (across all communication channels) are integral to the solution, offering dozens of the most used reports. This allows you to continuously monitor where the weak points in your contact centre operations are and take ongoing action to improve communications. Wallboard will then enable you to monitor online the current status of logged-in operators and queue statuses, including ongoing activities.



Muziker abroad

Muziker also uses the virtual switchboard and ticketing system outside Slovakia. **From one office, it manages e-shops in dozens of countries.** The Daktela app lets you see how individual countries, teams or individual operators are doing.

Future plans

„In the past year, Daktela has set up the system in a way that has helped us achieve our goals. We are currently working mainly on improving telephone communication and getting as close to the customer as possible. As we serve customers from all over Europe and communicate with them in their language, our challenge and goal are not only to be as comfortable as possible but also as efficient as possible while providing the best service to our customers. We know that customers increasingly prefer modern communication channels, so we are expanding the ways in which they can get in touch with us. This year, we want to expand chat communication to include WhatsApp, Viber, Instagram messages and Google messages.“

Peter Maďar, Customer support manager at Muziker

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