daktela

More than a call center: All the external and internal communication in one system

Overview

In the last few years, Leziter has an exceptionally large increase in revenue, thanks to the steadily growing online shopping trends and the strategic decisions made by the company's management. Due to the rapid growth, it became necessary to replace the numerous software in use with a central solution that, through work control and task management, makes not only the customer service, but also other departments much more efficient. This became the Daktela solution, which is currently used by the logistics, finance, IT, purchasing and marketing departments.

Requirements

unification of incoming and outgoing communication in one system

wide range of functions

support remote work/home office

possibility to communicate with customers through different channels

data collection to improve customer care

automation of business processes

support for reporting and statistics

Nationwide coverage

online retail and wholesale

18,000 products

500 deliveries / day

75,000 unique customers / year

Outstanding Business Brand, Outstanding Consumer Brand (MagyarBrands, 2020, 2022), 12th largest Hungarian-owned online retailer (GKID, 2023)

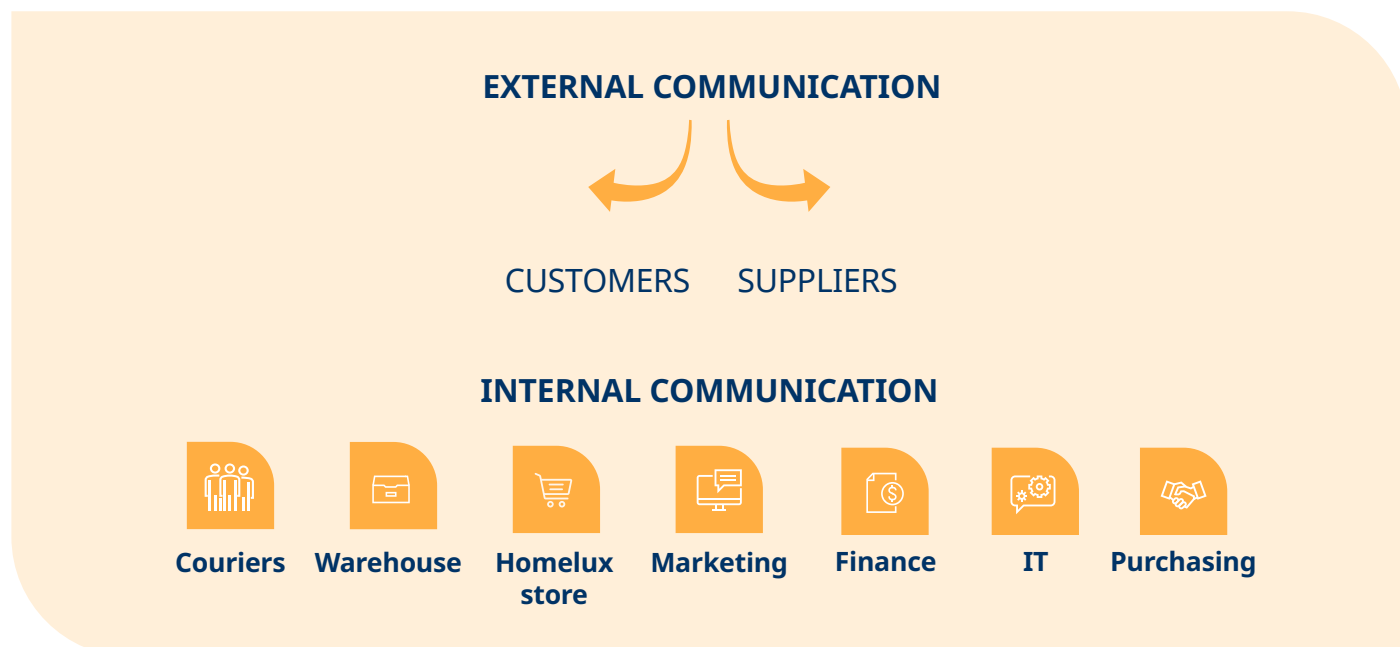**homelux.hu | geminiduo.hu leziteronline.hu | kerra.hu**

Introduction

During its 16 years of operation, the Hungary-based Leziter Kft. has become one of the largest online players in the home furnishing market. Today, nearly 70 employees are responsible for ensuring that the 18,000 products reach consumers through the online stores operated by the company. Leziter Kft. is also a wholesaler, offering nearly 7,000 products on exceptionally good terms to its reseller partners.

The company is primarily an online market player, but in Baja, where the company's headquarters are located, it also welcomes its customers in the Homelux store with a floor area of more than a thousand square meters.

Communication through Daktela

Communication via Daktela has many directions and can happen through many communication channels. External communication with customers and suppliers, and also internal communication between Leziter's various departments develops through Daktela.

EXTERNAL COMMUNICATION

CUSTOMERS   SUPPLIERS

INTERNAL COMMUNICATION

Couriers   **Warehouse**   **Homelux store**   **Marketing**   **Finance**   **IT**   **Purchasing**

Quick and efficient problem solving with Daktela

Daktela automatically stores communication history across all available channels for each contact and company, including helpdesk tickets. When a request is received, the operator has immediate information about the customer thanks to the automatic opening of the customer profile, so he can solve tasks and problems better and faster.
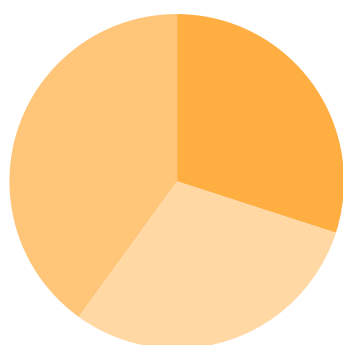
Ratio of orders and customer service transactions

- Handling complaints: 30%
- Providing information: 30%
- Handling order and delivery requests: 40%

The effectiveness of the 11 members of the customer service team can be easily measured and optimized with the help of reporting. Before Daktela, the company used separate softwares for everything, but now Daktela can replace all of them.

Attila Kőszegi, Commercial Director of Leziter

Implementation

After preparation, the implementation was simple. The customer service and the employees got used to the new system and its logical structure quickly, in about 1 week, since it was easy to adapt Daktela to the existing processes of Leziter. Since then, the company has been regularly training its employees on the correct use of Daktela, thus preventing the possibility of mistakes.

SL: 80%　　　**40 seconds**　　　**8-10 K email / month**

> *Half a year has passed since the implementation in January, and all colleagues use the system confidently. Their work can be easily followed and monitored by their superiors, so the system makes the work of not only the employees, but also the managers easier.*

Attila Kőszegi, Commercial Director of Leziter

Modules

Voice calls, including recording	Listing	Reporting
Ticketing system	CRM	Knowledge base

Full scale reports and business inteligence

Transitioning to a new system is certainly a challenge in the life of a company employing more than 70 people, since every employee adapts differently. However, a wide range of reporting options and real-time statistics available on all channels allow you to continuously monitor where the weak points of customer service operations are and to take steps to improve communication.

AI Solutions

Leziter will support the customer service with artificial intelligence tools. Using AI-driven chatbots and voicebots, the burden of handling repetitive requests and questions is taken off the shoulders of operators, leaving them with more capacity to solve more complex problems. In the long term, they would like to use AI tools to reduce customer service costs, increase order conversions and expand availability.

If you would like to learn more about the possibilities of Daktela, please contact us!

📞 **+44 (0)208 089 1452**

✉ **sales@daktela.co.uk**

🌐 **www.daktela.com/global**