



CASE STUDY

Enhancing Customer Support and Streamlining NOTINO Customer Requirements

Notino's market dominance is attributed not only to its competitive pricing but, more importantly, to its unwavering commitment to customer satisfaction. Consider where Notino would be today without robust customer support.

Collaboration

More than 15 years ago, Notino initiated a partnership with Daktela. At that time, Notino was contemplating international expansion and sought a system that could facilitate their global reach. They needed a dependable business partner and a comprehensive system to streamline customer communication across all channels, making it straightforward and efficient for their operators.

One significant factor in their decision was Daktela's Czech origin, which aligned with Notino's roots. Eventually, Daktela's communication application emerged as the most suitable solution that could accommodate all of Notino's demands and requirements.

As Notino expanded annually, the dynamics of customer service evolved. In close collaboration with Daktela, they consistently adapted the system to explore new projects and enhance customer communication. Whenever customization was needed, Daktela was there to provide support, resulting in a symbiotic growth of the two companies.

NOTINO

About Notino

The NOTINO journey commenced in 2004 in the Czech Republic. Over 18 years, NOTINO has grown to become one of Europe's largest online retailers of perfumes and cosmetics. Putting customers first and offering exceptional customer support have been core principles throughout their journey.



Operates in 27 countries



Employs 2,500 dedicated professionals



Serves 20 million satisfied customers



Offers an extensive catalogue of 100,000 unique products from 2,500 brands



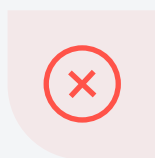
Handles up to 180,000 parcels daily



In 2022, sold 109 million products and delivered 16 million packages



Their contact centre operates in 19 languages, seven days a week



Before Daktela Implementation

- Utilised multiple solutions from various vendors
- Encountered inconsistent and unclear internal and external communication

Challenges



**International expansion
in a multilingual
environment**



**Automation of
contact centre
operations**



**Managing multiple
communication
channels**



**Ensuring seamless
shopping experiences
and prompt responses
to customer inquiries**

As our customer base grew, and the need for more effective communication became paramount, Daktela has been our steadfast partner for over 15 years. Their development team has consistently addressed our customer service improvement requests. By centralizing and integrating various communication channels, they have empowered us to address customer needs efficiently. Thanks to Daktela, calls, emails, web chats, and Facebook interactions are no longer sources of concern but opportunities to delight our customers. And, not just in the Czech Republic and Slovakia, but across 27 countries. With Daktela's clear call centre solution, we have unified all communication platforms, putting customer interactions under our supervision.

- Notino

Modules



**Daktela Helpdesk
(ticketing system)**



Daktela CRM



Daktela Voice



Daktela Webchat



Daktela SMS Chat



Foreign numbers



**Daktela Facebook
Messenger**

Ticketing System

This system empowers Notino to efficiently manage customer communication across all countries and channels, including emails, calls, web chats, contact forms, and social media. It automatically categorizes and records communications, providing a comprehensive purchase history through the CRM module.

Daktela PBX Virtual Switchboard

The virtual switchboard allows Notino to select dedicated telephone numbers for each e-shop, monitor calls, and maintain clear statistics. It also records calls and establishes working hours.

Virtual Assistant „Týna“

Týna, the virtual assistant, greets callers and assists with their requests. In Notino's case, Týna inquires about order status, enabling callers to receive immediate information without waiting for an operator. For other inquiries, Týna efficiently connects callers to live operators.

SMS Connector

The SMS connector automates the sending of SMS messages, saving operator time. It's mainly used for order confirmations and shipment notifications, tailored to each market's language.

SMS Chat

Daktela SMS Chat allows Notino to communicate with customers via SMS, organizing messages into threads for ease of use. It's a versatile tool supported on all mobile devices.



Web Chat

Daktela Web Chat facilitates quick communication and integrates seamlessly with Notino's operations. When interacting with customers, it provides real-time insights into their browsing activity, enhancing support.

Foreign Numbers

Foreign incoming numbers grant Notino a local presence abroad, enabling expansion with minimal investment. Customers in other countries can reach Notino through local numbers, with calls routed to the central switchboard.



A hardware switchboard in a garage and agents using multiple disparate applications—this was once the reality of customer support. Thanks to our collaboration with Notino, Daktela has evolved into a streamlined web interface, offering omnichannel solutions. We've been partners with Notino since their inception and take pride in contributing to their dynamic growth. As their customer service expanded, so did their client base.

- Lukáš Klacik, Daktela





Benefits

Notino enjoys several benefits from this partnership:

- Centralised communication in a single system
- Effective resolution of customer inquiries
- Omnichannel support across all communication channels
- Management of e-commerce stores in multiple countries from a single office
- Ongoing enhancements and adaptability from Daktela

Future Plans: Voicebots

Notino plans to leverage artificial intelligence tools for voice communication processing, aiming to further automate operations. The introduction of virtual agents is expected to reduce costs and improve order conversion rates. These virtual assistants will operate 24/7, handling multiple calls simultaneously, resulting in faster responses and increased customer satisfaction.

Virtual agents, powered by speech recognition and AI, excel in handling common, repetitive queries. They offer product recommendations, advice, and solutions, enhancing accessibility and customer service quality.

Automating routine communications with AI allows the customer care team to focus on matters requiring empathy and personalised consultation, ultimately enhancing the customer experience.

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



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