



Case study

Škoda Dealership Transforms Customer Service with Daktela



About the company



QALT, the largest **Škoda car dealership in Slovakia**, an authorised dealer and service partner of the Škoda brand, is well-regarded for its quality and reliability, with a track record spanning **over three decades**.

With **three main departments**, Front Desk, Service and Sales, QALT needed a communication platform capable of managing **complex, multi-channel customer interactions** across calls, tickets, webchat, and Facebook Messenger.

By implementing Daktela's comprehensive omnichannel solution, QALT has transformed its customer service operations, streamlining workflows and enhancing overall efficiency and customer satisfaction.

About the collaboration with Daktela | Testimonial



„We have been using Daktela for all our communications, including receiving customer inquiries, creating tickets, and processing them.



A major benefit, along with streamlined communications, is that we have been able to customise everything to fit our current needs and capabilities, and that we can fine-tune as we go.”

- Ing. Silvia Maliková, Quality and Communication Manager





The Challenge

Before partnering with Daktela, QALT faced several challenges **typical in the automotive dealership industry**:



Fragmented Communication Channels

Managing multiple channels across different departments, including calls, emails, webchat, and Messenger, was difficult, leading to inconsistent customer service experiences.



Inefficient Call Routing

All initial communication went through the front desk, resulting in delayed call transfers and impacting response times.



Complex Ticket Management

The reception team was responsible for ticket reassignment and status updates, but their previous system lacked flexibility and efficiency.



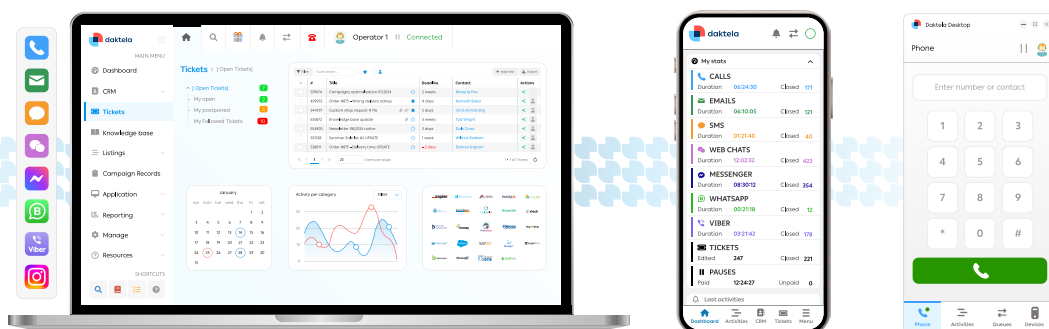
Limited Customer Insights

Without a centralised database, the dealership struggled to access detailed customer information quickly, leading to longer response times and loss in sales.



The Solution

Implementing Daktela's Omnichannel Communication Platform





The Solution

To overcome these challenges, **QALT adopted Daktela's unified platform** to efficiently organise communication across departments. Daktela's solution offers QALT the following capabilities:



Integrated Communication Channels

QALT manages all calls, tickets, webchat, and Messenger interactions on a single platform, allowing a cohesive customer experience.



Automated Call Routing

The front desk team can easily transfer calls to the appropriate department or individual, reducing wait times and ensuring swift assistance.



Advanced Ticket Management

Daktela's ticketing system allows QALT's team to categorise tickets, update statuses, and track progress, giving each department visibility into service requests.



Comprehensive CRM Integration

With Daktela's CRM features, QALT can store critical details like VIN numbers and vehicle types, facilitating faster customer identification and more personalised service.



Real-Time Statistics and Reporting

QALT's management team utilises Daktela's reporting capabilities to track communication metrics and refine operations based on these insights.



Data Security and Compliance

Daktela's communication platform prioritises secure handling of sensitive customer data, to meet high standards of data privacy. By maintaining tight access controls, QALT ensures only authorised users can view or modify customer information, reinforcing trust and regulatory compliance.



Results

Since implementing Daktela, QALT has achieved significant improvements across various areas:

- **Enhanced Customer Satisfaction**

Faster response times and personalised service delivery have noticeably increased customer satisfaction.

- **Operational Efficiency**

With Daktela's integrated platform and automated processes, QALT can now handle a higher volume of customer interactions seamlessly.

- **Increased Sales Opportunities**

By capturing and analysing customer data effectively, QALT has identified new sales opportunities and improved conversion rates.

- **Better Team Collaboration**

Daktela's solution has strengthened communication across departments, promoting a more cohesive team environment.

- **Enhanced Reporting and Analytics**

QALT's management team uses Daktela's reporting capabilities to review communication stats, which helps inform business decisions. These insights allow the dealership to understand patterns, optimize resource allocation, and ensure high service standards.

- **Flexibility with Existing Hardware**

Every QALT user has a dedicated hardware phone, which Daktela's solution integrates seamlessly with, eliminating the need for a costly hardware overhaul. This compatibility allowed QALT to transition smoothly from their previous system without disruption.



Conclusion

The QALT-Daktela partnership illustrates the transformative impact of a comprehensive communication solution in the automotive dealership industry. By streamlining customer service processes and ensuring data security, QALT has enhanced both efficiency and customer satisfaction, setting the stage for future growth.



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



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