



**EXPANDECO**  
Sell online abroad



**daktela**

**Case study**

**How Expandeco**

**Cut Response Times by 47% with Daktela**

and Boosted E-commerce Growth Across 19 Countries

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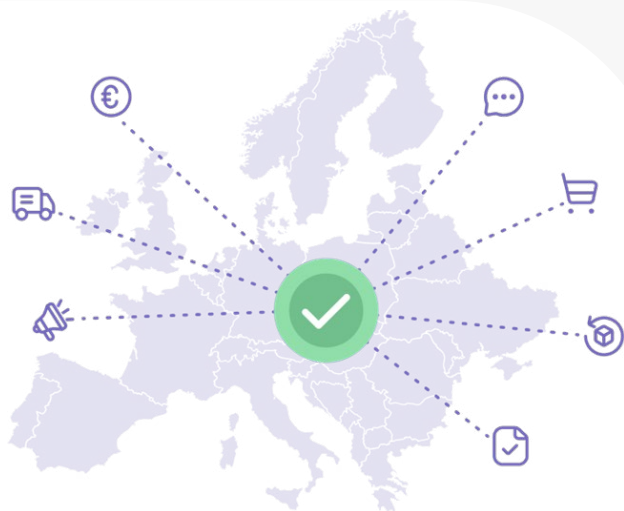


## About Expandeco

In 2021, Expandeco, a company specialising in helping businesses expand and localise internationally, made a strategic move from their existing customer support platform, which lacked the necessary features and reliability, to Daktela. The result? A **47% reduction in response times** and a **15% increase in team efficiency**.



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Expandeco supports seamless e-commerce expansion into global markets. With services spanning market entry, localisation, and long-term operational support, they partner with renowned brands such as Notino, Dedoles, and Eyerim, as well as hundreds of other e-commerce businesses operating across borders.



*"With over 160 clients in 19 countries and communication in 16 languages, we needed a dependable technology partner capable of handling the day-to-day demands of scaling, multilingual support, and operational complexity."*



**Miroslav Král'** • Chief Support Officer



## When the Old System Let Them Down, Daktela Stepped In

Before switching to Daktela, Expandeco struggled with poor vendor support, limited analytics, inefficient workflows, and long response times. By August 2021, it was clear a change was needed.

Implementing Daktela's omnichannel platform brought immediate improvements.



## What did Daktela provide?



**Unified communications**  
across voice, email, chat,  
and social media



**Advanced analytics**  
with clear, actionable  
performance reporting



**Greater automation**  
and increased agent  
productivity



**Quick, helpful  
technical support**  
whenever needed



*"What we value most about Daktela is their flexibility, their client-centric approach, and their willingness to handle even unusual requests. Their platform gives us deeper insight into performance and helps us deliver better service to our clients."*



**Miroslav Král' • Chief Support Officer**



## Results That Speak for Themselves



**47% decrease** in average first response time



**15% more** customer interactions handled per hour



**Consistent KPI tracking** across all markets and **channels**



**Higher quality responses** through templates, call transcription,  
and team training



## Enhancing Support Quality While Boosting Team Efficiency

Improving customer satisfaction is a key goal of any support platform, but when paired with better agent experience and time-saving tools, the impact is even greater.

In 2024, Expandeco managed up to **81,000 monthly requests**. With response templates, IVRs, pre-set replies, and smart status updates, agents are now faster and more consistent, especially during peak seasonal periods and across languages.

With real-time analytics and communication tracking, managers can plan better, monitor performance more closely, and maintain service quality across all markets. The result? Happier customers and lighter workloads for internal teams.



## Daktela + Expandeco = E-commerce Growth at Scale

Combining Expandeco's e-commerce expertise with Daktela's robust technology has enabled seamless international growth for clients without compromising service quality.

The partnership delivers:



### Flexibility

to customise the system to each business's needs



### Localisation

tailored to language, culture, and customer expectations



### Scalability

for smooth entry into new markets



### Time savings and improved quality

and quality gains through smart tools and automation



## Daktela + Expandeco = E-commerce Growth at Scale

This proven combination has helped dozens of e-commerce brands manage support across multiple countries, languages, and channels.



*"Daktela helped us unify communication across 19+ markets and dramatically improve the efficiency of our support team. Beyond the technology itself, the Daktela team stands out for their proactive support and willingness to adapt to our needs. Thanks to them, we're able to offer truly high-quality international support."*



**Miroslav Král'** • Chief Support Officer



### Interested in this solution?

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



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