



## Case study

# 132 Users, 8 Departments, One Daktela

Raising Service Standards & Driving Efficiency



*"Daktela plays a key role in helping us deliver the service excellence our customers expect."*

**Andy Hinks • Staircraft**





## At a Glance



Modular Construction  
Manufacturing

132

Employees  
using Daktela



Key Features Used:  
Voice, Email, CRM,  
Ticketing, Integration  
with Azure 2FA



Goals:  
Unified communications,  
service efficiency,  
operational visibility



## The Opportunity for Improvement

As a UK-based manufacturer of cutting-edge, timber-based construction solutions, Staircraft has built a strong reputation not only for product innovation but also for exceptional service. With rapid growth across multiple departments, from estimating and design to operations and commercial, came a natural increase in communication demands.

Each team was operating effectively, but using separate systems such as Outlook and legacy voice platforms made it harder to maintain a clear, joined-up view of customer interactions. The leadership team recognised an opportunity to enhance collaboration further, reduce administrative overhead, and ensure that every customer touchpoint was as seamless and responsive as possible.



*"We wanted our teams to work more closely together, with the right tools in place to stay aligned and focus on the customer. Daktela gave us that visibility."*





## The Vision

Staircraft didn't just want a better phone system, they wanted a **transformational platform** to centralise communication, provide full visibility, and help teams work smarter. They selected **Daktela** to underpin this change with a **phased rollout** supported by hands-on training and tailored onboarding.



## Implementation Highlights



**132 users onboarded** across 8 core departments



**Teams included:** Customer Design, Estimating, Commercial, Finance, Ops, HR, IT, and Maintenance



**Bespoke training** and Daktela Academy access



**Test environments** and phased go-lives to build confidence



*"Once our teams saw how Daktela could improve their workflows and enhance the customer experience, they quickly embraced the platform and the benefits it brought."*



## From Guided Support to Independent Rollout

After the initial rollout, Staircraft quickly built the confidence to take ownership of the platform. Over the course of the first year, the team received structured training and ongoing support from Daktela. This knowledge transfer empowered them to **fully relaunch and reconfigure their service setup independently**.



*"After a year of support and guidance, we did a full service relaunch ourselves with limited help. The training and support offered by the Daktela Team meant we were able to implement everything self-sufficiently."*



This independence not only reflects the strength of the initial rollout but also highlights how Daktela's approach helps customers build in-house capability and resilience.



## Visibility and SLA Tracking

## Smarter Workflows

## Connected Ticketing Across the Customer Journey



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## Customer and Team Impact



**First-contact resolution improved** due to heightened call routing



**Improving Employee Experience:** Teams are more connected and responsive



**Customer-first culture:**

Staircraft is now building feedback loops into the system via automated email follow-ups



**IT integration:** Secure logins via Microsoft Azure for 2FA

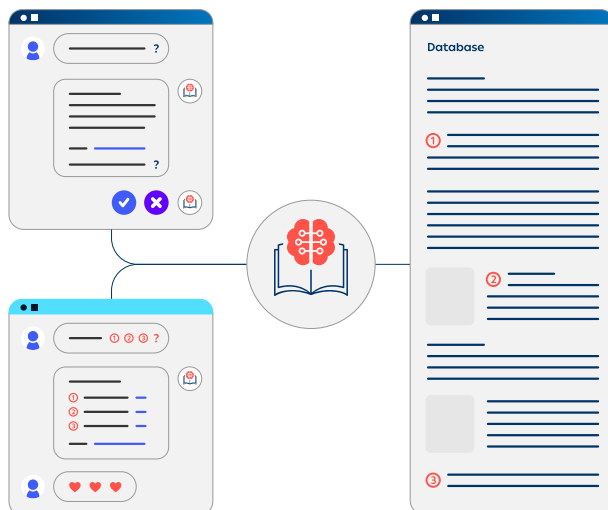


*"Daktela makes it easy for us to help each other across departments. We've created a healthy support culture with real-time responsiveness."*



## What's Next? Continued innovation with Daktela AI

Staircraft plans to roll out:



- Email handling to factory teams
- Webchat trials to measure customer engagement
- Daktela AI features including:
  - Voicebot
  - Knowledgebot
  - Emailbot
- Automated ticketing flows for consistency and efficiency



*"Daktela is evolving into our central hub for managing communications, ticketing, and CRM. We're now able to serve customers better and faster."*





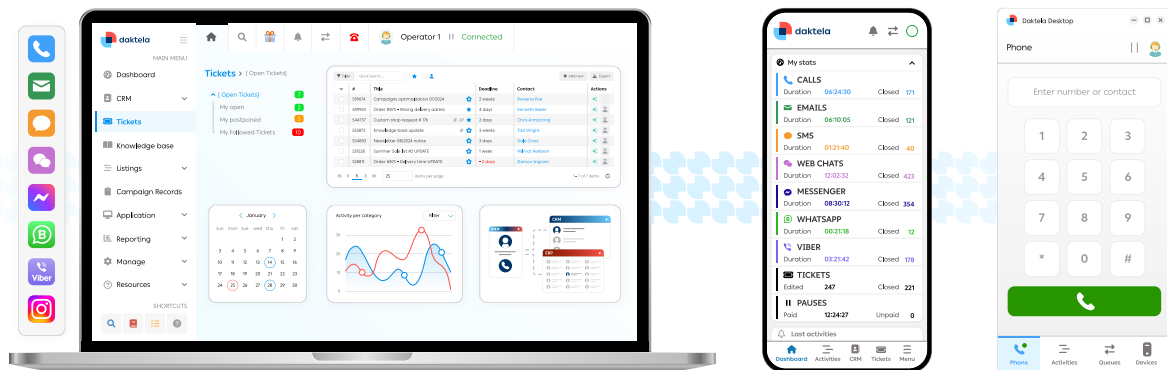
# Daktela gives us the freedom to focus on what matters



*"At Staircraft, customer service is the foundation of everything we do. Daktela has enabled us to streamline the way we support our customers, giving teams better tools, real-time visibility, and the freedom to focus on what matters."*



**Andy Hinks • Staircraft**



## Interested in this solution?

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



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