



## 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."

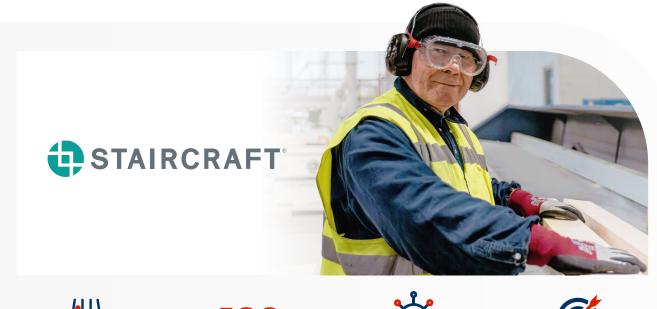




**Andy Hinks** • Staircraft







**Modular Construction** Manufacturing

**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."













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







## 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.



## **Unified Communication, Real Results**



#### **Channel Consolidation**

Daktela now supports voice, email, ticketing, and CRM in a single platform, offering a centralised hub for communications.



#### Visibility and SLA Tracking

Live dashboards and wallboards enable real-time visibility into service queues. SLA breaches are flagged automatically, empowering teams to stay ahead.



#### **Smarter Workflows**

With Daktela, teams and individuals now have complete clarity over all communications, quickly identifying what's already being handled, who needs to collaborate, and focusing their attention where it's most impactful.



"We've seen productivity surge. The system has taken hours of admin time and reduced it to minutes."





#### **Connected Ticketing Across the Customer Journey**

One of the standout advantages of Daktela for Staircraft has been its intelligent ticketing system. Unlike traditional email inboxes or disjointed tools, Daktela enables the team to track every customer communication across the entire buyer journey - from initial enquiry to post-delivery support.

Each interaction is automatically linked to a single ticket, ensuring complete visibility and accountability. Whether a customer reaches out by phone, email, or through an internal handover, the relevant team has immediate access to the full context—eliminating duplication, reducing delays, and enhancing customer satisfaction.



"Daktela's ticketing system gives us a single source of truth for every customer interaction. We can track progress at every stage and ensure nothing falls through the cracks."



As a result, managers can easily monitor performance, SLAs, and trends, while agents spend less time searching for information and more time delivering outstanding service.



## **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



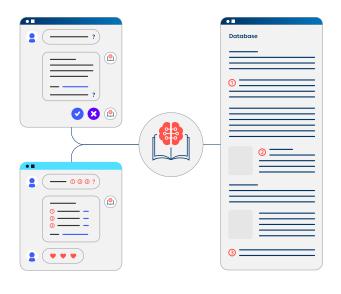
"Daktela makes it easy for us to help each other across departments. We've created a healthy support culture with real-time responsiveness."





### What's Next? Continuted 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."







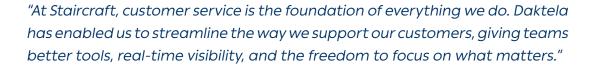






## Daktela gives us the freedom to focus on what matters









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## Interested in this solution?

