



Fewer calls, more satisfied customers.



About Sportisimo



SPORTISIMO



55 %

55% reduction
in response time
for missed calls



Sports
equipment
retailer

2 FTE

2 FTE savings
in personnel costs
in 2025

Sportisimo is a leading sports equipment retailer with more than 200 stores and a 20-year history. Operating in several EU markets, the company emphasizes personal customer service, reliability, and quick responses to customer inquiries and requests.



The challenge we tackled together

With the company's growth and planned expansion, it became necessary to unify customer communication across markets and channels. **The main issues were:**

- Fragmented communication between e-shop, retail, and HQ
- Inability to effectively monitor customer care performance
- Lack of data for decision-making
- Surge in inquiries during the Covid-19 pandemic
- International expansion and relocation of the logistics center



Why Sportisimo chose Daktela



Centralization
of all customer
communication
into a single
platform



Easy integration
with BI and
internal systems



Preparedness
for international
expansion



Flexibility
during crisis
situations
(pandemic,
warehouse
relocation)



Development
of automation
and AI tools
(chatbots,
mailbots)



Concrete results of the cooperation



55 % shorter response time for missed calls



32 % fewer calls thanks to AI bot implementation



2× more tickets processed without expanding the team



2 FTE savings in personnel costs in 2025
(combination of Daktela CC + AI tools + website optimization)

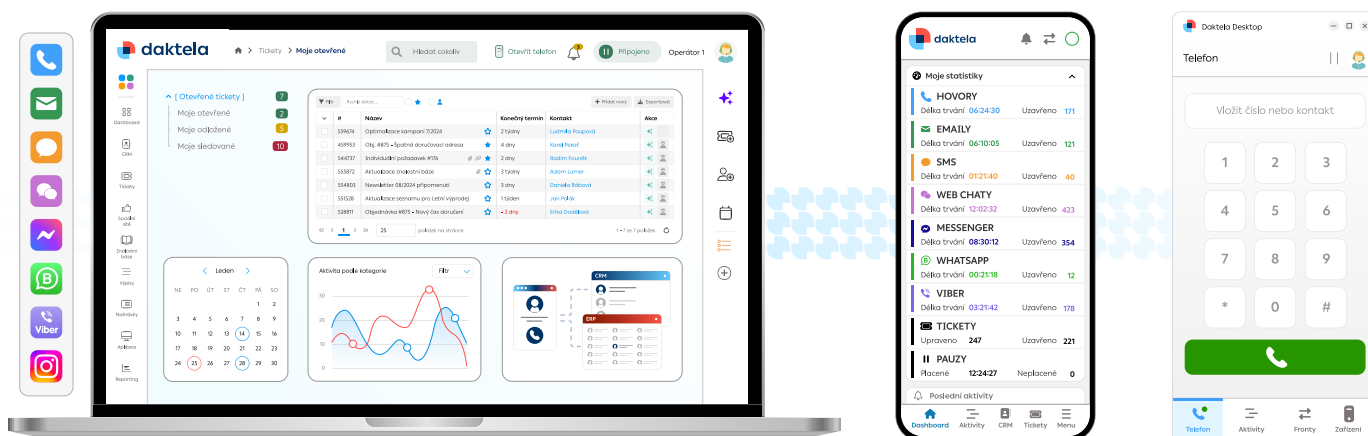


What Sportisimo representatives say



"Daktela helped us manage the surge during the pandemic and the reorganization during our warehouse relocation. Thanks to communication centralization and AI tools, we now handle 32% fewer calls, as part of the communication is resolved by the AI chatbot. With clear data at hand, we have full control over customer care today and are ready for further growth."

Richard Hranička • Customer Care Team Leader



Do you also want to
improve customer
care in your company?



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