



**85% faster email response and
40% quicker reactions on the customer line**



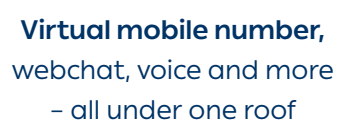
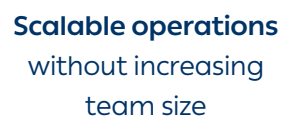
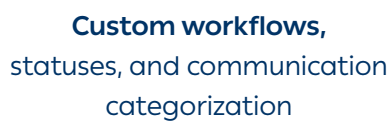
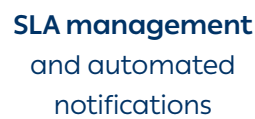
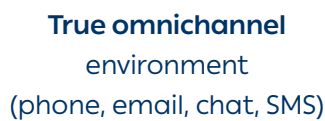
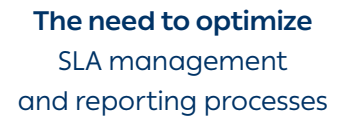
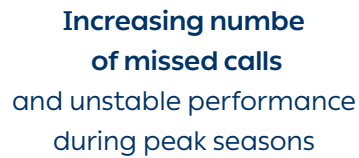
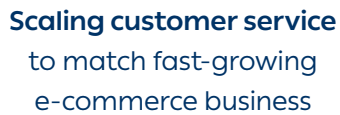
In 2022, the investment group **SPM** came on board, and a new distribution center opened in Zdice. Since then, Trenýrkárna has experienced **rapid growth and expansion** across several EU countries, including Slovakia, Germany, Austria, Romania, and Hungary.

Important milestones

- | | | |
|------|--|---|
| 2012 | | Foundation of DaniDarx, s.r.o. and acquisition of Trenýrkárna.cz domain |
| 2018 | | Acquisition of Czech brand STYX |
| 2021 | | Implementation of the Daktela platform |
| 2022 | | Expansion into new markets under the Nedeto brand (SK, DE, AT, RO, HU) |
| 2022 | | Entry of Czech investment group SPM |
| 2023 | | Construction of a new distribution center in Zdice |
| 2024 | | Entry into nearly all EU markets |



Exponential e-shop growth and international expansion, with SPM supporting both new markets and strengthening existing ones





Tangible Results (2022 vs. 2024)



85% faster first reply to email (from 3h 22m to 22m)



40% faster phone response time (from 15s to 9s)



9% SLA for answered calls improved (from 72% to 81%)



Stable performance during peak season – half the team handles the same communication volume



Ticket resolution time shortened by over an hour



"Thanks to the Daktela platform, we've improved email response time by 85% and call response speed by 40% – all without expanding the team. We're now delivering a better customer experience than ever before. What's more, Daktela helped us implement scalable processes, which are essential as we grow and expand across European markets."

Denisa Pánková, Head of Customer Support



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

CONTACT US!



+420 226 211 245



@ daktela@daktela.com



www.daktela.com

