



Trenýrkárna scales customer support with Daktela:

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



## About Trenýrkárna.cz



Trenýrkárna.cz is one of the largest Czech e-shops specializing in underwear for both men and women. Today, the company offers over 400,000 items in stock and more than 65 local and international brands. In addition to retailing, it develops its own brands - the Czech STYX and the international **Nedeto** - allowing it to respond flexibly to trends and customer needs.

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**

<b>2012</b> Foundation of DaniDarx, s.r.o. and acquisition of Trenýrkárna.cz doma	ıin
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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

Entry into nearly all EU markets 2024



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











# The Challenge



#### Scaling customer service

to match fast-growing e-commerce business



### **Increasing numbe** of missed calls

and unstable performance during peak seasons



#### The need to optimize

SLA management and reporting processes



# Why Trenýrkárna chose Daktela



#### True omnichannel

environment (phone, email, chat, SMS)



#### **SLA** management

and automated notifications



#### **Clear reporting**

and capacity planning



#### Custom workflows,

statuses, and communication categorization



### Scalable operations

without increasing team size



### **Unified SMS sending/receiving**

across CZ and international markets



#### Virtual mobile number,

webchat, voice and more - all under one roof



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# 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)



**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!**



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www.daktela.com