



Case study



**More than a call center:
All the external and internal
communication in one system**



Introduction



During its 16 years of operation, the Hungary-based Leziter Kft. has become one of the largest online players in the home furnishing market. Today, nearly 70 employees are responsible for ensuring that the 18,000 products reach consumers through the online stores operated by the company. Leziter Kft. is also a wholesaler, offering nearly 7,000 products on exceptionally good terms to its reseller partners.



The company is primarily an online market player, but in Baja, where the company's headquarters are located, it also welcomes its customers in the Homelux store with a floor area of more than a thousand square meters.



Nationwide coverage



75,000 unique customers / year



Online retail and wholesale



18,000 products



500 deliveries / day



homelux.hu
geminiduo.hu
leziteronline.hu
kerra.hu

**Outstanding Business Brand,
Outstanding Consumer Brand (MagyarBrands, 2020, 2022),
12th largest Hungarian-owned online retailer (GKID, 2023)**





Overview

In the last few years, Leziter has had an exceptionally large increase in revenue, thanks to the steadily growing online shopping trends and the strategic decisions made by the company's management. Due to the rapid growth, it became necessary to replace the numerous software in use with a central solution that, through work control and task management, makes not only the customer service, but also other departments much more efficient. This became the Daktela solution, which is currently used by the logistics, finance, IT, purchasing and marketing departments.



Requirements



Unification of incoming and outgoing communication in one system



Possibility to communicate with customers through different channels



Data collection to improve customer care



Support for reporting and statistics



Automation of business processes



Support remote work/home office



Wide range of functions



Communication through Daktela

Communication via Daktela has many directions and can happen through many communication channels. External communication with customers and suppliers, and also internal communication between Leziter's various departments develops through Daktela.

EXTERNAL COMMUNICATION

Customers



Suppliers

INTERNAL COMMUNICATION



Couriers



Warehouse



Homelux store



Marketing



Finance



IT

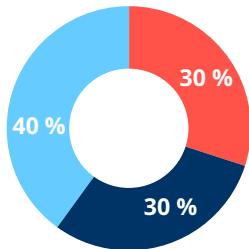


Purchasing



Quick and efficient problem solving with Daktela

Daktela automatically stores communication history across all available channels for each contact and company, including helpdesk tickets. When a request is received, the operator has immediate information about the customer thanks to the automatic opening of the customer profile, so he can solve tasks and problems better and faster.



Ratio of orders and customer service transactions

- Handling complaints
- Providing information
- Handling order and delivery requests



The effectiveness of the 11 members of the customer service team can be easily measured and optimized with the help of reporting. Before Daktela, the company used separate softwares for everything, but now Daktela can replace all of them.

- Attila Kőszegi, Commercial Director of Leziter



Implementation

After preparation, the implementation was simple. The customer service and the employees got used to the new system and its logical structure quickly, in about 1 week, since it was easy to adapt Daktela to the existing processes of Leziter. Since then, the company has been regularly training its employees on the correct use of Daktela, thus preventing the possibility of mistakes.



SL: 80%



40 seconds



8-10 K email / month



Half a year has passed since the implementation in January, and all colleagues use the system confidently. Their work can be easily followed and monitored by their superiors, so the system makes the work of not only the employees, but also the managers easier.

- Attila Kőszegi, Commercial Director of Leziter





Modules



Voice calls,
including recording



Listing



Reporting



Ticketing system



CRM



Knowledge base



Full scale reports and business intelligence

Transitioning to a new system is certainly a challenge in the life of a company employing more than 70 people, since every employee adapts differently. However, a wide range of reporting options and real-time statistics available on all channels allow you to continuously monitor where the weak points of customer service operations are and to take steps to improve communication.



AI Solutions

At the beginning of 2024, we introduced our innovative Voicebot solution to Leziter, which has delivered a 98% efficiency improvement for the company.

Leziter's business is to deliver large products to its customers' homes. A common, even daily, problem for them was that during the delivery of an order, they were not at the address given at the time of purchase and the product was not picked up. This resulted in a constant logistical burden, poorly used resources and significant fuel consumption.

A solution to this problem was requested and the following was introduced:



AI Solutions

Use of Voicebot to monitor and receive information on upcoming deliveries. It then automatically calls customers to inform them of the delivery time, allowing them to prepare to receive their order in time and reducing the rate of failed deliveries.

When contacting customers, the voice bot will ask if they can pick up the ordered product. If the answer is no, the bot will next ask if there are other pick-ups, but it also allows the customer to change the re-delivery details up to weeks before delivery. It does this with clear, error-free communication. This method allows for more efficient re-delivery, reducing the cost and inconvenience of delivery problems.

If the customer accepts the delivered package, voicebot can make additional sales offers, increasing revenue and improving conversion rates.



**With the introduction of Voicebot,
delivery success rates have improved by 98%.**



**If you would like to learn more about the possibilities
of Daktela, please contact us!**



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