



TRENÝRKÁRNA.CZ



Case study



## Streamlining Business Processes & Improving Customer Experience

Sending and receiving SMS messages within the Czech Republic and abroad under a single identification, virtual mobile number, webchat, calling, and more... all under one roof.



Trenýrkárna.cz started as an online store selling men's underwear, but has now expanded its assortment to include women's underwear, pajamas, and bedding. The company offers more than 65 Czech and international brands and has over 400,000 items in stock. It also owns two brands: the Czech brand STYX, which is entirely manufactured in the Czech Republic, and the brand Nedeto, which is produced abroad. Owning its brands helps meet customer demands and quickly respond to changing trends.

## Important Milestones

### in the History of the Number One in the Czech Online Men's Underwear Market

- 2012 | Formation of the company DaniDarx, s.r.o. and acquisition of the domain **Trenýrkárna.cz**
- 2018 | Acquisition of the Czech brand **STYX**
- 2022 | Trenýrkárna.cz expands under the new brand Nedeto to other countries:  
**Slovakia, Germany, Austria, Romania, Hungary**
- 2022 | Trenýrkárna.cz acquires a new investor in the form of the Czech investment group **SPM**
- 2023 | Construction of a new distribution center in Zdice
- 2024 | Entry into markets across almost **the entire EU**



The online store is growing rapidly and expanding internationally, and the investor will help the e-shop both in its expansion into other countries and in expanding and improving the existing markets it already operates in.



## E-shop

- trenyrkarna.cz
- trenirkaren.sk
- styx-underwear.cz
- nedeto.hu
- nedeto.de
- nedeto.si
- nedeto.at
- nedeto.ro
- Maluna.cz
- Modibodi.cz

- Number of employees: **40**
- Revenue: **266 million CZK excl. VAT**



## Customer Service in Numbers in 2023

**67 735\***

Number of calls

**36 990\***

Number of emails

**3 038\***

Number of chats

\* These numbers do not include Nedeto (.hu .de .si .at .ro)



## Revenue Generated by Customer Service

**205 159**

orders



**499 326 CZK**

excluding VAT



## Beginning of Collaboration

**April 2021** – **Trenýrkárna.cz** decided to integrate Daktela software into its customer center to streamline its business processes and improve customer experience based on positive references from another e-shop that already used Daktela's omnichannel solution.

Primarily, they were interested in the Daktela SMS Connect service, which would enable sending and receiving SMS messages both within the Czech Republic and abroad. The e-shop Trenyrkarna.cz was particularly interested in the SMS identifier version and the two-way SMS version with calling options.



**Daktela SMS Connect** is implemented via direct connections to local and international mobile operators, ensuring high throughput and reliability. This service is suitable for both one-time and bulk SMS messaging.

Daktela SMS Connect allowed the e-shop to set SMS message identifiers with its very own shortcode of up to 11 characters: **TRENYRKARNA**.

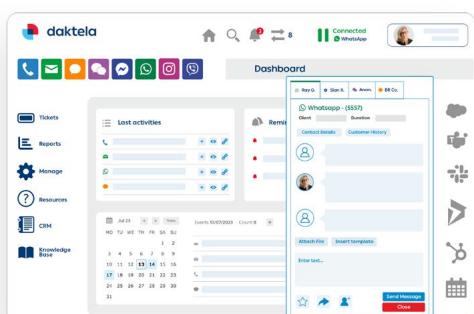
**Daktela SMS Chat** allows communication with customers via SMS messages and groups these messages into threads.

The e-shop can process multiple SMS chats simultaneously with a single operator, who can also accept other activities during chat resolution.

Operators also have the option to transfer the SMS chat to another operator or invite another operator or team leader for consultation. All SMS chats are stored, including transcripts, so it is possible to review the entire SMS chat transcript or search within them using full text.



## Demo Access



After an online presentation, they requested DEMO access to test the basic functionalities of the Daktela system.

Daktela developed a pricing offer for a virtual PBX with a contact center to handle voice, email, chat, and Facebook operations, including Helpdesk and CRM modules.



# Implementation

- 1 Contract signing
- 2 Assignment of a technician primarily responsible for the installation
- 3 KickOff Call, where the e-shop and the assigned technician went through all requirements and introduced the subsequent procedure and timing assumption
- 4 Configuration according to sent data
- 5 Testing functionalities and connection to PrestaShop
- 6 Training of the key user administrator / Team Leader
- 7 Launch of live operation

Since the beginning, the e-shop has operated all domains in a single instance of the open-source e-commerce platform PrestaShop.



PrestaShop

PrestaShop is an efficient and innovative e-commerce solution with all the features you need to create an online store and grow your business. Daktela provides a free standard integration with PrestaShop, which is available at no extra cost in the CRM module price. In the case of customizations, integration may be charged.



## Modules



+



Voice + Call Recording



+



SMS Connect



Webchat



Ticketing



CRM



Wallboard



## Virtual Mobile Number

The e-shop presents itself under a single mobile phone number.

The virtual mobile number allows an unlimited number of simultaneous incoming and outgoing calls on one phone number. The mobile phone number is used just like a fixed number. With the virtual mobile number, they have access to a complete call history and the ability to record these calls.

The mobile phone number can be used just like a fixed number. This means that incoming calls can be routed according to time conditions, announcements, etc. An incoming call can, for example, be forwarded to the appropriate queue and distributed to an operator or sent to the main IVR.



## Automatic Response Setting for Incoming SMS After Business Hours

This feature allows the e-shop to automatically respond to incoming SMS messages outside business hours. This way, the e-shop can maintain the trust of its customers and inform them about what to expect. Setting this feature is simple and can be done directly from the web interface.



## Customer Care Audit

In 2022, Daktela conducted a comprehensive analysis of customer care, tested it, and proposed procedures for its improvement. It mapped all processes related to customer care, technology, and employee motivation and suggested possible ways to improve. Daktela helped the e-shop implement measures that exactly meet its expectations.



## Implementation of „Own Activity“ Functionality

Helps the e-shop have almost a 100% overview of activities and the time demands of processes at customer service.



## Customer Service

**00:51:48\***

**AHT** - Average  
Handling Time

**0:42:39\***

**ASA** - Average  
Speed of Answer

**0:01:30\***

**Average Call Length**  
in the Contact Center

\* January - December 2023



## Ratings

**Trenyrkarna.cz**  
on heureka.cz

**98 %\***



**4,8\***

**Overall satisfaction with the shop**

\* January - December 2023



### Trenyrkarna.cz

The e-shop monitors visitor movements on the website and helps extend the view of data from Google Analytics to real user experience.

Plans to expand internationally to almost all of Europe in the future.



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



**+44 (0)208 089 1452**



**sales@daktela.co.uk**



**www.daktela.com**