



# Case study



**CETIN manages and owns the largest  
wholesale telecommunications data  
network in the Czech Republic.**



## Introduction



CETIN manages and owns the largest wholesale telecommunications data network in the Czech Republic. CETIN's network is accessible to 99.6% of citizens through fixed data technologies (SDH, VDM, Ethernet, IP) and a set of mobile technologies (GSM, UMTS, LTE, and 5G) which is expanded by 6,000 base stations. Over a million end customers are already connected to the CETIN network.



## CETIN Provided Services



Mobile network infrastructure



Fixed networks for households and businesses



Data services for corporate networks and data center rentals



## Initial challenges

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.

- Communication across multiple systems
- Calls were not recorded
- Insufficient reporting and statistics
- Duplicate CRM



## Introduction of Daktela

- Call center software since 2020
- Initially, call-only licenses for about 25 people
- Gradual expansion of call recording and SMS sending
- Clear statistics and reporting



## Current Scope of Daktela Services



17 licenses  
for email



Currently, a total of about 70  
licenses for calls



49 SMS  
licenses



Robocaller – Customized NPS script after calls  
– satisfaction measurement by request processing



AI assistant for electronic  
communication





## Where CETIN uses Daktela services



Contact center for  
customer support



Help desk  
phone



Call center  
for service  
preparation



Local  
dispatch



*Daktela's modern web system has proven itself on the help line and in customer support. Therefore, we decided to include our dispatch service in the system so that all departments communicating with end customers use the same modern system.*

*With full integration, we now have comprehensive control over every call. Thus, we can fully focus on improving customer satisfaction based on automatic feedback and quality tools for online and offline reporting*

**- Jakub Stehlik, CKS manager, CETIN**



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



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