



Case study

# Daktela Helps EMED Manage 176,000 Patient Journeys Every Month

Faster, Clearer Patient Transport - Powered by Daktela



## At a Glance



Industry:

**Non-Emergency Patient Transport (NEPT)**

Employees Using Daktela:

**526 Contact Centre Staff**

Sites:

**15+**

Key Feature Used:

**Voice (with plans to expand into email, chat, WhatsApp, bots and advanced reporting)**

Goals:

**Patient journey clarity, efficiency, scalability**



## The Opportunity for Improvement

EMED Group is the UK's leading non-emergency healthcare transport provider. Born from the 2023 merger of E-zec and ERS Medical, EMED now operates with:



**2,500+**  
employees



**55 depots**  
nationwide



**176,000 patient journeys**  
per month across 87 NHS contracts

As the business scaled, its leadership team recognised the need for a more unified and efficient communications platform to support NHS contracts and patient journeys.



*"Daktela allows us to manage patient journeys more effectively, providing clarity and control across our teams."*

**Craig Smith • Group Chief Executive Officer, EMED**





## The Vision

Before the merger, E-zec relied on legacy systems that struggled to meet rising patient and NHS demands. Moving to Daktela was seen as an opportunity to centralise communications, streamline call handling, and create a strong foundation for future innovation.

One of the key requirements was flexibility. Each NHS Trust contract comes with its own service-level agreements (SLAs) for responding to requests, and EMED needed a system that could not only meet these differing requirements but also make it simple to track performance against them.

Daktela stood out thanks to its open API, ease of deployment, excellent customer service, and strong reporting capabilities - all of which set it apart from the competition.

With backing from Cairngorm Capital Partners in 2021, and the subsequent merger with ERS Medical in 2023, EMED has consistently aligned its technology strategy with its goal of being the market leader in healthcare transport. The growth journey culminated in 2025 with full acquisition by Tiger Infrastructure Partners, further strengthening EMED's ability to invest in innovation.

Daktela initially supported just one NHS Trust contract in the Bristol area in August 2021 with 20 users, but has since expanded rapidly to over 526 users across 15 sites, serving NHS Trusts throughout the UK.

While the initial rollout focused on Voice, EMED now has a clear vision to expand into email, webchat, WhatsApp, Cleric booking integration, transcription, advanced reporting, and AI bots.



## Results So Far

With Daktela in place, EMED has:



### Improved patient journey clarity

- calls routed to the right teams for faster resolution



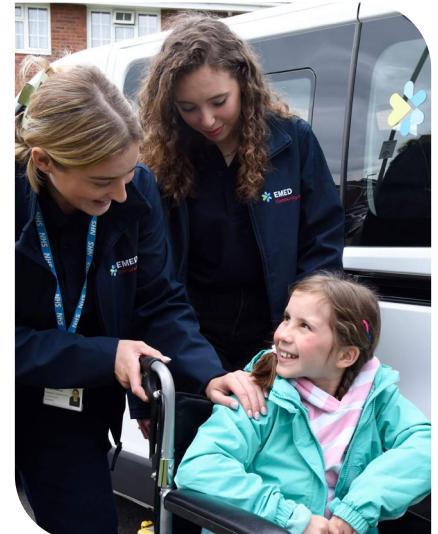
### Enhanced operational efficiency

- visibility across multiple sites and contracts



### Supported NHS compliance

- robust reporting capability and scalable infrastructure



*"The system has given us the foundation to manage patient journeys efficiently, and it grows with us as our needs evolve."*



**Craig Smith • Group Chief Executive Officer, EMED**





## What's Next?

EMED's roadmap includes:



**Integration**  
with Cleric booking  
system



**Expansion**  
into webchat, email,  
and WhatsApp



**Deployment**  
of AI voicebots, chatbots,  
and transcription



**Advanced reporting**  
for deeper operational  
insight



EMED Group, the UK's market leader in non-emergency healthcare transport, is driving digital transformation with Daktela at its core. Already improving patient journey management through voice, EMED is now building toward a multi-channel future to support growth, efficiency, and excellence in healthcare delivery.



### Interested in similar solution?

Get in touch and we'll show you  
how Daktela can transform your  
communication too.



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