



Case study

SIKO KOUPELNY streamlined customer communication.

**From ten tools down to one
with Daktela**



About SIKO KOUPELNY a.s.



Interior equipment
and design

30 %

fewer manual
interactions

1

One system
instead of ten

SIKO is one of the largest retailers of bathroom and kitchen equipment and interior design solutions in the Czech Republic. The company is built on data, efficiency and a constant drive to improve customer experience.



What challenge was SIKO facing?

Before implementing Daktela, SIKO operated with over 10 different tools for communication and analytics. Their previous customer service provider lacked flexibility, clear data, and the ability for in-house management. System modifications were complex and time-consuming. SIKO needed to unify customer communications, gain actionable insights and incorporate AI tools into customer care.



Why did SIKO choose Daktela?

Daktela nabídla řešení, které:

- Unifies all customer interactions – calls, emails and chats – into **one platform**
- Offers a **built-in AI solution** directly within the platform
- Delivers **easy-to-access statistics** – just a few clicks away
- Enables **internal system administration** without external costs
- Features a fair licensing model that helps **reduce expenses**



What benefits did Daktela bring to SIKO?



One system instead of ten, thanks to a unified platform and planned automation of common queries



30% fewer manual interactions through AI chatbots and automation



Increased customer satisfaction via automation and consistent communication



Smooth integration into internal processes with minimal adjustments



What does the customer say?



„Thanks to Daktela, we now have a system that fits our needs perfectly. 90% of the features were ready out of the box, and customisation went smoothly. I really appreciate the fair licensing model – we only pay for what we actually use. With AI chatbots and automation, we've also managed to reduce manual interactions by around 30%“



Daktela provided us with a tailored solution that fully meets our requirements. Its flexibility and ease of implementation allowed us to quickly respond to business changes and needs. When I need data, I don't have to think about where to look – I just open Daktela.

Tomáš Průša • Call Center Manager at SIKO KOUPELNY a.s.



Conclusion

The implementation of Daktela significantly improved how SIKO manages customer support. With unified communication channels, flexible licensing, and quick access to insights, SIKO is now able to better monitor and evaluate customer interactions. This has led not only to cost savings but also to increased efficiency in their customer service operations.



Looking to improve your
customer service too?

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