



## Case study



# Chatbot Handles Thousands of Customers

Since 2021, Slovakia's largest operator, Orange, has been using our chatbot.



## Key Communication Tool

Since 2021, Slovakia's largest operator, Orange, has utilized our chatbot, winning the tender primarily due to its user-friendly approach and easy-to-use platform for creating dialogues. According to Dalibor Pitoňák, the RPA (Robotic Process Automation) and chatbot coordinator at the company, the chatbot quickly became one of the key channels of customer support. It is most frequently used by the younger generation, who are accustomed to modern technology and actively seek it out.



Orange Slovakia is the largest telecommunications company in Slovakia, operating in the domestic market for over 20 years. In its field, Orange is a leader with approximately 3 million customers. Among the main actions that earned Orange SK its market-leading status are the one-crown mobile phone, per-second billing, unlimited calls, and the introduction of a 24-hour customer service line.



*„What appealed to us the most was the clarity of the user interface. It is intuitive for the customer, the operator—who manages the chatbot—and for developers or analysts who create new dialogues or evaluate data.”*

*- Dalibor Pitoňák, Orange Slovensko a.s., RPA*



Thousands  
of Customers  
Served

Cost Savings

Implementation  
within 30 Days  
Key

Communication  
Tool

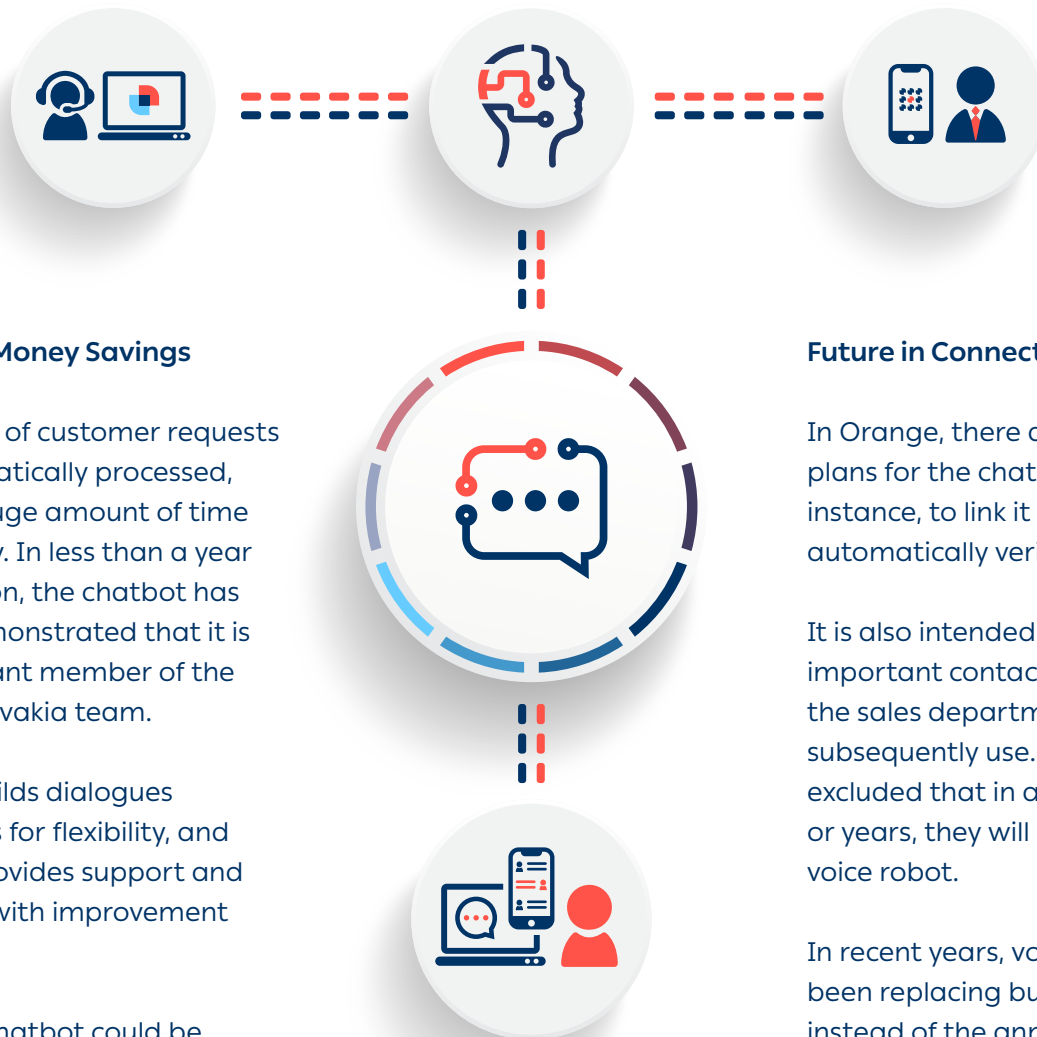


## ORI is extremely popular, especially among Generations Z and Alpha.

Orange, as a mobile operator, handles thousands of customer requests monthly. Until 2021, clients could call a phone line, send an email, connect via Messenger or WhatsApp, or fill out a questionnaire form on the website. However, the company recognized that a chatbot also belongs in modern customer communications, especially for Generation Z and Alpha, who represent a young purchasing power.



## Powerful, Easily Operable Tool



### Time and Money Savings

Thousands of customer requests are automatically processed, saving a huge amount of time and money. In less than a year of operation, the chatbot has clearly demonstrated that it is an important member of the Orange Slovakia team.

Orange builds dialogues themselves for flexibility, and Daktela provides support and comes up with improvement ideas.

Thus, the chatbot could be deployed almost immediately, and Orange saw the results of its work very quickly.

### Future in Connection with CRM

In Orange, there are further plans for the chatbot, for instance, to link it with CRM to automatically verify customers.

It is also intended to collect important contacts that the sales department can subsequently use. It is not excluded that in a few months or years, they will also have a voice robot.

In recent years, voicebots have been replacing button bots, and instead of the annoying pressing of one and asterisk, users can expect a normal conversation with a voicebot.



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



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