



Case study

**Svět svítidel handles calls 35% faster
and emails 25% more efficiently**



35 %

25 %

Customers particularly value the extensive range, high stock levels, and reliable after-sales care. Svět svítidel holds the APEK „Customer Verified“ certification and consistently maintains high ratings on comparison sites.



Today, the company operates in more than 26 European countries and identifies as the second-largest online lighting retailer in Europe. With extensive warehousing (over 35,000 m²) and modern logistics facilities, they are equipped to provide swift service to customers across all markets.



The Challenge



Excessive customer waiting times to connect with an agent.



A high percentage of missed calls.



Limited communication channels for customers.



Manual task handling without CRM integration.



Lack of robust reporting, oversight, and quality control.



Why Svět svítidel Chose Daktele



Unified platform for all channels (Phone, Email, Web Chat, Messenger, Viber).



Automation capabilities and the use of templates.



Seamless integration with their CRM system.



Advanced statistics and real-time reporting.



Increased efficiency without compromising the quality of customer care.



Concrete Results of the Partnership



43% improvement in agent availability and shorter waiting times.



35% faster call handling due to automation and CRM integration.



25% increase in email processing speed thanks to templates.



27% reduction in the number of **missed calls**.



Expansion of channels to include Messenger and Viber.



Total centralisation within a single, intuitive platform.



Customer Experience



„Daktela has helped us unify and streamline our customer communication across all channels. As a result, we've reduced waiting times by 43% and cut missed calls by 27%. Query handling is significantly faster—we process calls 35% more efficiently and emails by 25%. Furthermore, we've expanded our reach via Messenger and Viber, keeping everything organised under one roof. The result is higher customer satisfaction and a much-needed reduction in pressure on our team.”



Michela Šenková, Customer Care Manager, Svět svítidel



The advantages of Daktela are growing every day.

Get in touch to discover how you can raise the value of your business with an omnichannel solution.

