

Case study



AI Automation and Efficient Customer Care for the Leader in Online Grocery Sales



Introduction



Košík.cz:

A leading player in online grocery sales and complementary product ranges.



Partnership:

We have been working with Daktela since 2017.



Scope:

We use the system for customer care, an internal hotline and dispatching.



Team:

More than 60 users actively work on the Daktela platform.



Challenges: Growing Volumes and the Need for Flexibility



Extreme Increase in Enquiries

The need to relieve the call centre during a sudden surge in customer enquiries (especially during the pandemic and peak periods)



Routine Workload

The goal was to hand general enquiries and routine work over to bots so that Agents could focus on more complex tasks.



Lack of Staff Capacity

Difficulty in recruiting and lengthy onboarding of new Agents during peak periods.



Need for Agility

The necessity to make changes to communication scenarios immediately and without technical expertise.



Future Development



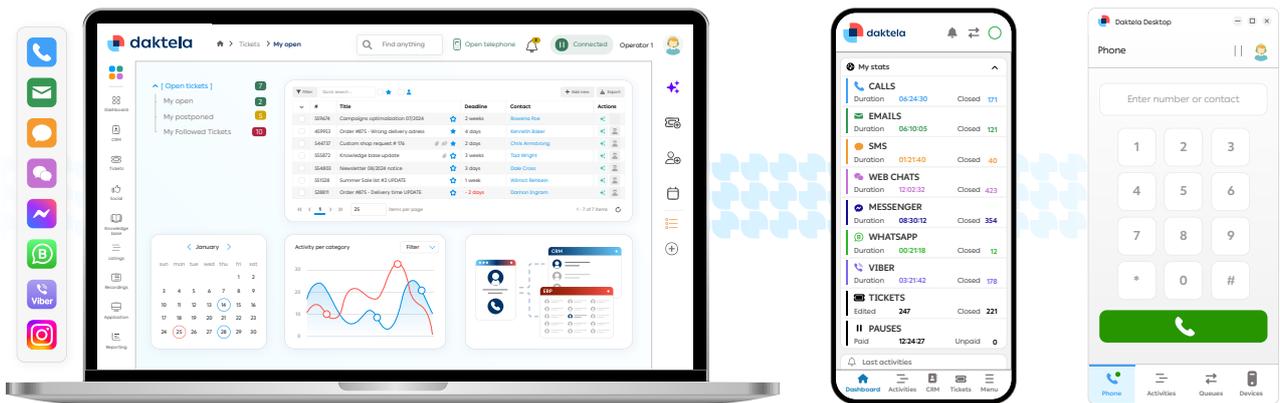
Voicebot

Planned deployment of a voicebot as a replacement for the traditional button-based menu (IVR)



Needs Prediction

The voicebot will be able to predict the reason for a Call based on the customer's recent actions (e.g. a dispatched order)



Interested in what kinds of requests AI could handle in your company?

CONTACT US!



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