



Case study

Colonnade Insurance and the Implementation of the Daktela System



About Colonnade



Colonnade Insurance is **a major player in the insurance market**, operating in several countries. The company focuses primarily on acquiring new customers and taking care of existing clients. To increase efficiency and automate its operations, Colonnade implemented the Daktela platform, which helps to unify and manage all communication channels.

Cooperation with Daktela | Customer Experience

„Daktela has brought us major improvements. One of the biggest benefits was unifying all communication channels across four countries onto a single platform. Thanks to IVR automation, we route 71% of all calls, which significantly reduces query resolution times. With over 7,300 inbound and 59,000 outbound calls per month, the Daktela platform has heavily contributed to reducing costs and improving the efficiency of our operations. Furthermore, the automation of telesales campaigns saves an enormous amount of time and money, as we manage up to 15 acquisition campaigns per month with minimal human intervention.“

- Ing. Jozef Fajčík, Customer Contact Center Manager



Main Reasons for Implementing the Daktela System

Colonnade needed a robust system capable of covering the needs of all branches across the CEE region and unifying all customer communication. Emphasis was placed on the **following goals**:



Increasing efficiency
in inbound and outbound communication.



Automating processes
through IVR and SMS campaigns.



Improving decision-making
using clear data from reports and wallboards.



Time Savings and Improved Team Performance

Thanks to reports and wallboards tailored to Colonnade's specific needs, the company has significantly saved time in managing daily operations. The data obtained has enabled a shift in how team performance is evaluated and how workloads are managed. Furthermore, the implementation of automation and API solutions for connecting to landing pages has led to savings of thousands of euros per month, representing a significant financial benefit for the entire organization.



Future Plans and the Benefits of a Centralized System

Colonnade is currently implementing the Daktela platform in other countries where it operates. Thanks to a unified cross-border contract, the company expects to reduce operational costs and simplify administrative tasks. At the same time, Colonnade is focusing on utilizing advanced features, such as artificial intelligence, which has the potential to significantly boost the efficiency of customer support and deliver even better results.

The implementation of the Daktela system at Colonnade has led to major improvements in customer communication, increased efficiency, and reduced costs. The company now has the tools for better decision-making and flexible campaign management, allowing it to respond quickly to market needs and consistently increase customer satisfaction.



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.