



Člověk
v tísni



daktela

Case study

Unified Donor Care

at the Largest Non-Profit in Central Europe



About People in Need (Člověk v tísni)



People in Need is a non-governmental non-profit organisation that has become a key player in humanitarian aid over its 30 years of existence.

With a vast donor base, they place great emphasis on highly personal and sensitive communication.



200,000+ donors



55,000+ regular donors



Challenges: Fragmentation and Information Blindness

Before deploying Daktela, the donor care department faced the following problems:



Inconsistent communication

Emails in Outlook were split across numerous mailboxes that had to be checked manually.



Manual chaos

Tagging of topics and assignees was done manually using labels.



Zero Call data

Calls were redirected to mobile phones, with no overview of volume, duration or topics.



No reporting

There was no comprehensive view of donor needs and communication trends.



Solution: All Channels Under One Roof

Since implementation, all Emails, Calls and SMS have been unified in a single interface.



Ticketing system

Easy tagging of topics and message sentiment.



360° context

Ability to merge Emails and Calls into a single conversation for a complete overview.



Automation

Use of templates for frequent queries and automatic Recordings for Calls.



Results That Speak for Themselves

(Period 1 Sep -- 12 Dec 2025)

Total number
of activities

17 942

Interactions
handled

Tickets
created

3 267

Tickets

Communication
sentiment

2 006

Messages with
positive sentiment

Average
Call duration

2:59

Minutes

Number
of Calls

930

(peak
in September:
335 Calls)



Features That Save Time



Role assignment: Clear responsibility for specific Tickets with a single click.



Sentiment analysis: Tracking overall message sentiment for more sensitive responses.



SMS from Daktela: Direct communication from a single interface.



Statistics: Ability to predict workload and strengthen capacity during peak season.



What Next? Towards Full Automation



CRM Integration

Connecting Daktela to the Business Central database for instant donor overview without manual searching.



Unified call centre

Moving all Agents into a single system to eliminate unnecessary switching between applications.



Crisis management

Using Daktela as a key tool for handling SOS situations and sudden surges in queries.