







## A stable foundation for campaign and team growth



Scaling the business  
with the Daktela platform



Unified  
reporting



Centralised  
campaign evaluation

Implementation was gradual—from a single operator to the entire team. The system grew alongside Leadmachine, without the need to change tools or processes. This created a solid foundation for scaling both campaigns and people.



## From one operator to tens of thousands of calls per year



The number of completed calls increased more than 24x over 5 years (+2,300%)



The operator team grew smoothly from **1 to 12 agents**



**70 campaigns** per year



**74,000** dialled numbers annually



**40,000** completed calls



More than **1,500** arranged meetings and registrations



*"We were looking for a solution that would allow us to manage campaigns professionally while continuing to grow. Daktela has given us clear visibility over individual calls as well as overall campaign performance, which is essential for our clients."*



**LEADMACHINE**

*Petr Chaloupka, Leadmachine CEO*



## Smarter campaign management in practice



### Advanced events and notifications

Customised events allow the team to respond in real time to specific situations within campaigns, increasing operator efficiency.



### Tailored solutions

Leadmachine uses custom call routing based on defined conditions, bulk queue management, and tailored reports and data exports that reflect their internal processes.

Thanks to this combination of intelligent AI tools and bespoke technical adjustments, Leadmachine has a robust and flexible foundation that enables them to dynamically scale both campaigns and their operator team.



## Advanced AI call analysis and faster feedback

The collaboration continues to evolve through further automation and maximising data utilisation from every interaction. Leadmachine now fully leverages AI-powered call analysis, where automatic transcriptions and the AI Topics feature enable instant analysis of call content. The system independently evaluates key topics and produces clear summaries, significantly accelerating feedback and quality control.

Would you like to scale your business as well?

**CONTACT US!**

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