



Case study

Colonnade Insurance and the Implementation of the Daktela System



About Colonnade



Colonnade Insurance is a **major player in the non-life insurance market**, operating in several countries across the CEE region. The company focuses primarily on acquisition and expanding its insurance portfolio, as well as on caring for its existing portfolio. 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 delivered a fundamental improvement to our contact centre operations. One of the greatest benefits has been the consolidation of all communication channels across five countries into a single omnichannel platform. Thanks to precise routing of customers and contacts to dedicated teams, we now resolve up to 83% of all calls first time, which customers greatly appreciate nowadays. With more than 9,200 incoming calls and 76,000 outgoing calls per month, the Daktela platform has made a significant contribution to reducing costs and improving the efficiency of our operations. In addition, the automation of telesales campaigns saves a huge amount of time and cost, and we are currently able to manage up to 19 acquisition campaigns per month with minimal use of human resources.“

- 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.



Implementation Results in Numbers



9 200

inbound calls per month



76 000

outbound calls per month



83 %

of calls routed via IVR



19+

acquisition campaigns in Daktelea per month

76 000+

customers
per month



Inbound and Outbound Calls

Every month, Colonnade handles more than **9,200 inbound calls across all branches**. These numbers vary by queue type (telesales, customer care, etc.). Outbound communication is even more intensive – the company contacts over **76,000 customers per month**, primarily as part of acquisition campaigns.

83 %

inbound
calls => IVR



Successful IVR Routing

83% of all inbound calls are routed through an IVR (Interactive Voice Response) system, which significantly reduces the time needed to resolve queries while simultaneously increasing customer satisfaction. The IVR allows customers to quickly connect with the appropriate team, giving agents important information about the reason for the call before they even answer it.

SMS



SMS Communication

Colonnade sends **several thousand SMS messages per month** as part of its customer interactions. These messages are either automated or sent manually, depending on the specific needs of the customer communication.

19+

campaigns
per month



Campaigns

Colonnade manages **19+ campaigns monthly** through the Daktelea platform. Up to 90% of these campaigns are focused on telesales, highlighting the importance of the acquisition process for the company.

