

daktela

Case study

Slevomat, using the Daktela chatbot,

has successfully automated 73% of customer enquiries

About Slevomat.cz



Slevomat is a leading Czech online marketplace focused on experiences, services, and products. The company serves hundreds of thousands of customers and cooperates with thousands of partners.

Why Slevomat Chose Daktela

Slevomat was looking for a solution that would:

Unify communication channels
and enable scaling during seasonal peaks

Deliver advanced automation
and AI utilisation

Ensure integration with CRM
and internal systems

Prior to implementing Daktela, Slevomat already had a solution that offered omnichannel features. However, Daktela provided a modern AI platform that, in addition to unifying all channels, offered extensive scaling options and the automation of routine enquiries.

The Problem and Its Business Impact

The volume of repetitive inquiries across chat, phone, and email grew by 10% year-over-year. Slevomat needed to handle this increase without overburdening their agents, while ensuring fast and consistent responses to customers.

Customer support was limited by:

- Fragmented channels managed separately without a unified interface.
- Absence of a ticketing system.
- Limited ability to track customer history across communication channels.
- Insufficient automation and the inability to utilise LLMs.
- Lack of advanced reporting and statistics.

The Solution from Daktela

Implementation of an AI contact centre, including AI tools:



Unifying
chat, calls, and email into
a single interface



Deploying
a chatbot, voicebot, and an emailbot
(under development)

Integrating LLM modules and connecting to the CRM



Process automation
and API
integration



Centralisation
of communication
into a single interface



Allowing agents
to manage and train
the bots themselves

Results

73 %
of requests resolved
by the chatbot

63 %
of calls handled
by the voicebot

1-1,5 FTE
saved
(depending on the season)

50 %
reduction
in first response time

4,7 out of 5
CSAT
(customer satisfaction)

Thanks to the implementation of Daktela, Slevomat:

significantly reduced
agent workload

accelerated
response times

gained full control
over customer communication

established
the foundation for scalable, AI-driven support

„The implementation of Daktela was a strategic step for us – it helped us not only to unify our communication but, above all, it paved the way for the automation and scaling of our customer support. With the chatbot, we resolve 73% of enquiries, and with the voicebot, 63% of phone calls. Consequently, we now handle the majority of requests without agent intervention. Faster response times and a consistent customer experience directly translate into higher satisfaction for both customers and partners. At the same time, Daktela provides us with the data and control needed for continuous optimisation, reinforcing our position as a market leader."



***Jakub Vála**, Customer Care Team Leader, Slevomat.cz*