

✉ DRAŽICE



Case study

Družstevní závody Dražice
**improved customer communication
speed by 50 % with Daktela's platform**



About Družstevní závody Dražice – strojírna s.r.o.



50 %

Manufacturing company

Faster first response

25 %

Reduction in call queue wait times

Družstevní závody Dražice – strojírna s.r.o. is a traditional Czech manufacturer of water heaters with over 125 years of history and part of the NIBE Group – a leading European provider of sustainable heating and energy solutions.

With a growing number of customers, service companies, and business partners, the company faced an increasing volume of inquiries across multiple communication channels. To maintain its high service standards, it decided to modernize its customer support system and consolidate all communications into a single environment.



Challenge

The rapid increase in inquiries from multiple channels created new demands on coordination and customer service quality control.



The customer service team lacked visibility – it was unclear who responded to which issue, where the inquiry got stuck, or if it was resolved.



Managers had no clear data on team performance – how many inquiries were handled, how long it took, or how satisfied customers were.



Internal teams handed off tasks inefficiently and often revisited the same issues multiple times.



They lacked a system that would provide a full overview of performance, support team management, and ensure a consistent customer experience across all channels.



Solution

Daktela implemented a full omnichannel solution for Dražice that consolidated all channels – from phone and email to chat and social media – into a single platform. The solution included automated ticket routing, CSAT and NPS tracking, and clear reporting for management. It was tailored to the company's needs, including processes for claims and service management.

Thanks to the modernized contact center and the implementation of Daktela, Dražice achieved significant improvements in key areas:

- 50%** **First response speed** increased by nearly 50%
- 33%** **The number of handled calls** increased by over 33%, with the same number of agents
- 25%** **Average waiting time** on the customer line dropped by approximately 25%
- 15%** **Processed inquiries** increased by over 15% without growing the team

CSAT

2024	•	79 %
2025	•	83 %

NPS

2024	•	61 %
2025	•	64 %

These results confirm that communication centralization and process automation **significantly improved the quality and speed of customer care.**



Customer testimonial



"Daktela helped us handle the growing number of customer inquiries without having to expand our team. We've sped up our responses, clarified our communications, and gained a complete overview of all inquiries. Customer satisfaction is key for us – and with the Daktela platform, we're now better able to measure and improve it."



Monika Fryčová, Head of Customer Service and Technical Control, Družstevní závody Dražice



Do you also want to improve customer care in your company?

CONTACT US!

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