



Why should you introduce Daktela to your Business Contacts?

Here are **ten** reasons why you should promote Daktela

1. Unrivalled Commission Potential

We pay commission on everything forever. You will receive monthly commissions based on an agreed percentage of what we bill the customer each month, and this will continue to be paid for as long as that customer stays with us. In addition, we offer regular additional one-off incentives, including fast start programmes and extra rewards for longer-term contracts. In short, you determine how much you want to earn, and we give you the opportunity to achieve it.

2. Be one of the few

Stand out from the crowd. Daktela isn't widely available to all resellers, so when you introduce the Daktela solution, you will likely be the only partner presenting our technology. We only authorise partnerships based on expertise and experience, allowing you to differentiate yourself from the competition. We do not require you to be exclusive to us, but we are confident that we will be your primary focus over time.

3. Traditional Approach to support

Unlike many other vendors, our people come from the traditional contact centre supplier industry and bring many of the traditional values of customer support. Unlike many of our CaaS competitors, we do not believe in the "give them a licence and an online manual" approach. Our service comes with inclusive 24/7 UK support, allowing us to be on hand to help your customers with training, advice or help whenever they require it.

4. No Conflict with Direct Sales

You will never have any conflict with our direct sales team. Our preferred approach is always through partners, and our direct sales team is focused on our global opportunities. Even when this leads to multiple paths to the same opportunity, we resolve it simply by rewarding both our direct sales and the partner simultaneously for the same opportunity, thus removing any conflict.

5. Innovative Product

At Daktela, we continue to enhance and develop our technology, for example, adding AI capabilities, Instagram, and Workforce Management Software in 2022. Our product has no bolt-on modules from 3rd parties. This allows you to position our product as a base platform that customers can continually build on in the future, enabling you to continue to develop your own revenue streams during the lifetime of the customer relationship. We recently became the first vendor in our market to announce integration to Chat GPT, reflecting our innovation capabilities.

6. Flexible Pricing & Contract Options

In our experience, customers purchase such solutions based on functionality, support availability and pricing, and we are proud that Daktela comes out top in all four. We offer monthly rolling contracts and one-, two- and three-year fixed price agreements. Whatever the contract term, customers only pay for what they use and can trial additional functionality free of charge. Our pricing reflects the functionality customers choose, with the ability to upgrade and downgrade licences as required.

7. Open Architecture

In today's contact centre, integration with other solutions is vital, and our solution already integrates with most common platforms such as Teams, Salesforce, Microsoft Dynamics etc. In addition, unlike many other CaaS vendors, we will also adopt a flexible approach to different 3rd party integrations, often completing an integration to a customer's own bespoke 3rd party systems.

8. Customer-Focused Implementation

Our approach is not to offer free trials - we provide a free proof of concept option. We do this as we see no value in providing customers with a free trial of a system they don't know how to operate. Our proof of concept includes a degree of training and design that allows your customers to see how the system could work when fully rolled out. When we roll out the full implementation, it is not a shared or tenanted solution. Each customer is provided with their own bespoke and dedicated instance within our UK datacentre, specifically designed to meet their business requirements.

9. Contact Centre Expertise

Steve McSherry leads Daktela in the UK. Steve has worked in the contact centre industry for almost 30 years and has been involved in hundreds of different implementations. Roy Holmes is our Professional Services Director and heads the support and pre-sales teams and has a similar depth of experience. Our aim is always to help you win business by supporting your sale by providing the resources and knowledge required to BID TO WIN.

10. The Brand is going places.

In the next five years, we aim to become a leading player in the global CaaS marketplace. With our global HQ in Prague and our UK offices in Chester and Reading, we can support partners wherever they are based. We plan to continue building our team with people who have unrivalled contact centre expertise. Access all areas for a genuine partnership experience - not a vendor relationship like many other larger non-European vendors. With Daktela, our partner has a voice and is heard. We pride ourselves on our agile approach to the market that allows us to take advantage of our partner's depth of knowledge and experience.