



ticketportal®



Case study



# Innovative Customer Engagement: How AI Chatbots Have Transformed TicketPortal

Discover how one of Europe's leading ticket vendors streamlined operations and boosted customer satisfaction with the power of AI.



## Introduction

In 2021, TicketPortal, a premier ticket vendor for cultural and sporting events across the Czech Republic, Slovakia, Hungary, and Bulgaria, embarked on a transformative journey by integrating an AI chatbot into their customer service strategy. This case study explores how this innovative solution transformed their operations, enhancing both efficiency and customer satisfaction.



## The Challenge

**TicketPortal faced a significant challenge:** Managing a high volume of customer enquiries across multiple channels, including chat, email, and Facebook. The diverse nature of ticket sales meant that customer queries were varied and complex, often leading to delays in response times.

The Customer Support team needed help to keep up, as many enquiries went unanswered for several days.



## The Solution

Since 2021, TicketPortal has transformed their customer service by introducing a sophisticated AI-powered chatbot developed by Daktela.

This cutting-edge tool is designed to efficiently manage a wide range of customer enquiries, delivering instant responses and allowing operators to dedicate their time to addressing more complex issues.



## Key Achievements

107 000



1 Year + 107,000  
Customers Served

1 495



Hours Saved for Operators  
Per Month

10 m



10-Minute Average  
Conversation Length

- **1 Year + 107,000 Customers Served**

In the first year, the chatbot successfully served over 107,000 customers, with the number continually growing. This impressive figure highlights the chatbot's capacity to manage **high volumes of interactions** efficiently.

- **107,000 Queries Handled Without Operator Intervention**

The chatbot handled **93% of all customer enquiries autonomously**, only forwarding the remaining 7% to the Customer Support team when necessary. This drastically reduced the workload on the team and ensured quicker resolution of customer issues.

- **1,495 Hours Saved for Operators Per Month**

By automating responses to common enquiries, the chatbot saved the Customer Support team approximately **1,495 hours each month**. This allowed the team to dedicate more time to other essential tasks, such as handling more complex queries and improving overall service quality.

- **10-Minute Average Conversation Length**

Despite the high volume of interactions, the chatbot maintained **an average conversation length of just 10 minutes**. This efficiency in communication ensured customers received timely assistance without long wait times.



## Customer Care Insights

Robert Žítek, **Head of Customer Support at TicketPortal** shared valuable insights into the impact of the chatbot.

*"I highly recommend Daktela's AI Team. They took the time to work with us to ensure the chatbot was tailored to our business needs, and the results speak for themselves."*





## Automated Scenarios Tailored to TicketPortal



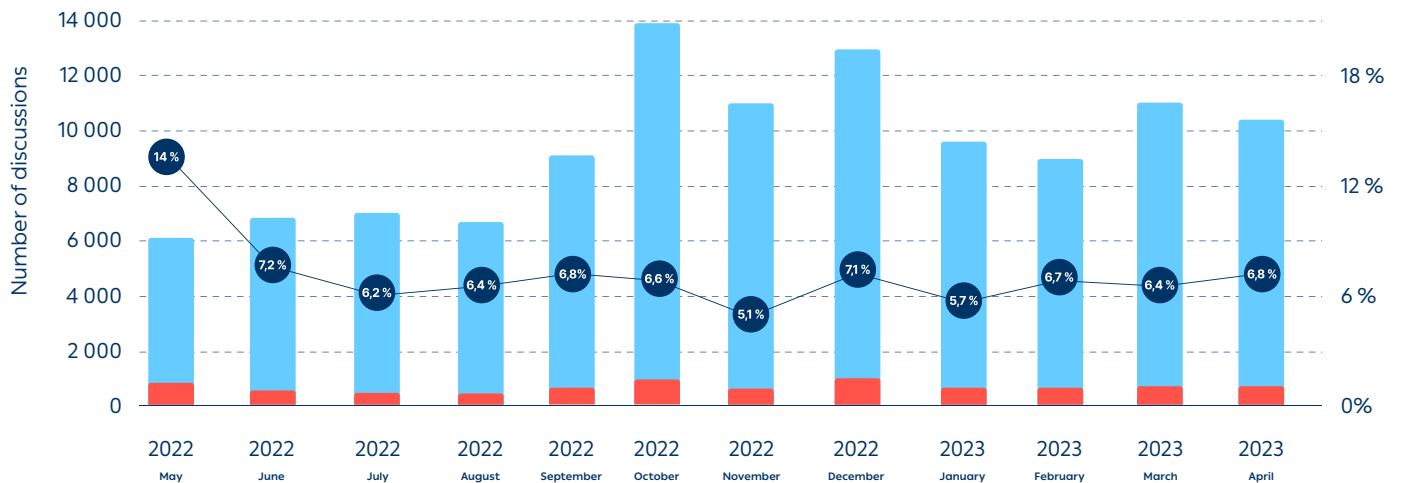
The chatbot was programmed with several automated scenarios to address the most common enquiries, including:

- Ticket purchases
- Payments
- Enquiries about performances
- Frequently Asked Questions (FAQ)

These predefined scenarios enabled the chatbot to provide accurate and relevant information swiftly, enhancing the overall customer experience.



## No More Waiting in Line



Discussions handled by the chatbot    
 Discussions switched to the operator    
 Share of switches per operator in %

The implementation of the chatbot eliminated the need for customers to wait in online queues. When operators were busy, the chatbot could continue to serve waiting customers, ensuring no query went unanswered.



## Expansion to Internal Use



Building on the success of the customer-facing chatbot, TicketPortal is now exploring its use for internal purposes.

This includes providing information to staff at sales points and utilising Daktela's AI Mailbot for automatic email categorisation, tagging, and crafting suggested response templates.



## Conclusion

TicketPortal's implementation of the Daktela AI chatbot has significantly improved their customer service operations. By handling the majority of enquiries independently, the chatbot has freed up valuable time for the Customer Support Team, reduced response times, and enhanced overall customer satisfaction.

This compelling example showcases the transformative power of AI in customer service, setting a new standard for other businesses to follow.



## Get in Touch

Interested in learning more about our innovative solution?



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