

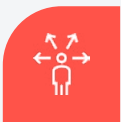


CASE STUDY

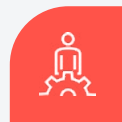
The cooperation of the Czech Internet leader Seznam.cz and omnichannel contact centre leader Daktela:
Unification of customer and user support systems

The technology company Seznam.cz used a unified telephony solution, but all other communication channels, especially e-mail, were handled separately by each department on its own axis, resulting in the inefficient transfer and handling of requests across the company. In addition, emails were being sent outside of the ticketing system, so they were looking for a platform that could handle ticketing and also include not only telephony, but also other communication channels such as webchat, SMS and social networks. Seznam.cz for these reasons decided to search the market for the most suitable solution that would meet their needs.

Challenges



logging in to up to four systems and a scattered agenda



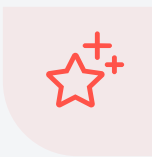
using multiple solutions from different companies for chat communications



handling requests by classic email



inconsistent communications within the company and with clients



Thanks to Daktela's new solution, these shortcomings have been addressed and as a bonus, colleagues got to know each other better and internal „best practice“ sharing now works much more efficiently as a result.

About Seznam.cz



Portfolio of the Czech Internet leader:

- content services Seznam Zprávy, Televize Seznam, Stream, Proženy.cz, Garáž.cz
- full-text Search
- its own browser
- Email.cz and Email Profi
- the Mapy.cz map application
- the Zboží.cz shopping guide
- the Sklik.cz advertising system
- the Sreality.cz, Sauto.cz, Firmy.cz services, among others

The company owns a stake in the Borgis publishing house and in 2019 it bought 100% of the regional radio stations Expres FM and Classic Praha.



FOUNDED
in **1996**

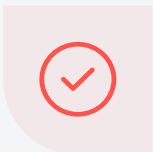
REVENUES OF CZK
5,604 billion in 2021

TRAFFIC TO THE SEZNAM.CZ
HOMEPAGE:
nearly 4 mil. unique users per day

REACH OF ALL SERVICES:
95 % of the internet population

Seznam.cz was looking for a management solution for various services that would be both efficient and reliable. An important factor in selecting a suitable starting point was the possibility of integrating **the technology Sentisquare**, which uses **artificial intelligence** algorithms to process and understand text, specifically with their existing business and accounting systems. The positive reference was one of the reasons Daktela was included in the selection process. After approaching a number of interested parties, **Daktela's communication system came out as the most suitable system that met all the requirements and demands** of Seznam.cz. The Omnichannel system was already deployed before the end of the tender process in live operation in the department telesales, where they were tested under demanding conditions:

-  **system reliability and stability**
-  **clarity and efficiency of requirements handling**
-  **various AI integration options**



Daktela succeeded in this final test without any setbacks and feedback from individual dealers was positive. The final test was the deciding factor that Daktela would be the solution that Seznam would use.

„I see the cooperation with Daktela as very professional. At the beginning of the whole project we put a lot of effort into specifying our needs and writing them down in detail. The subsequent implementation then went smoothly. In Seznam we chose a step-by-step implementation process for each team and department, and thanks to the detailed „Business Blueprint“ it was no problem to go back in time and migrate the department when we needed to. I also appreciate the flexibility in implementing our information systems into the Daktela solution.“

Ondřej Křivan, Migration Project Manager at Seznam.cz

DEMO approach



When selecting a supplier of customer care solutions, they wanted to get a „feel“ for Daktela first. Therefore, they chose one team where they wanted to test the basic functionality. **During the testing, that team concluded that they did not want to go back to their old solution** and would wait on the provisionally developed system until Daktela was implemented within each department.

Implementation



Due to the scope of the implementation and the size of the client, the project was assigned to the Enterprise team and an Enterprise Manager from Daktela was brought in to effectively communicate and successfully manage the entire project.



In the initial stages of project development, great emphasis is placed on ensuring that the Enterprise team members know all the necessary context and are aligned with the client on all project details. Careful and detailed project preparation fundamentally streamlines the entire implementation process and reflects on the project outcome.



During the implementation phase, the customised software was continuously tested by the QA team. Seznam also tested Daktela in User Acceptance Testing (UAT), which provided valuable and important feedback. Any concerns were immediately addressed.



Following the implementation phase, the Enterprise team prepared online training for administrators and team leaders, tailored to the needs of Seznam, to impart knowledge to these key users for future work with Daktela. The training was divided into several stages and a video recording was made of each stage. Seznam later drew on the recordings and used them in training end users.



After the testing, the „go-live“ stage followed. Daktela was taken into live operation and after deployment as part of the „fine tuning“, only minor adjustments were made and Daktela was fine-tuned to perfection.

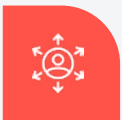
Managers at Seznam.cz appreciate the smooth transition to the new system.



„Although it was a fairly large migration with more than 100 operators from different teams and with different needs, we did not experience any major delays.“

Ondřej Křivan, Migration Project Manager at Seznam.cz

Benefits for Seznam.cz



Unification of all communication channels into one system



Automation of operations



Possibility of customization under their control



Scalability of the system



Preview of traffic and NPS measurements in real time

Future plans



making the work of specialists as easy as possible



getting rid of repetitive activities (repetitive answers to the same questions)



tracking of the topics or reasons for communication



perfect handling of feedback from customers and companies without having to manually read thousands of comments

For Seznam, the implementation of the new system is only the beginning of the „story“. One of the reasons why this technology company started using the new system was the possibility of implementing innovations across teams. **Seznam.cz sees the work and use of the advantages of artificial intelligence as a key, both for processing text and voice communication.**

Testing of more advanced features and more significant integration of the Seznam and Daktela systems will follow. At the same time, as part of Daktela’s roadmap, Seznam.cz plans to actively test other innovations implemented by Daktela developers.

„Deploying solutions from Daktela, a leading global provider of contact centres and corporate communications technology, has led to a number of improvements across departments at Seznam. One of these is cost reduction and time savings of tens of seconds on each request. Another significant positive factor is the overall synergy between departments. In the past, systems across departments were different. Daktela’s unified solution makes handoffs between teams and collaboration much easier. Among other things, thanks to the ticketing system, in which no request goes unanswered. Daktela has also brought about an increase in the efficiency of the individual teams. With online traffic monitoring in the form of custom dashboards and wallboard views, it is much easier for us to manage traffic and keep track of what is happening in real time.“

Martin Giba, Special Projects Manager at Seznam.cz



Thanks to automation and artificial intelligence, the company is saving **thousands of minutes** of operator time and **at least a third of its costs**. In less than three months of collaboration, Seznam operators have processed **more than 200,000 requests**.

„For us at Daktela, working with Seznam is a dream come true. Thanks to the enthusiasm on both sides and the courage to bring a comprehensive change in the way we manage communication with our clients, we were able to deliver a win-win solution. The result is lower costs and greater efficiency, operators who don’t have to waste time and potential on routine tasks and a much better customer experience.“

Antonín Chadima, Enterprise Manager at Daktela

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