



The best Customer Experience in one platform


CzechTrade

Online Seminar

17.09.2025



Mihai-Alexandru Nica
Country Manager Romania



#1

20

+1300

7

27001



**#1 on the CZ
market**
of Contact Centres



20 years
of experience



1300+
customers
of all sizes
and industries



7 branches
in 7 countries



ISO 27001
and other
certifications

NOTINO

SEZNAM.CZ

Packeta

EPPL
PROFESSIONAL PARCEL LOGISTIC

gasnet

**GENERALI
ČESKÁ POJIŠŤOVNA**

SAMSUNG

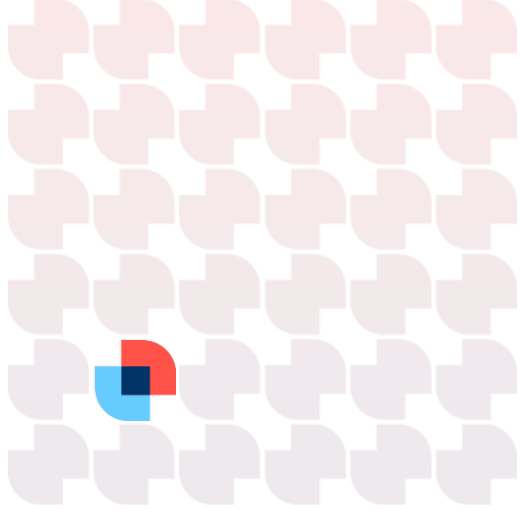
COLONNADE

Heimstaden

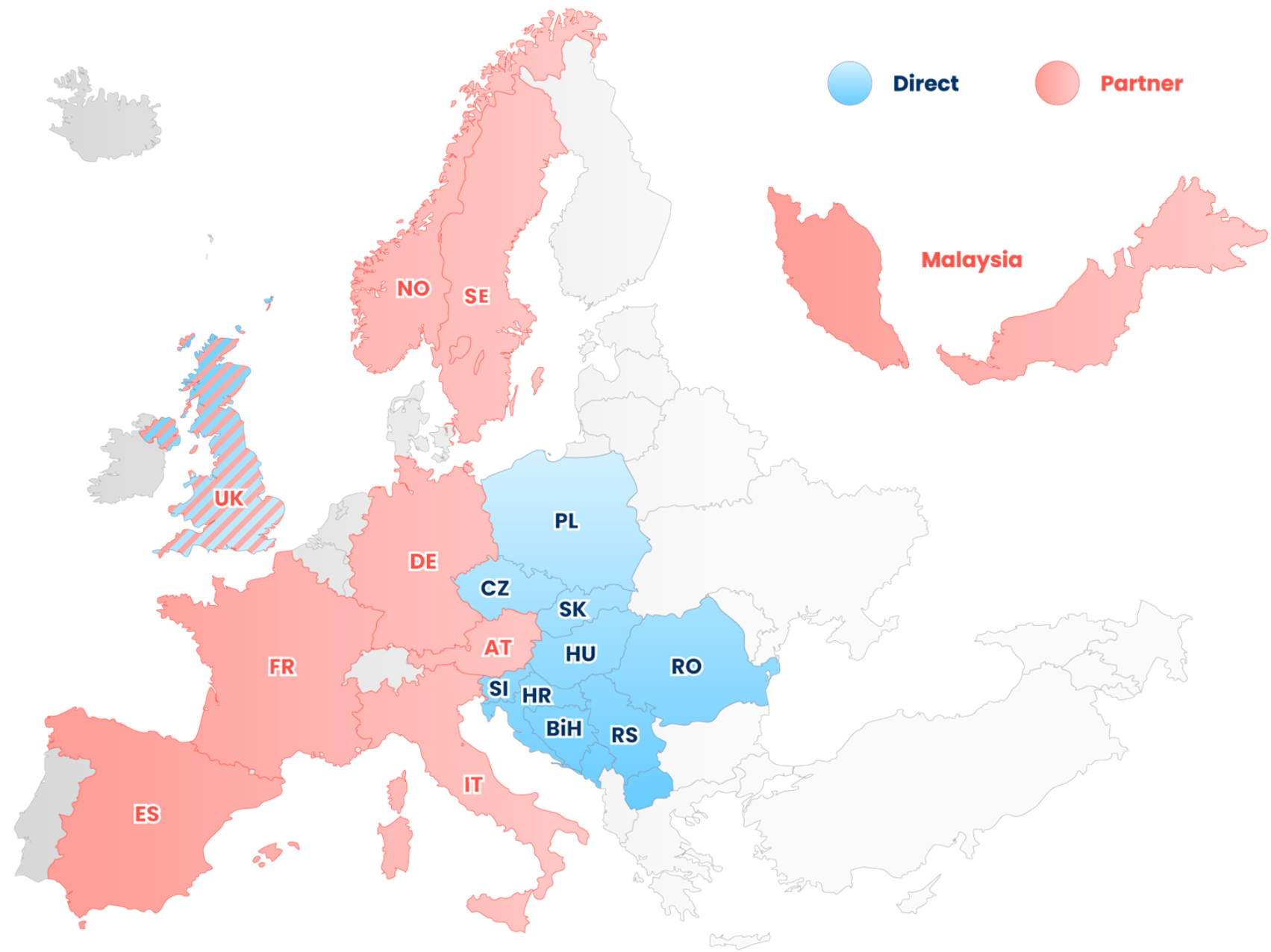
DOUGLAS

Košik.CZ

FISCHER



Daktela Global Operations





Modules & features



Voice



SMS



Webchat



Social



Ticketing



CRM



Emails



Advanced AI features





AI Modules & features

Automatization process



Voicebot



Chatbot



Emailbot

Agents' support



Daktela
Copilot



Call
transcription



AI
Topics



AI
QA



A word from our Group CEO

Ing. Jiri Havlicek





6

**Team
members**

+65

Customers
from different
industries

3.5 years

**Since entering
Romania**

4

**B2B
partners**

SIBS Partner
in Payments

Karpaten TURISM

45
PARALELA

alt express

HILS
DEVELOPMENT

ih International
House
Bucharest

BOOKZONE

MAGNOR
AMANET SHOP EXCHANGE

Otto Broker

o|x

SUDREZIDENTIAL.RO
REAL ESTATE GROUP

Mark Twain
INTERNATIONAL SCHOOL

MAXBET

eduJOBS
Ecuția succesului: edu + jobs = salariul x 2

Manpower



How it started in Romania

LAUNCH AND INITIAL STEPS

December 21 – Country Manager hiring

January 22 – Officially launched operations

First quarter – Prepared the [go-to-market strategy](#)

LOCAL MARKETING, SUPPORT AND SALES TEAMS

Second quarter

Establishing a [local marketing department](#) and building brand awareness

Created a [local support department](#) and a [local sales team](#)



How it started in Romania

FAST ADAPTATION AND MARKET EDUCATION

May 2022 – first implemented contract in Romania

Continuous efforts to educate the market about the benefits of omnichannel software

BUILDING LONG-TERM PARTNERSHIPS

Identifying **long-term partnerships** with companies in relevant industries was a significant challenge, but it was a process Daktela started in its first year. This proactive approach has led to **valuable partnerships** with **major players** in the telecommunications and software industry, strengthening our presence and expanding our influence in the market.



Business Environment in Romania

ECONOMIC GROWTH AND POTENTIAL

Romania offers a diverse and continuously growing economy with a strong focus on the IT sector and opportunities across various industries for innovation and startups. Despite the tense political situation and budget deficit, Romania has significant growth potential across multiple business sectors.

COMPETITIVE WORKFORCE

The country has a skilled and competitive workforce, which can provide valuable support to companies looking to establish themselves in the market.

REGULATORY LANDSCAPE

While Romania offers numerous advantages, companies must be prepared to navigate the local regulations, particularly in terms of fiscal policies and business practices.

CONSUMER BEHAVIOR AND MARKET UNDERSTANDING

Success in Romania requires an in-depth understanding of local consumer behavior and market trends, along with the ability to adapt to a dynamic and competitive environment.



Tips for a Smooth Transition and Quick Start in Romania





Thank You.

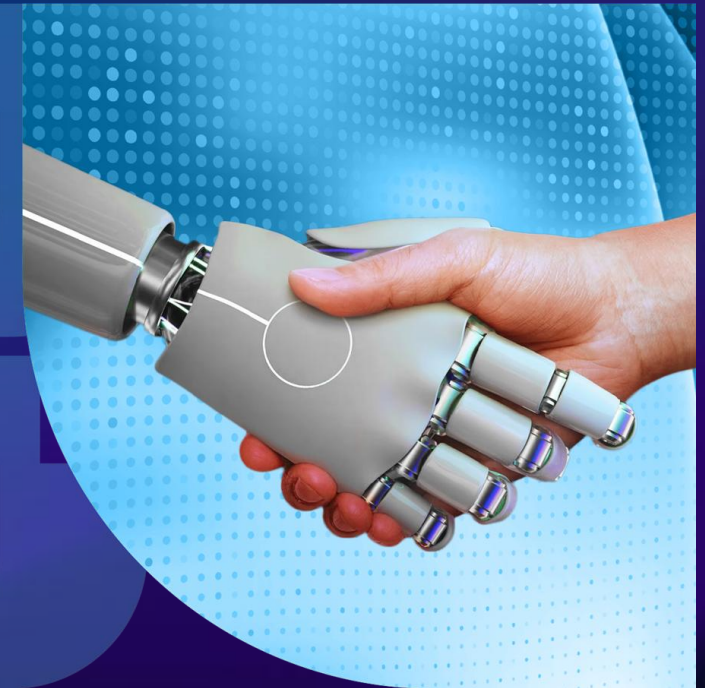
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