

**DATAMATICS**

# **AMPLIFY DIGITAL CUSTOMER EXPERIENCE AND ACHIEVE ROI WITH DATA-DRIVEN DESIGN**



Datamatics offers end-to-end User Experience Design solutions to help simplify the digital customer journey and accelerate product adoption with our services such as user research, product strategy, user interface, and user experience design, usability testing, prototyping, web design, and development. We adopt a data-driven design approach to conceptualize, design and develop superlative user experiences across all channels and branding touchpoints. Our state-of-the-art digital labs equipped with the most talented UX consultants understand the complexities of consumer-centric design and have a proven track record of creating the most invigorating design experiences.

## SERVICE OFFERINGS

### Product Design -

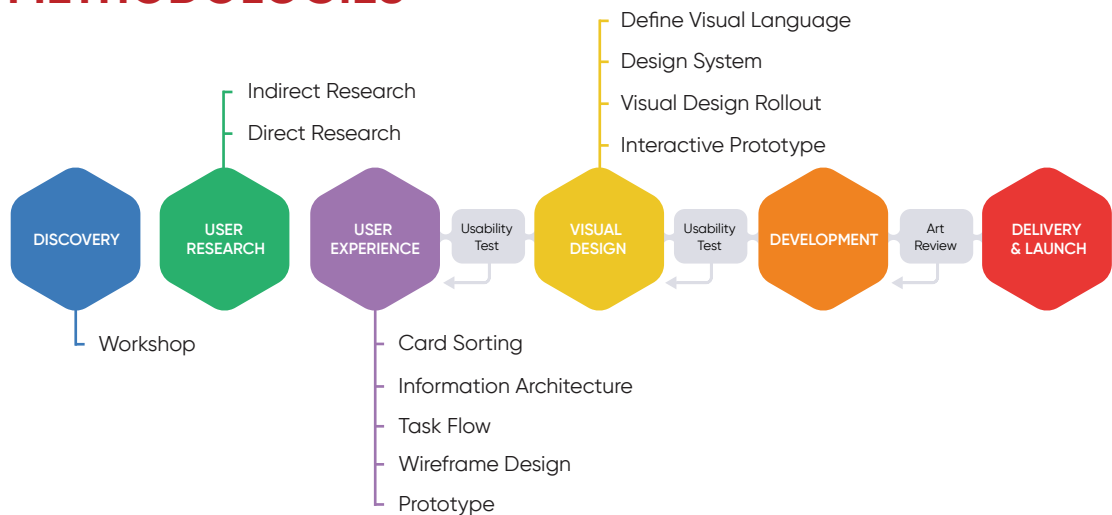
#### UX Research & Strategy

- User Research (Primary and Secondary)
- Discovery Workshop
- Persona Creation
- User Journeys, User Flows & Task Flows
- Heuristic Analysis (Expert review)
- Competitor Analysis
- Usability Testing

#### UX and UI Design Services

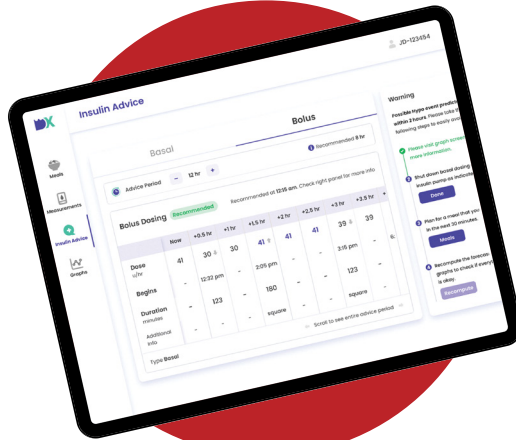
- Wireframe Design
- Information Architecture
- User Interface Design
- Iconography, Illustrations & Animations
- Design System
- Design Audit
- Visual Language & Branding for Digital Application

## METHODOLOGIES



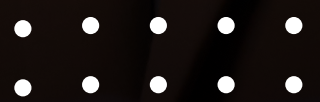
# CASE STUDIES

Rapid Product Design for a Healthcare Product Company to enable Patients to calibrate Insulin Dosage



Intuitive digital banking experiences for a leading bank

UX Consulting and Re-design of a Release Management Tool for a leading ISV



# KEY AWARDS & RECOGNITIONS



Datamatics named as 'Leader' in IAOP 2021 & 2022 Global Outsourcing 100 List of the world's best outsourcing providers



Datamatics TruBot won IBS intelligence (IBSi) Global FinTech Innovation Award 2021 for the Most Innovative Use of Process Automation



TruBot recognised with Bronze Stevie Award 2021 for 'Sales & Customer Service'



TruCap+ won Bronze Stevie Award 2022 & People's Choice Stevie Award 2021 at the American Business Awards



Rail Analysis India Award 2022, 2020 & 2019 for Automated Fare Collection technology



Datamatics has been recognized for "Leadership in Customer Experience" in the 2021 Call Center Association of the Philippines Annual Event

## ABOUT DATAMATICS

Datamatics provides intelligent solutions for data-driven businesses to increase productivity and enhance the customer experience. With a complete digital approach, Datamatics portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics all powered by Artificial Intelligence. It has established products in Robotic Process Automation, Intelligent

Document Processing, Business Intelligence and Automated Fare Collection. Datamatics services global customers across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has presence across 4 continents with major delivery centers in the USA, India, and Philippines. To know more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

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website: [datamatics.com](http://datamatics.com) | email: [business@datamatics.com](mailto:business@datamatics.com)