DATAMATICS

UNIFY TO AMPLIFY

DIGITAL RESEARCH PARTNER FOR DATA-DRIVEN BRANDS

Create 360 degree on-demand view of consumer

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In a fast paced environment, brands have to look holistically at fast moving unstructured data received from multiple channels.

As a digital research partner for data-driven brands, Datamatics offers technology solutions for **Market Research (MR)**. The company enables you to integrate and unify diverse operational, attitudinal, and transactional data sources to create a 360 degree, on-demand view of the customer.

The solutions enable you to

Gain a single-view

» To analyze the unified consumer data and gain a holistic understanding of the consumers

» To track their brand perceptions, build meaningful relationships, and identify incremental sales opportunities

Improve responsiveness

» By listening to the Voice-of-the-Customer (VoC), anytime anywhere, by leveraging the unified big data using mobility, workflows, and advanced analytics elements

» To develop better perception of the market and the consumer wants, and thereby act faster

Enhance predictability

» By extrapolating and scaling up consumer-related insights

» To improve predictability of consumer responses and capitalize on market opportunities

DATAMATICS
SERVICE OFFERINGS
THE SIGMA OF MR + TECHNOLOGY

Datamatics has multiple offerings in the field of Consumer Research and Analytics, which help you strive towards **360 degree** view of your consumer

CX Consulting

Landscape analysis and portfolio evaluation: By leveraging experience in PEOPLE-PROCESS-TECHNOLOGY

Comprehensive advisory services: Encompassing integration of processes, systems, and data with a focus on customer centricity

Data Integration

Technology solutions: Design and deployment of Data Lake or Data Warehouse with Cloud enablement

Data unification: Integration of data from scanned images using Intelligent Data Capture (TruCap+), unbiased VoC using Social Media Listening (SENTIpede), legacy platforms using Robotic Process Automation (TruBot), and email correspondence using Artificial Intelligence (TruAI)

Data Alignment & Visualization: MR context-driven data preparation, alignment, and data nourishment to accelerate decision making by leveraging Open Source platforms, in-house Business Intelligence solutions (TruBI), Dashboard tools, and Creative Design Services (Infographics)

Mystery Shopping & Audit

True consumer experience evaluation: With an outside-in perspective while addressing strategic blind spots

Risks and compliance: To fine tune operations and compliances by using MR best practices

Arrest revenue leakage: To increase revenues by identifying missed opportunities

Deep Analytics

Advanced statistical data modelling & simulations: To predict future events with integrated prescriptive actions by using Advanced Data Analytics

Cognitive technology solutions: To mine Big Data as well as auto-detect patterns and trends

Customer Connects

Build and manage consumer ecosystems: Through MR best practices including ethnographic observations, in-shop accompaniment, idea formation, and group participation

Knowledge Repository: Design customized repository with advanced document features (DART), Semantic Search, User Management, and interactive dashboards that facilitates cross-pollination of insights from previous studies and projects

KEY AWARDS & RECOGNITIONS

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

🏆 Datamatics recognised at UN Global Compact Network India Innovative Practices Award "Women at Work" 2020

🏆 TruBot recognised at Gold Stevie Award 2020 for 'Sales & Customer Service'

🏆 TruCap+ wins People's Choice Stevie Award 2020 for 'Favourite New Products'

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

🏆 MRSI Golden Key Award 2019 for 'Best Business Impact through Analytics'

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
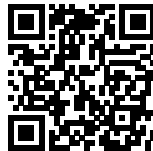
Read more about
Research & Analytics offerings

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