

**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

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#### 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

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# KEY AWARDS & RECOGNITIONS



Datamatics TruBot and TruCap\* won Silver and Bronze Awards at the Asia Pacific Stevie Awards



Datamatics TruCap\* won People's Choice Stevie Awards at the American Business Awards 2020



Datamatics recognized in the IAOP 2020 Global Outsourcing 100 List of the world's best outsourcing providers



Datamatics TruBot wins Gold Award at the Stevie Awards for Sales & Customer Service 2020



Datamatics wins the Rail Analysis India Award 2020 for Automated Fare Collection technology

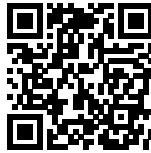


Datamatics TruAI wins Gold Stevie Award at the American Business Awards® 2020

## 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)



Read more about  
Research & Analytics offerings

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