DATAMATICS

E-RETAIL

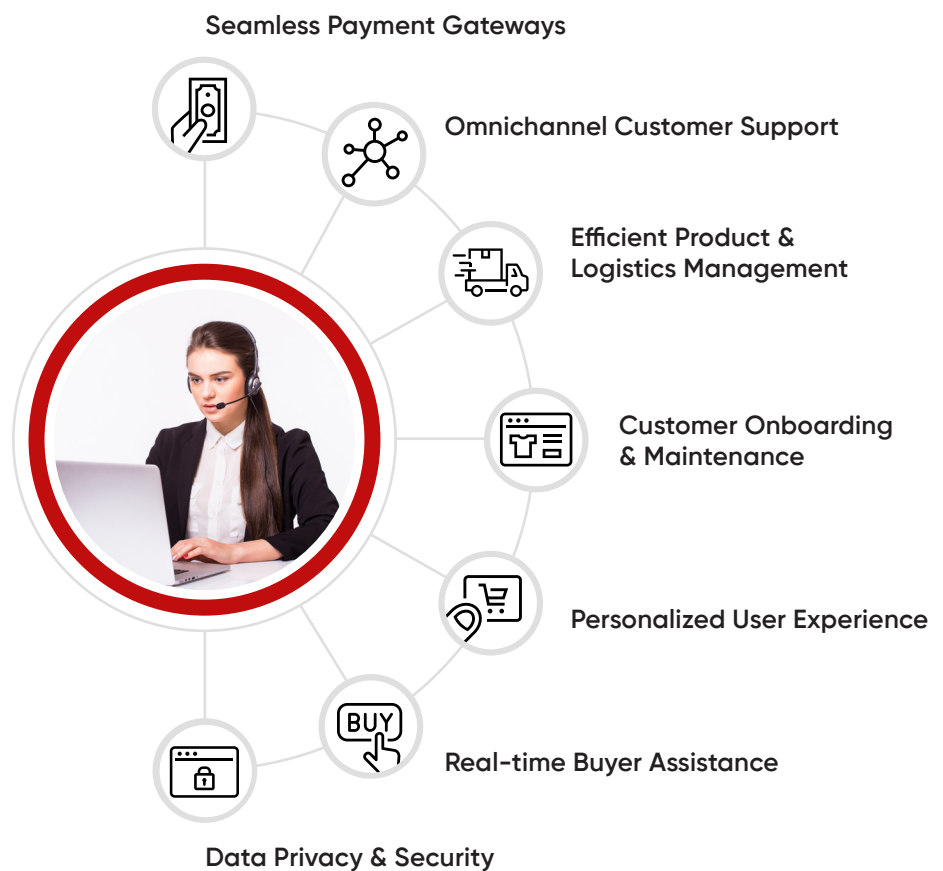# CUSTOMER MANAGEMENT SOLUTIONS FOR THE RETAIL & E-RETAIL INDUSTRY

The global retail market is expected to grow by a CAGR of $29.4 trillion in 2025 and to $39.9 trillion by 2030, at a CAGR of 6.3% [1]. The global eRetail market is expected to reach US$ 55.6 Trillion by 2027, exhibiting at a CAGR of 27.4% during 2022-2027 [2].

Fueled further by the pandemic, the retail sector has seen rapid evolution not just in terms of higher customer base, but also in terms of products & categories that were earlier considered "best bought in brick & mortar stores'. From a consumer's perspective, seamless and frictionless service experiences are now a given. As more consumers (and not just digital natives) turn to online shopping, their expectations for customer experience also continue to rise. A recent research paper from PwC found that 73% of all people point to customer experience as an important factor in their purchasing decisions, yet only 49% of consumers say companies provide a good customer experience [3].

Datamatics deep understanding of Customer Experience Management (CXM) and its 3D expertise in Domain, Data and Digital solutions has made us a trusted partner for numerous Global Retail brands. Our strategic & transformational approach towards Customer Service employs tools like AI-enabled Voice of Customer Analytics, Integrated data marts, Omnichannel contact center, social listening, process consulting, mystery audits, intelligent automation, and near-real time consumer intelligence. Equipped with holistic insights from these data & digital interventions, our executives have the unique advantage of richer & faster consumer insights to influence "next best actions." Datamatics has been deploying competencies like TruBl dashboards, TruAl data pattern mining (voice, text, image & video) and TruBot (RPA) to automate & enhance experiences across the consumer journey. In a nutshell, the core proposition is to transform your contact centers to insight-generating consumer engagement centers.

KEY VITALS FOR DEVELOPING AN
EFFECTIVE CONSUMER ENGAGEMENT CENTER

Seamless Payment Gateways

Omnichannel Customer Support

Efficient Product & Logistics Management

Customer Onboarding & Maintenance

Personalized User Experience

Real-time Buyer Assistance

Data Privacy & Security

DATAMATICS AXIS APPROACH

Abandoned Cart Identifier

Marketing Automation

Reward Points/Cashback & Discount Management Software

Computerised Order Management & Logistics Solutions for the highest level of accuracy & timely deliveries

Self Developed Software & In-house Support Team to ensure ultimate privacy and data security of buyers

DIGITAL

24/7 Omnichannel Consumer Guidance

Query and Complaint Resolution

Multilingual support ability

Retaining the human touch: **24/7 multilingual support** through 'ethical brand evangelists'

Agents guide in real-time with **next-best Action Plan** based on customer intent, sentiment & emotions

DOMAIN

DATA

Multi-channel Payment Solutions for the utmost convenience of all buyers

BI Dashboards

VoC Analytics

Video Monitoring

Personalised UI throughout the CX Journey

Integrated Knowledge Management System with full transaction & interaction history

Conversational AI Chatbots for automated responses

INDUSTRY USE CASES

eRetailer Contact Centers powered by deeper customer Insights - Providing a seamlessly experience to existing customers by enabling intelligent contact centers. That is contact centers that are enabled with real-time insights about customer profile, purchase history and accordingly suggesting cross-sell/ up-sell possibilities, upgrade plan, effortless redressals and thus delivering a smooth customer experience

Predictive analytics powering lead generation for eGrocery - Targeting customer who are move likely to buy a new/upgrade plans, cross-sell or up-sell by enabling a real-time predictive engine. This way the contact center is able to target the right customer at the right time to ensure a conversion. The predictive engine leverages historical customer data to provide insights about the right time and benefits that empowers contact centers to target better.

Smart inventory management for smoother Vendor relations - Retailers need to increasingly leverage analytics not just for front end but also band end activities like supply chain & inventory management. Our analytics solutions can help retails predict future trends, status of current orders in the pipeline, predict demand and supply fluctuations, predict shortage and suggest optimum levels of SKU/products to be maintained to the inventory to avoid production downtime & any disruptions in the supply chain.

Artificial Intelligence for issue resolution - Enabling contact center's that are intelligent and intuitive that aims for issue resolution, evaluates queries, conversations & directs to the executives only if needed. Conversational AI with intelligent Chatbots to help service larger call volumes & resolve issues in reduced turn-around times. This also helps optimize, save time of the agents on requests improving their productivity. Thus helping in quicker turnaround times and smoother customer experience.

Text Analytics based insights led to a drastic increase in NPS by **16 Points** for a partner firm	Consistent Amazon Feedback Rating of **>4.5** achieved through timely query resolution and returns processing	**5+ Million** app downloads on the Augmented Reality furniture viewing app developed for a client

BUSINESS IMPACT

Streamlined product ordering process on an E-Retail platform by enhancing the Payment Gateway UI & integrating various checkout options

Developed an Order-Management tool for an upcoming Cosmetic Brand thereby reducing human error by 100%

Integrated Website Analytic tools to monitor customer sentiment & gain insights about the buyers of a leading CPG organization

Increased Cross-selling by 14% for a leading E-Commerce player by running loyalty campaigns

Enhanced Sales Outcome & repeat customers for an internet fashion store leading to topline growth of 12%

Developed an Omnichannel Help-desk for an E-Retail Giant & reduced turn-around times by 23%

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'

OUR CMS PORTFOLIO

Domain
- Omnichannel Support
- Connected Data Platforms
- Industry & Product Experts

Digital
- Intelligent Data Transformation
- AI/ML driven Data Pattern Mining
- BI Dashboards
- Robotic Process Automation

Data
- Richer Candidate Profiling
- Data Science/ Data Modelling
- Speech, text & Behavioural Analytics

To know more about our services, write to us at business@datamatics.com

Source:

1. Retail Global Market Report 2021: COVID-19 Impact and Recovery to 2030

2. E-Commerce Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

3. Consumer Intelligence Series: Experience is Everything

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