

**DATAMATICS**

**CUSTOMER  
MANAGEMENT  
SOLUTIONS**

# Customer Experience... the way you want it!

Powered by 



Customer experience is at the core of every organization's bespoke strategy. With rapid changes in every industry driven by technological innovations and ever-changing customer tastes, how many manage to keep up with the pace? The drive to go digital was reinforced by the pandemic that has pushed every organization to innovate their customer strategy at an exponential pace. The customer today does not want to be handled by a bot every time, but expects human intervention & real-time resolution. It is important to differentiate where technology would play prime and where human touch needs to be defined. Do customers at every touch point want digital intervention as the be all and end all. The simple answer is - no.

Datamatics Customer Management Solutions helps you 'Humanize the Digital'. We enable developing a customer strategy that is suited to the requirements of the organization & the customer across unique touch-points in the customer journey. We enable Customer Experience, the way you want it!

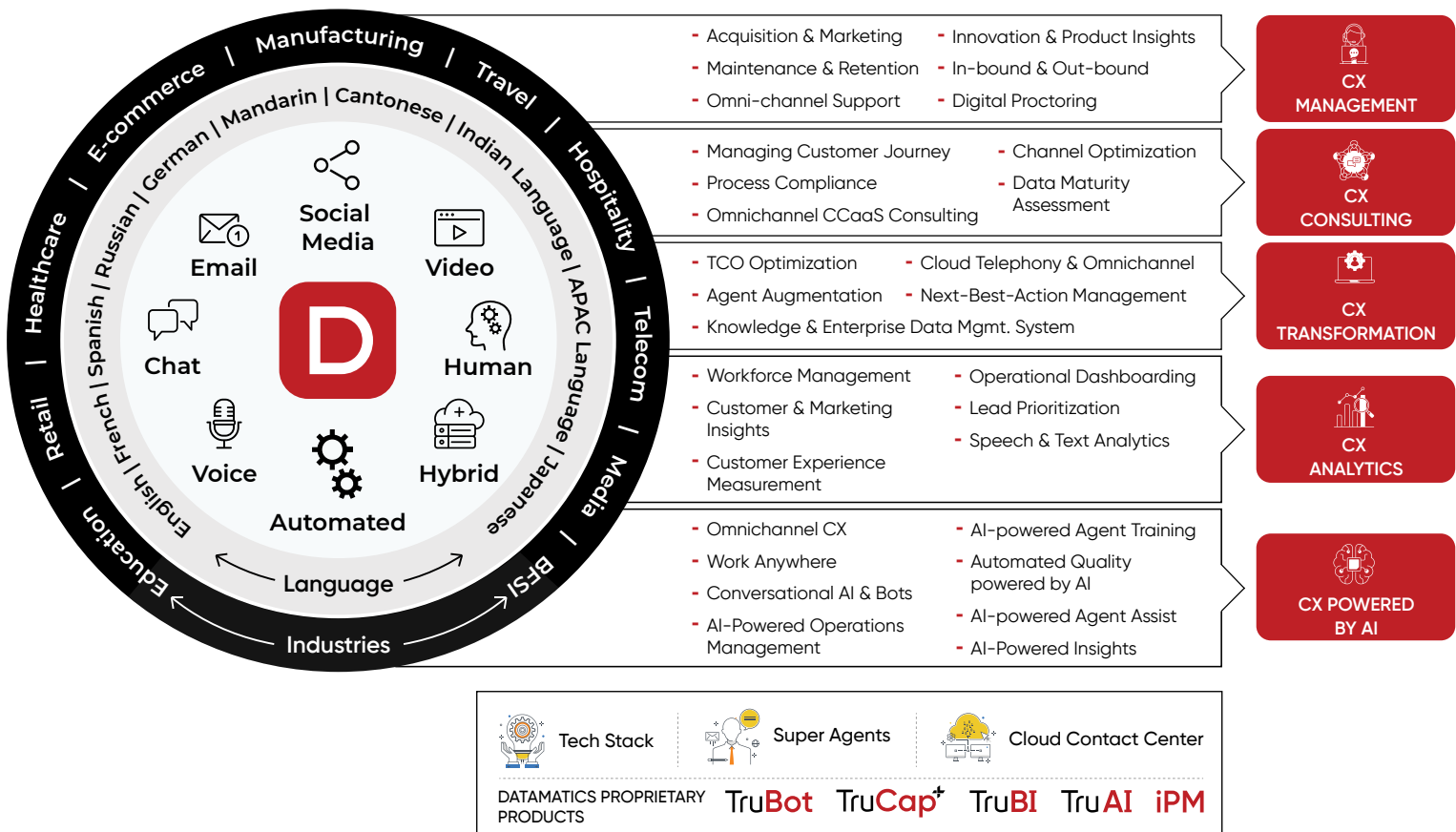
With digital becoming the primary channel of interaction, contact centers witness an increase in the rate of difficult calls. As per a survey by NBC and Telemundo, 75% of respondents stated that customer service has gotten worse during the pandemic, while a whopping 55% of callers did not get their issues resolved [1]. Accenture found that 89% of customers get frustrated because they have to repeat their issues to multiple representatives [2]. Datamatics is able to address these issues by being able to customize omni-channel customer touchpoints. We 'Humanize the Digital' to deliver 'Customer Experience, the way they want it'.

While customization can bring in varied complexities at the back-end, we enable a front-end that is intelligent and intuitive. A front-end that is simple for our customer with the right balance of human and digital interventions while sufficiently optimized at the back-end to handle the complexity involved in customization. We work on the bigger goal of building loyalty to enhance your Customers' Life Time Value to your enterprise.

## OUR OFFERINGS

### Integrated Customer Management Solutions

CX offerings using digital technologies across the Customer Journey



# DATAMATICS CUSTOMER MANAGEMENT SOLUTIONS – THE BUSINESS IMPACT

Increased Agent Productivity by <b>50%</b>	<b>40%</b> Cost Savings on TCO	<b>100%</b> on Regulatory Compliance	Improved FCR by <b>35%</b>	Improved existing lead conversion rate by over <b>50%</b>	Average CSAT scores increased by <b>35%</b>	Cycle Time reduced by <b>45%</b>
Improved Issue Resolution rate by <b>37%</b>	Incremental Revenue of <b>15%</b> with Upsell and Cross-sell	<b>25%</b> increase in NPS scores from base	Customer Churn Reduction by <b>20%</b>	Recommendation Engine with accuracy of <b>88%</b>	Reduced negative comments on social media by <b>70%</b>	

## OUR DELIVERY CENTERS

### PHILIPPINES



### INDIA



DATAMATICS  
**Deep in  
Digital**



## ABOUT DATAMATICS

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

To know more about our services, write to us at [business@datamatics.com](mailto:business@datamatics.com)

Sources:

- <https://www.nbcnewyork.com/better-get-baquero/nbc-and-telemundo-launches-survey-focusing-on-customer-service-during-the-pandemic/2684604/>
- <https://www.accenture.com/us-en>

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