

DATAMATICS

**CUSTOMER
MANAGEMENT
SOLUTIONS**

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



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.

DATAMATICS DIFFERENTIATORS: THE A.X.I.S APPROACH

Our unique approach to enable human touch supported by technology leverages 'Analytics' to generate 'Insights' and provide 'Xperiences' leading to 'Customer Satisfaction'. We enable Domain-expertise, Data-driven insights, and AI/ML-enabled Digital solutions across the customer journey with the A.X.I.S approach. We not only aim to deliver superior customer experience, but also provide framework and competency to constantly monitor and measure the movements in customer satisfaction scores.

Customer Management Domain Expertise How do we improve Customer Interactions?

- Leadership that has domain knowledge in Banking, Fintech, Insurance, Retail & Ecommerce, Healthcare, Edtech & Travel
- Custom built industry Specific Solutions
- Customer support that is compliant with industry regulations
- Resolution & CX focused workforce
- Deliver personalized interactions



Digital Solutions

How do we Enhance CX?

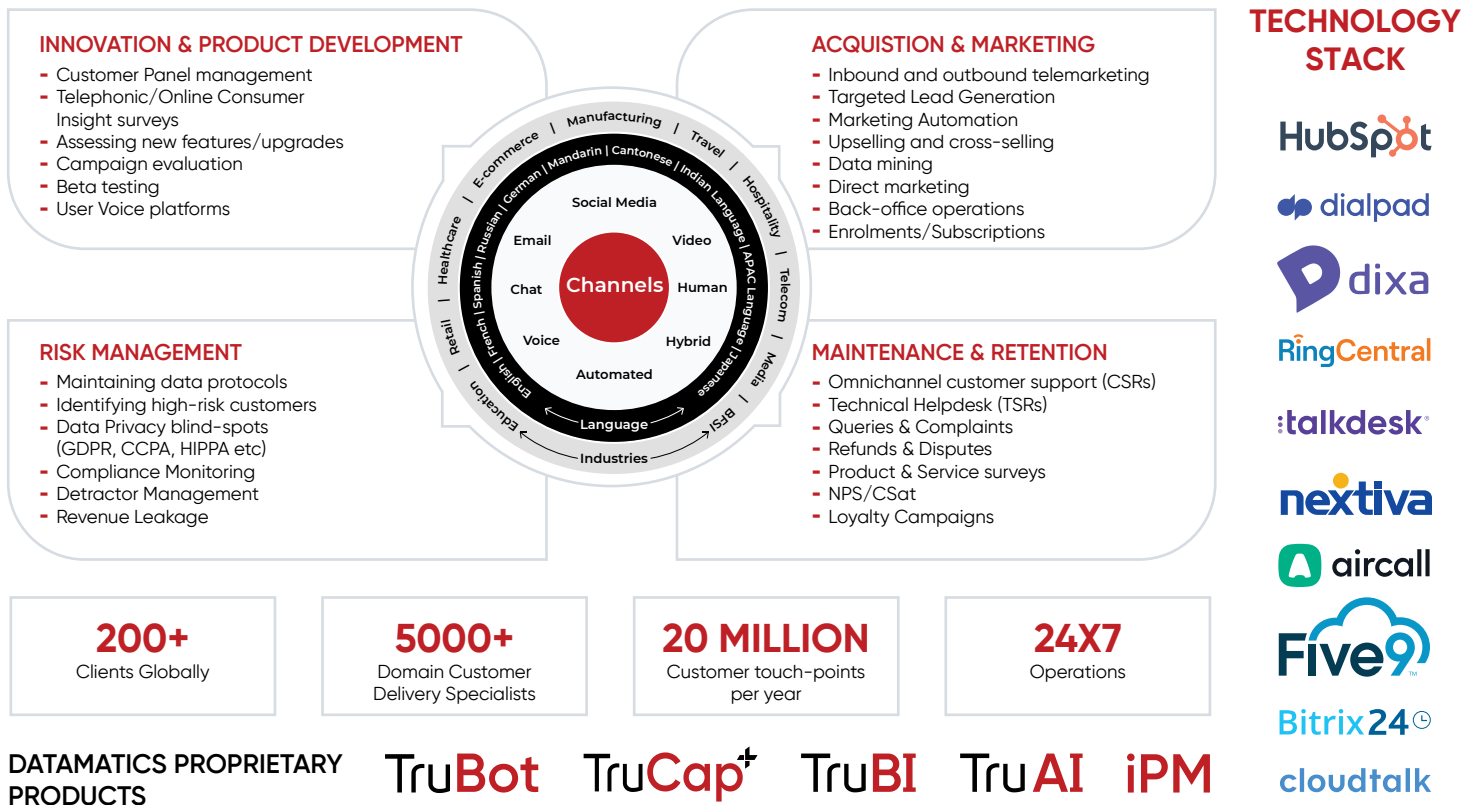
- Hybrid Omni-channel Solutions (Technology & People)
- AI/ML Driven Pattern Mining
- Panel Management/ Portals
- Applications/ Mobility
- Automation/ RPA
- Chatbots
- BI Dashboarding
- Automated Real-time Agent Support

Research & Data Driven Analytics

How do we improve Customer Insights?

- Research & CX Consulting
- Data Sciences & Modeling
- Market & Competitive Intelligence
- Business Insights Through Voice of Customer & Shopper Audits
- Database & Segment Marketing
- Effective Customer Engagement
- Brand Enhancement & Product Advice
- Customer Management Strategy
- Recommendation Engines & Next Best Actions
- Net Promoter Score (NPS) & Customer Lifetime Value Analytics (CLV)

OUR CORE OFFERINGS



We help clients through the entire customer life-cycle; right from product development to retention:

Innovation & Product Development: Fueling innovation with creation, development and implementation of new products, processes or services to deliver superior 'Customer Experience'. We further help catalyze efficiency, effectiveness and competitive advantage of enterprises.

Acquisition & Marketing: Enabling identification and acquisition of customer with an insight driven & targeted approach. We layer it with the principles of hyper-personalization and micro-segmentation.

Risk Management: Enabling mitigation of risks across the customers' life-cycle by monitoring & ensuring regulatory compliance to avert any frauds, leakages or blind-spots. Our deep expertise in process consulting help organizations identify & prepare for volatile & uncertain scenarios.

Maintenance & Retention: Enabling adequate steps to retain customers by measuring satisfaction & enabling support. We equip organizations with omni-channel connected data solutions.

DATAMATICS CUSTOMER MANAGEMENT SOLUTIONS – THE BUSINESS IMPACT

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

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

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

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