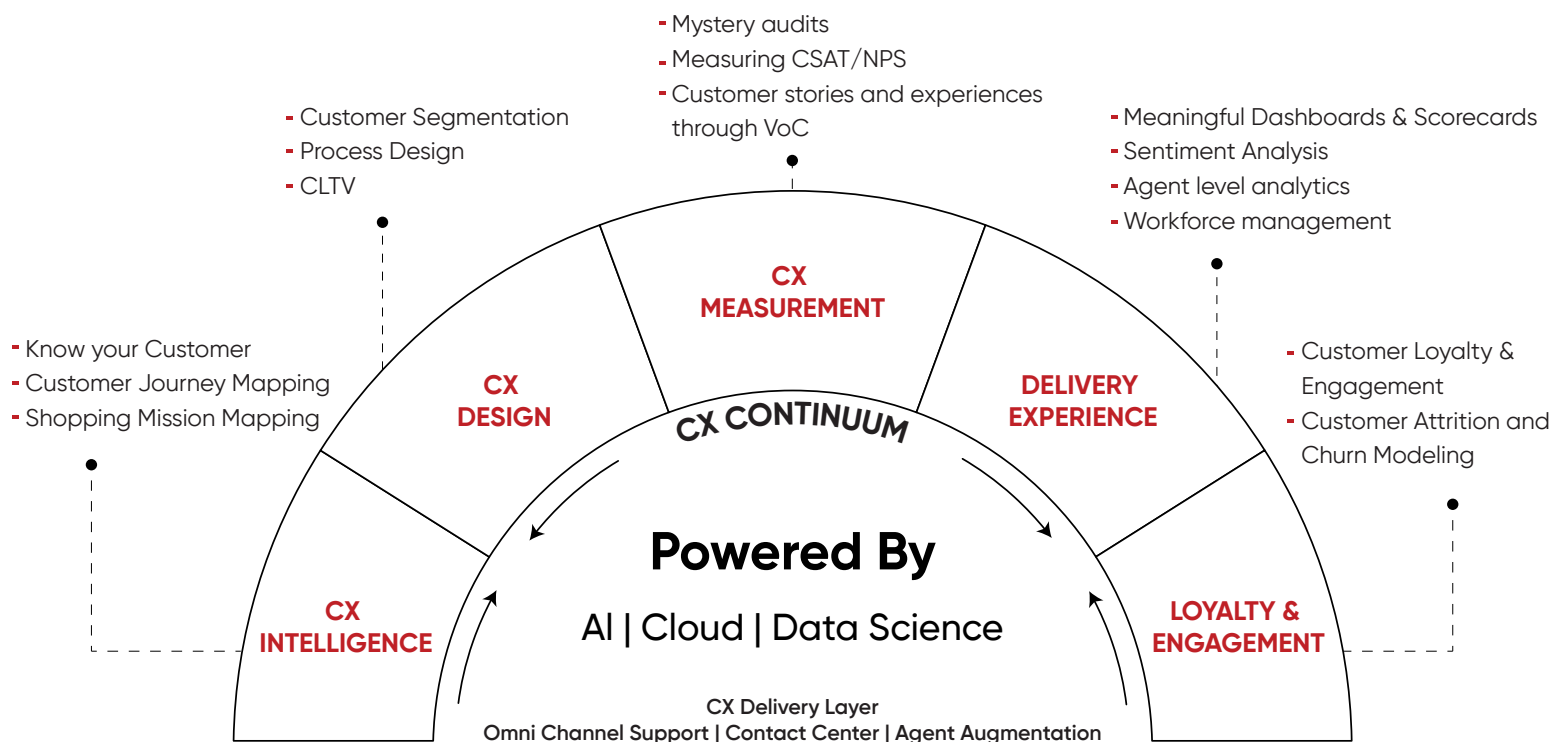


CX Consulting Offering Unify to Amplify

Elevating CX through Insights

UNLOCK THE CX CONTINUUM



CX Intelligence:

Know Your Customer through CX Intelligence and obtain a holistic understanding of their preferences and needs, encompassing their thoughts, perspectives, and preferences. This valuable information serves as a foundation for unlocking actionable insights that guide strategic decision-making.

Grow Your Customer through this customer-centric approach that ensures that businesses remain informed, enabling them to tailor their offerings and optimizing the customer experience, ultimately driving growth and fostering long-term customer loyalty.

CX Design:

Design The Next Best CX For Your Next Best Customer by gaining instant access to the customer groups that contribute the most to your revenue, thus enabling personalization and hyper personalization resulting into tailor made efforts for them.

Design the next best customer experience by leveraging CX intelligence and combining it with strategy, analysis, and technology. This holistic approach enables enterprises to identify and capitalize on key customer touchpoints, anticipate evolving needs and preferences, and deliver personalized and seamless interactions across all channels.

CX Measurement:

Evaluate and understand the quality of your CX through the lens of customers through **Asking, Observing, Replicating**

- **Ask | NPS/CSAT**

Our end-to-end experience management platform brings together 360 customer voice from across channels and customer touchpoints. Benchmark NPS against industry and competitor scores & specific customer touchpoints to identify unsatisfied and at-risk customers.

- **Observe | VoC Analysis**

Our VOC solution allows brands to listen to the customers beyond the complaints and facilitates you to provide a comprehensive solution. We listen to the customer conversations and mine the insights to understand the context of customer issues. By proactively listening to customers, enterprises can build stronger relationships, address issues, and create a culture that is customer centric.

- **Replicate | Mystery Shop**

Evaluate and understand the quality of your CX through the lens of your customers using our mystery shopping program. Replicate your consumers' real-life experiences with our Mystery Shopping solution, identify pain points, bridge gaps, and empower you to drive operational excellence.

Delivery Experience:

Super Charge Your Customer Journey by democratization of information through our real-time dashboards and scorecards, making critical insights readily accessible to all stakeholders within the enterprise.

This transparency promotes a culture of data-driven decision-making and fosters collaboration across teams, enabling timely actions and interventions to improve customer experiences.

Loyalty & Engagement:

Extract deep customer insights, including loyalty Customer Attrition and Churn Modeling. Address churn risks, design retention strategies, and deliver personalized experiences. This data-driven approach drives customer-centric strategies, optimizes resources, and fosters sustainable business growth in a highly competitive market landscape.

SUCCESS STORIES

	Challenge	Solution	Impact
Case study 1	A premium beauty product customer care required mystery callers to ensure consistent experiences and product expertise to be delivered for a European Beauty Care product company. The client wanted to deliver a consultative-based experiential journey each-and-every time, on call and on social media, for potential/existing customers of premium skin and hair care beauty products.	Datamatics conducted telephone audits and posted product/ beauty related queries on social media. The overall skin/ hair treatment knowledge, product knowledge and overall customer engagement were measured and monitored. This helped in triangulating the weak spots in engagement for the operations training team to focus and deliver a seamless experience	<ul style="list-style-type: none">• 8% increment in up-selling• 6% increase in cross-selling• NPS scores increased by 15% QoQ
Case study 2	A leading Healthcare Client wanted to analyze the Net Promoter Scores (NPS) across various parameters & improve customer service. The client wanted to transfer 6 months' worth of invaluable customer feedback data from Cempia to Datamatics powered by Zykr platform, and standardize data in an integrated format. Subsequently, craft an intuitive dashboard that would facilitate the visualization & consumption .	Datamatics migrated the pre-existing six months' worth of feedback data from Cempia to Datamatics powered by Zykr platform . To achieve this, we captured the existing data in a CSV file, normalized it in accordance with the new questionnaire format, and subsequently uploaded the normalized data onto the Datamatics powered by Zykr platform dashboard through another CSV file.	<ul style="list-style-type: none">• Provided actionable insights by integrating NPS & satisfaction score with text analytics, which resulted in an increase of 16 points in the NPS score• Helped client prioritize the parameters with maximum NPS impact, using the NPS increment calculator• Ability to identify and plug potential revenue at risk across key 'detractors' by prompt actions
Case study 3	A Leading automobile manufacturer wanted to increase lead conversion. The lead management team was not able to deliver a conversational experience due to the agent's focus on multiple tasks. There was limited context on customer needs/expectations, competition consideration and overall sentiment.	Datamatics developed an AI & NLP-based speech-to-text system that generated individual customer-level insights and Voice of Customer (VOC) summarization. This enabled the agents to have better and more relevant conversations, ensure continuity and improve Customer Experience.	<ul style="list-style-type: none">• Increased lead conversion rate by 10%• ROI of 10X in the first year of deployment itself• Better customized walk Ins, Demos and Test Drive experiences around key purchase drivers for individuals

Contact Us: To know more about our offerings write to business@datamatics.com