

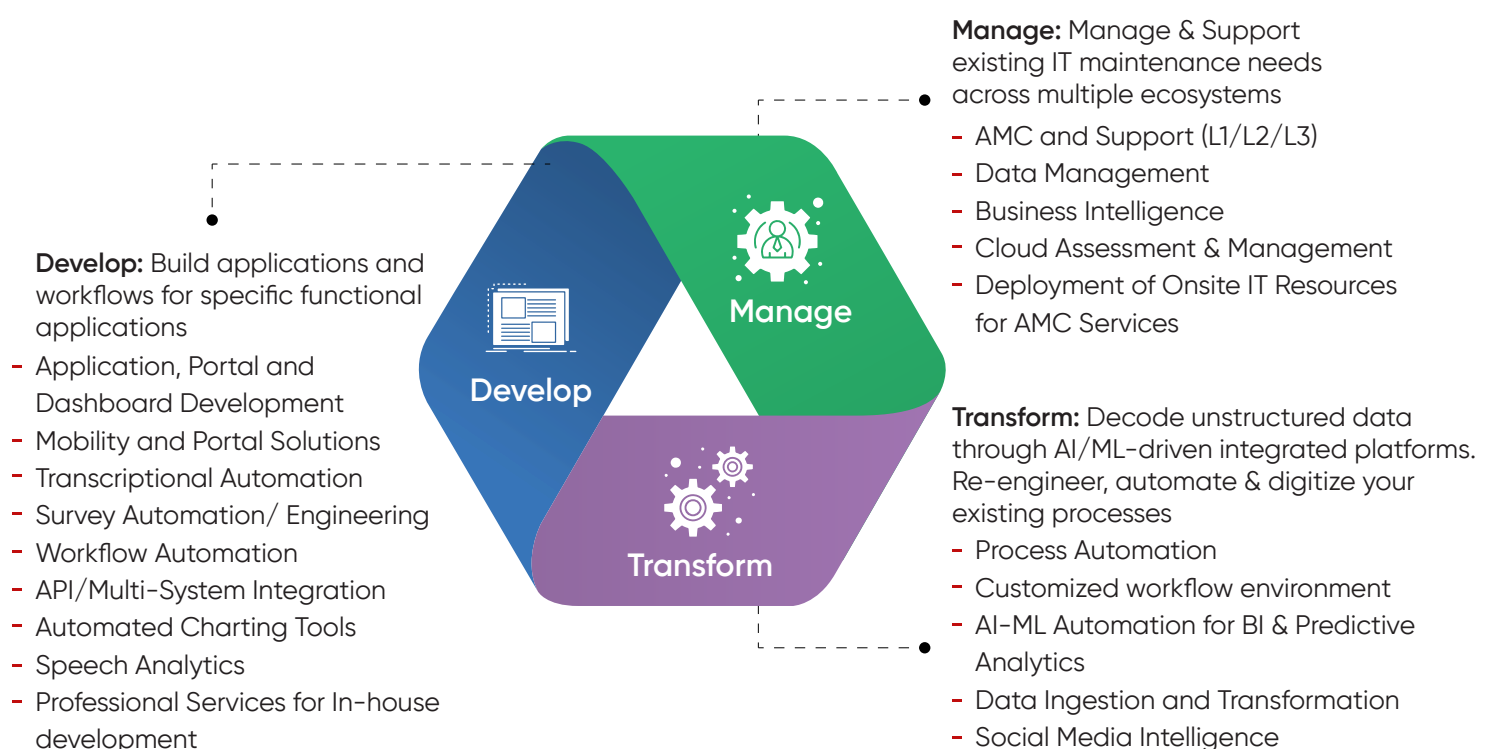
# Research Technology Offerings for Agencies

Digital Research Partner for Data-driven Agencies

In an era that epitomizes the problems of plenty, Market Research agencies have to coordinate between multiple entities to deliver data-driven projects on time to their numerous customers. Initiating, managing, and delivering data-driven projects on set timelines for multiple concurrent projects to create a 360-degree view of products and brands becomes humanly impossible. Technology helps. However, the problem of plenty makes technology choices difficult.

The Datamatics Research Technology Offerings, with its team of experienced Market Researchers, offers end-to-end processes, right from data collection to advanced analytics, Visualization and cost efficiencies through automation and technology. With in-house domain experts, technology specialists, and data scientists, Datamatics offers automation solutions for both macro and micro market research tasks and workflows.

## Datamatics Offerings for Data-driven Agencies:



Challenge	Datamatics Solution	Impact
A Market Research organization was looking to optimize their customer panel and elicit higher & better responses, by making it easier for respondents to interact at their convenience.	Datamatics improved quantity and quality of customer feedback for a Market Research Organisation by building a customized mobile app enabling offline surveys and discussion forums. Datamatics developed a native mobile app that enabled local data storage for offline operations and then loading it when the network is available. This coupled with rich and smoother UI facilitated the respondents to quickly post their responses through mobiles and tablets. Similarly, for discussion forums, respondents could start new threads or reply to existing ones at their comfort, using text, images, and videos.	<ul style="list-style-type: none"> <li>• <b>46% higher response rates for surveys</b></li> <li>• <b>38% more engagement</b> witnessed in forums, further aided by effective branding of products and rich UX</li> <li>• Deeper insights and Richer discussions through the ability to add photos and videos from your files in quick time</li> </ul>
A UK based market research firm faced technical issues related to their out-dated IT infrastructure, resulting in frequent downtime, data loss, and security breaches affecting the firm's productivity, and they lacked the necessary technical expertise to manage and maintain their IT application & Infrastructure. The firm was struggling to deliver projects on time, resulting in delays and increased operating cost	Datamatics worked closely with the firm to understand their business needs and tailor their IT solutions accordingly. Implemented a disaster recovery plan, regular data backups, and security measures to protect the firm's data from external threats. Upgraded the firm's IT infrastructure by migrating to cloud-based solutions. This resulted in significant cost savings for the firm.	<ul style="list-style-type: none"> <li>• Improved Performance and efficiency of IT systems <b>from 42% to 88%</b></li> <li>• <b>Downtime was reduced</b>, and the firm's data was secure and easily recoverable in the event of a disaster</li> <li>• Improved productivity and reduced operating costs for the firm</li> </ul>
A leading US Market research organization, the existing Transcription Process was tedious affecting the productivity of the Researchers. The client was looking for an Advance Audio Video Transcription with Content Analysis to provide quality customer insights.	Provided a unique Workflow Platform which enabled the selection of either a Machine or Hybrid Process of Transcription helping the researchers to achieve a better TAT than a purely manual-led approach, improving the quality of machine output. Automated the File transfer and Transcription Process through APIs to reduce human intervention. Analytics Dashboard and Reports for better insights	<ul style="list-style-type: none"> <li>• <b>99% Accuracy</b> to Optimize the Workflow and <b>67% increase in work productivity</b></li> <li>• Enhanced insights and faster turnarounds across multiple languages &amp; verticals</li> <li>• Improved quality and significant cost saving to client on transcription projects</li> </ul>



**Contact Us: To know more about our offerings write to [business@datamatics.com](mailto:business@datamatics.com)**