

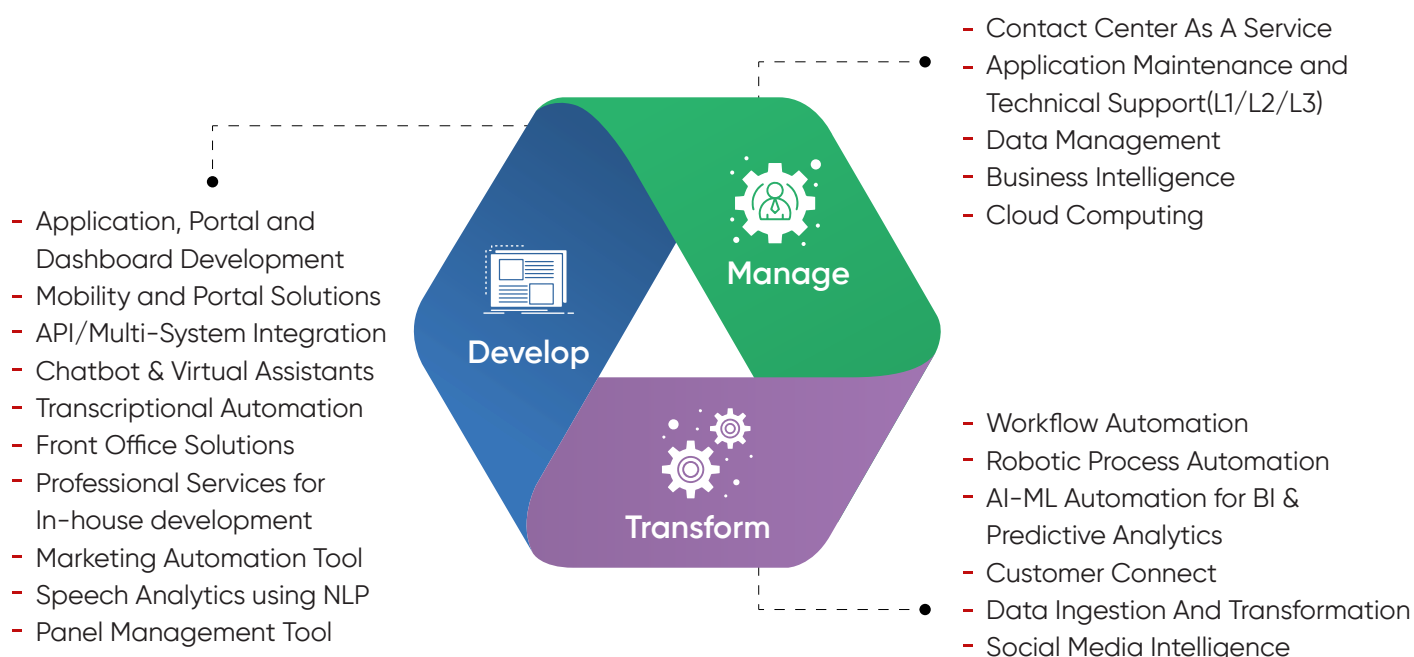
Research Technology Offerings for Brands

Digital Research Partner for Data-driven Brands

Customer Experience at the Moment of Truth is a deciding factor in creating a lasting impression. A positive experience has the potential to give a competitive boost to the business and vice versa. A single data source of truth backed by technology & automation is a must-have.

The Datamatics Research Technology Offerings, unlike traditional research companies, does not stop at recommendations. We support the clients with implementation of suggestions –be it Process, Technology or Data Science models. We enable deployment and Democratization of insights across the organization through agile, digital processes.

Datamatics Offerings for Data-driven Brands:



Challenge	Solution	Impact
A leading FMCG enterprise was looking to improve quality and quantity of Research & Surveys through Panel Management from the CEC Database. The key challenge was to manage and integrate the existing customer database which was growing rapidly to generate quality surveys. Limited access to data, Lack of transparency on quality metrics, budget limitation, and prioritization led to loss of opportunity.	Deployed a robust Platform to integrate the rapidly growing panel data, allowing various stakeholders to evaluate the cost & feasibility of the study based on TG and screen criteria. Empanelled existing customers and past CEC callers for quick dipstick surveys and profiling studies by seeking their consent. Customer Engagement & Retention Model through rewards & compensation.	<ul style="list-style-type: none"> • Increased in customer base from 3000 to 10,000 in the first phase of implementation within a short span of time • Quick and Easy Panel Selection for Survey • Increase in Customer Retention by 47% due to effective Engagement Model
A leading Consumer Insight Agency in UK wanted to increase efficiency and enable Insights by adopting Cloud Computing. The client was struggling to keep up with the increasing demands of data processing and storage and needed a solution that would allow them to efficiently manage large amounts of data and provide insights to their clients in a timely and cost-effective	We suggested adoption of cloud computing as a solution to their data management challenges. The cloud service offered a secure and scalable platform with robust data processing and storage capabilities. Migrated data to the cloud and began utilizing cloud-based analytics tools to gain insights from the data. The cloud-based analytics tools allowed the agency to provide insights to their clients in a timely manner, which improved their client satisfaction.	<ul style="list-style-type: none"> • Improved Efficiency by 86% • Timely Insights increased Customer satisfaction by 92% • Operational Cost reduction by 48%
A global FMCG brand was looking to enhance Consumer Insights with Process Automation. The client had a large and diverse customer base, making it difficult to gain insights into their behavior and preferences. The company relied on manual processes for collecting and analyzing data, which were time-consuming and error-prone. This resulted in delays in decision-making and missed opportunities. The company recognized the need for a more efficient and accurate approach to consumer insights.	We implemented process automation by utilizing robotic process automation (RPA) tools to collect and analyze customer data. The RPA tools were configured to extract data from various sources such as social media, customer reviews, and surveys. The data was then organized and analyzed using machine learning algorithms to identify patterns and trends in customer behavior and preferences. The insights generated were presented on a dashboard that could be accessed by different teams in the organization.	<ul style="list-style-type: none"> • Faster and more informed decision-making • Improve the customer experience by tailoring products and services to meet customer needs • Cost savings by reducing manual labor hours and increasing productivity.

CUSTOMER TESTIMONIALS

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Datamatics can look at the process in which the engagement happens with consumers on a specific area and also guide you as to how the process can be remodelled or redefined.

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Global CMI Director, Leading FMCG Brand

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Datamatics helped us collect data from different sources and generate reports which help our entire PAN India users. Whenever we think of our journey, we feel lucky to have started with Datamatics.

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IT, Leading Share and Stock Broker