

# DATAMATICS

## Datamatics SuperCX

Happy Agent = Happy Customers

**SuperCX** is a data-driven GenAI-powered all-in-one communication solution, that leverages AI, automation & technology to empower agents. It's integrative 'People-Process-Technology' approach streamlines processes and augments the agent's capability. It is built on AI-led Automation pillars: Virtual Agents, Agent Assist, Digital Contact Solutions, Automated Quality, and Workforce Optimization that augment the agent whilst delivering superior customer experiences. SuperCX creates an AI + Agent synergy that drives revenue growth, fosters loyalty, and, lastly, enables agent experience that, in turn, drives better customer experience.

### DATAMATICS SUPERCX SOLUTION OFFERINGS

#### Virtual Agents

- Natural Language Processing (NLP)
- Personalization
- Multi Channel Support
- Customer Data Integration
- Voice & Chatbot
- Analytics and Insights
- Continuous Learning

#### Agent Assist

- Agent GPT
- Next Best Step
- Contextual Insights
- CRM Integration
- Workflow Automation
- Knowledgebase Integration
- Adaptive learning

#### Digital Contact Solution

- Unified Customer Profile
- Channel Orchestration
- Intelligent Routing
- Data Driven Customer Support
- Customer Journey Mapping
- Consistent Brand Messaging
- Unified Workspace

#### Automated Quality

- 100% Audit
- Customer Insights
- Automated Evaluation
- Automated Coaching
- Speech and Text Analytics
- Sentimental Analysis
- Performance Analytics
- Customer Feed back Analytics

#### Workforce Optimization

- Planning and Forecasting
- Performance Management
- Schedule Optimization
- Resource Optimization
- Predictive Analytics
- Knowledge base management
- AI Dashboards



**SuperCX**



### Virtual Agents:

Virtual agents, powered by Natural Language Processing (NLP), offers personalized, multi-channel interactions while providing analytics-driven insights and continuously improving through machine learning.



### Agent Assist:

Agent Assist, powered by AgentGPT, seamlessly integrates with CRMs, automates workflows, and provides contextual insights through knowledge base integration. It continually learns and adapts, offering real-time guidance for enhanced user experiences.



### Digital Contact Solution:

Delivering seamless interactions across channels, driven by unified customer profile and intelligent routing. The Digital Contact Solution utilizes data-driven customer support and customer journey mapping for personalized experiences. Consistent brand messaging reinforces trust, while a unified workspace streamlines operations for agents.



### Automated Quality:

Automated QA ensures 100% audit with automated evaluation, leveraging speech and text analytics for comprehensive insights. It provides sentiment analysis and customer insights, refining performance through analytics. Integrated with training programs, it enhances overall performance and satisfaction.



### Workforce Optimization:

Workforce Optimization maximizes efficiency and productivity through Planning, Performance Management, Schedule, and Resource Optimization. Predictive Analytics anticipates future trends, while Knowledge Base Management ensures access to essential information for effective performance.

## OUTCOMES WE DELIVER FOR OUR CLIENT

Customer Churn Reduction  
by **20%**

**40%** Cost Savings on  
Total Cost of  
Operations

Improved First  
Contact Resolution  
by **35%**

Improved Existing Lead  
Conversion Rate  
by over **50%**

Issue Resolution  
Rate  
by **37%**

Incremental Revenue  
of **15%** with  
Upsell and Cross-sell

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