

**DATAMATICS**

# **CREATE EXCEPTIONAL CUSTOMER EXPERIENCE BY LEVERAGING QUALTRICS**

[www.datamatics.com](http://www.datamatics.com)



**Xperience Management  
(XM Consulting)**

Datamatics CX Consulting provides comprehensive consulting and solution design to improve the customer journey. Our team creates strategies to measure and enhance customer engagement at every stage, ensuring a top-notch customer experience.

We specialize in using Qualtrics platform for implementing experience management programs. From setup to full deployment, we integrate customer feedback into your operations seamlessly. Our expertise with Qualtrics allows us to design customized surveys, manage feedback, build role based dashboard and use advanced analytics to continually improve the customer experience. By leveraging Qualtrics' capabilities, we help businesses gain deeper insights, make informed decisions, and build stronger customer relationships.

Datamatics by partnering with Feedback Works, which is a “leading Employee Experience (EX) and Organizational Development consultancy known for delivering world-class EX programs”. We are able to provide an unmatched Experience Management (XM) value and innovations to our clients. We look at how customers interact with a business from start to finish and find ways to enhance these interactions. We collaborate with business leaders to assess current data, identify gaps, and gather valuable insights.



## Datamatics Unique Value Proposition

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### Customer Management Consulting Services

- Application development
- CX Strategy & Optimization
- Training & Development
- System Integration
- AI & Tech-Driven CX
- Customer Journey Design

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### Advanced Analytics Solutions

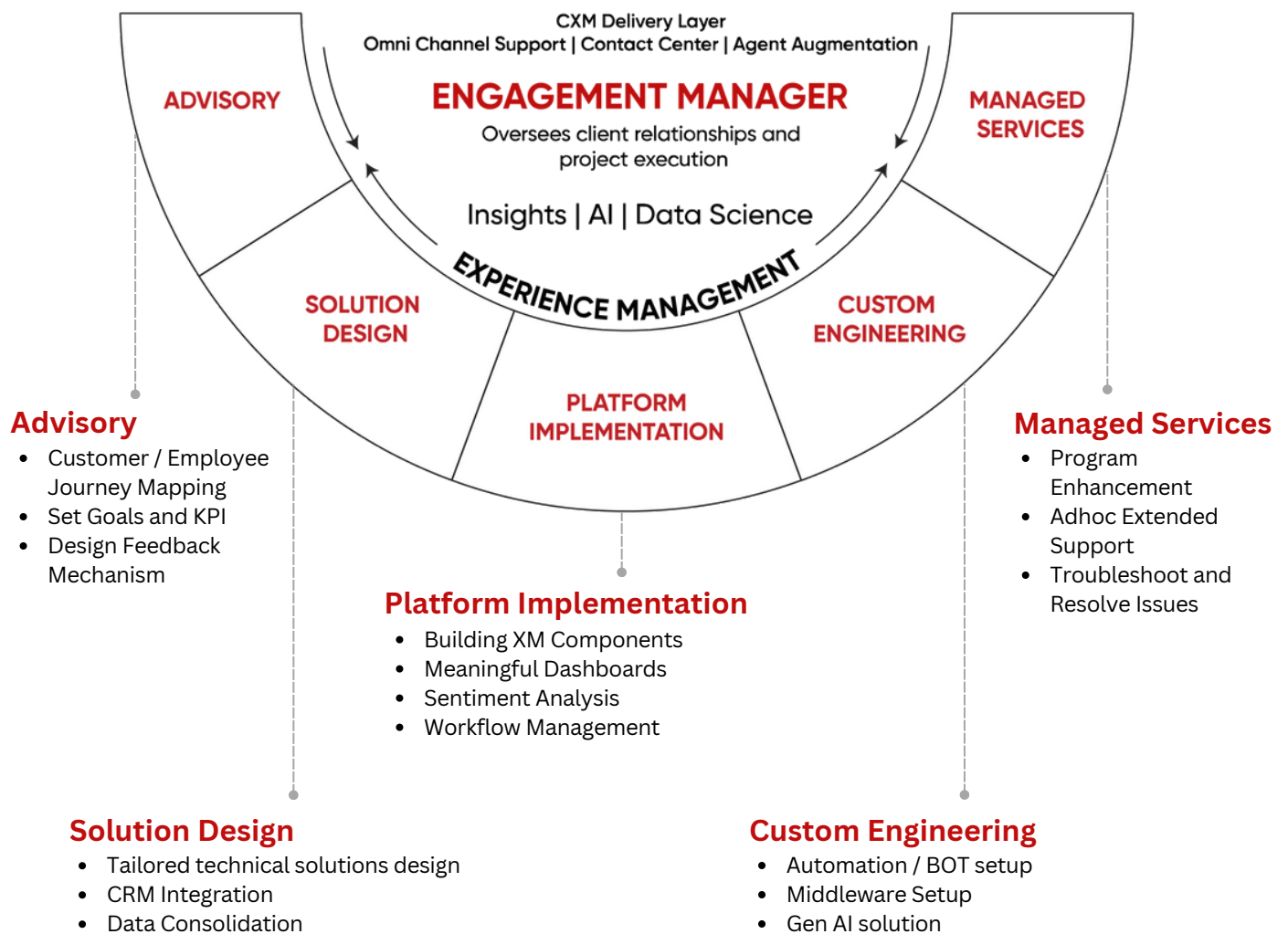
- Data Collection & Survey Mgmt
- Sales & Customer Analytics
- Operational Efficiency
- Market Research & Advance Analytics
- Financial & Risk Analytics
- Workforce & HR Analytics

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### Key AI Service Offerings

- Omnichannel Customer Care
- Microsoft Copilot & AI Adoption
- Model Life Cycle & ML Development
- GenAI & Self-Service
- AI Ecosystem & Data Engineering
- AI-Powered Business Solutions

## XM Solution Offerings



**DATAMATICS** + qualtrics<sup>XM</sup>



Datamatics is a global outsourced contact center with over 12k CX agents, supporting some of the most well-known brands all over the world! We launched a full-service Qualtrics Integration Practice to support the Qualtrics end user community throughout North America, Europe and the UK.

**8+** Years XM Expertise

**200+** Qualtrics Global Implantations Experience

**4.85+** CSAT Post Implementation



Qualtrics Certified & Accredited



# Case Study

## A Multi-national bank transforms customer experience with real-time transaction-based feedback.



### Challenges

- Delayed Feedback: Manual surveys caused slow insights and low response rates.
- Lack of Automation: Manual triggers and analysis slowed efficiency.
- Data Privacy Concerns: Ensured compliance while protecting customer data.
- Limited Case Management: No structured follow-ups on dissatisfied customers.

### Solution

- Real-Time Surveys: Automated CRM-linked surveys for instant feedback.
- Secure Data Handling: Unique codes ensured privacy-compliant data access.
- Case Management System: Enabled real-time issue resolution.
- Role-Based Dashboards: Provided actionable insights at all levels.

### Impact



**Higher Response Rates:**  
Automated surveys increased engagement.



**Improved Customer Satisfaction:**  
Faster follow-ups boosted loyalty.



**Better Service Recovery:**  
Case management improved issue resolution.



**Operational Efficiency:**  
Automated reporting cut analysis time by 65%.



## Thank you

“We Cant Wait To See What Inspires You”