DATAMATICS

CUSTOMER MANAGEMENT SOLUTION FOR THE RETAIL INDUSTRY

The retail industry is undergoing rapid transformation, driven by digital innovation, evolving consumer expectations, and fierce competition. Today's shoppers expect seamless, personalized, and connected experiences across every touch point online, in-store, and mobile. To meet these demands, retailers are moving beyond traditional models to create intelligent, data-driven ecosystems.

AI and automation are redefining retail efficiency and engagement from smart assistants and automated checkouts to predictive inventory and hyper-personalized recommendations. These innovations enable brands to deliver real-time responsiveness, strengthen loyalty, and build deeper emotional connections with customers.

Contact centers now serve as vital experience hubs, ensuring consistent support and smooth post-purchase journeys. Datamatics, with its deep domain expertise and advanced CX solutions powered by AI, analytics, and automation, helps retailers optimize operations, enhance engagement, and deliver unified, memorable customer experiences that drive sustainable growth.

CX OFFERING ACROSS RETAIL CUSTOMER JOURNEY

Online Product Search & Discovery

- Intuitive interfaces
- Virtual reality & augmented reality for immersive experiences
- Advanced search filters
- AI-powered recommendations
- Visual search

Product Selection & Customization

- Size & fit guides
- Product comparison tools
- Interactive product configurators
- Virtual try-on solutions
- Wish lists & saved items

Seamless Online & Offline Shopping Experience

- In-store mobile apps
- Click-&-collect or BOPIS
- Beacon technology
- Unified customer accounts
- Real-time inventory visibility

Checkout & Payment

- One-click purchasing
- Smooth checkout process
- Multiple payment options
- Secure payment gateways
- Integration with buy-now-pay-later services

Order Fulfillment & Delivery

- Real-time order tracker
- Automated shipment notifications
- Self-service return & exchange
- Collaboration with third-party logistics

In-Store Experience

- Interactive digital display interfaces
- Mobile point-of-sale (POS) systems
- Virtual reality or augmented reality
- In-store beacons or NFC technology
- Personalized offers & discounts through real-time analytics

Customer Support & Queries

- Multichannel support options
- Escalation management & case tracking
- Knowledge base & self-service portals
- Social media monitoring & engagement
- AI-powered chatbots

Loyalty Programs & Personalization

- Customized loyalty programs
- Personalized recommendations & offers
- Birthday or anniversary rewards
- Gamification elements

VoC Analysis

- Customer feedback collection
- Heatmap & clickstream analysis
- Net Promoter Score (NPS) tracking

Returns & After-Sales Service

- Streamlined return processes
- Extended warranty or service packages assistance
- Self-service return portals
- Proactive communication
- Post-sales support

THE TECH BEHIND THE TOUCH

Abandoned Cart Identifier ↗

Marketing Automation ↗

Reward Points / Cashback & Discount Management Software ↗

BI Dashboards ↗

VoC Analytics ↗

Video Monitoring ↗

Computerised Order Management & Logistics Solutions for the highest level of accuracy & timely deliveries

Self Developed Software & In-house Support Team to ensure ultimate privacy and data security of buyers

Retaining the human touch: 24/7 multilingual support through ethical brand evangelists

Agents guide in real-time with the Best Action Plan based on customer intent, sentiment & emotions

INDUSTRY USE CASES

>> **eRetailer Contact Centers powered by customer insights**
Intelligent contact centers leverage real-time customer data profiles, purchase history, and preferences to drive cross-sell, up-sell, and personalized experiences that boost satisfaction and retention.

>> **Predictive Analytics for eGrocery Lead Generation**
A real-time predictive engine identifies high-intent customers, enabling contact centers to target the right buyers at the right time for improved conversions and plan upgrades.

>> **Smart Inventory Management for Vendor Efficiency**
Analytics-driven inventory systems forecast demand, predict shortages, and optimize supply chain operations ensuring uninterrupted production and stronger vendor relationships.

>> **AI for Intelligent Issue Resolution**
Conversational AI and smart chatbots streamline query handling, resolve issues faster, and free agents for complex tasks enhancing productivity and customer satisfaction.

Text Analytics based insights led to a drastic increase in NPS by 16 Points for a partner firm

Consistent Amazon Feedback Rating of 4.5 achieved through timely query resolution and returns processing

5+ Million app downloads on the Augmented Reality furniture viewing app developed for a client

DATAMATICS
Deep in
Digital

BUSINESS IMPACT

Streamlined product ordering process on an E-Retail platform by enhancing the Payment Gateway UI & integrating various checkout options

Developed an Order-Management tool for an upcoming Cosmetic Brand thereby reducing human error by 100%

Integrated Website Analytic tools to monitor customer sentiment & gain insights about the buying of a leading CPG organization

Increased Cross-selling by 14% for a leading E-Commerce player by running loyalty campaigns

Enhanced Sales Outcome & repeat customers for an internet fashion store leading to topline growth of 12%

Developed an Omnichannel experience for an E-Retail Giant & reduced turn-around times by 23%

ABOUT DATAMATICS

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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