

DATAMATICS

RESEARCH & ANALYTICS SERVICES BY DATAMATICS



RESEARCH & TECHNOLOGY, CASE STUDIES

Unlocking actionable intelligence is the core of our value proposition. Datamatics is dedicated to helping organizations make the critical leap from passive insights to active, informed decisions that fundamentally improve customer and employee journeys. The impact showcased below highlights our success in tackling a range of unique organizational challenges, consistently proving that turning data into action leads to superior business outcomes.



Xperience Management Consulting

Optimize customer and employee experiences through strategy, design, and deployment. Using the Qualtrics platform and Feedback Works partnership, we create surveys, dashboards, and feedback systems that turn insights into action.



GCCs for Market Research

Centralize and scale research operations with dedicated offshore teams handling survey programming, data collection, analytics, and reporting. AI, automation, and standardized processes ensure faster turnaround, consistent quality, and cost efficiency.



Research & Technology

Generate actionable insights through a connected data ecosystem enhanced by AI, cloud, and analytics. Our approach drives data-driven decisions, stronger engagement, and sustainable business growth.

OUR OFFERINGS

XM Consulting

- 01 Experience Measurement**

Leverage AI and data insights to design programs that elevate customer and employee journeys, driving loyalty, engagement, and measurable growth
- 02 Mystery Shopping**

Experience your business through the customer's eyes. Simulated journeys uncover service gaps, benchmark performance, and enhance CX and brand trust.
- 03 Customer Analytics**

Analyze customer behavior to predict trends, personalize experiences, and make data-driven decisions for sustainable growth.

GCC for Market Research

- 01 Data Processing**

Boost research accuracy with AI-driven validation, cleaning, and analysis, delivering actionable insights.
- 02 Research Management**

End-to-end project management ensures quality, efficiency, and faster delivery, letting managers focus on strategy.
- 03 Survey Programming**

Conduct multi-language surveys across CAWI, CAPI, CATI, mobile, and offline modes with seamless hosting and automation.
- 04 Data Visualization**

TruBI transforms complex data into intuitive dashboards with AI insights for faster, smarter decision-making

Research For technology

- 01 Develop**

Create applications, mobility solutions, NLP-powered speech analytics, chatbots, and more—seamlessly integrated with native systems to enhance functionality and user experience.
- 02 Manage**

Execute and oversee IT and market research infrastructure by applying AI/ML, cloud, and analytics at strategic points to maximize efficiency and performance.
- 03 Transform**

Re-engineer and automate processes with AI/ML-driven platforms, cloud, and predictive analytics to generate powerful consumer and market insights.



CLIENT TESTIMONIALS

KANTAR

"I have been very happy with the partnership we have had with Datamatics. Communication has always been great, and the team has always gone above and beyond to meet our deliverables."



"Our work with Datamatics has been superb--they go above and beyond to deliver quality products and understand what is needed to make a project succeed to the fullest."

CASE STUDY

- >> Datamatics conducted extensive Process Consulting to help Unilever enhance customer experience and ensure GDPR compliance. By identifying systemic process gaps and delivering a targeted roadmap, Datamatics reduced failure rates by 10–30%, driving greater operational efficiency and compliance accuracy.
- >> Datamatics implemented automated transcription for a leading food & beverages giant, enhancing accuracy from 67% to 85% and cutting turnaround time by 55%. The solution enabled researchers to extract insights faster, improving analysis efficiency and overall productivity.

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

FOLLOW US ON



© Copyright 2025. Datamatics Global Services Limited and its subsidiaries (hereinafter jointly referred as Datamatics). All rights reserved. Datamatics is a registered trademark of Datamatics Global Services Limited in several countries all over the world. Contents in this document are proprietary to Datamatics. No part of this document should be reproduced, published, transmitted or distributed in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, nor should be disclosed to third parties without prior written approval from the marketing team at Datamatics.

datamatics.com

USA | UK | UAE | India | Philippines