



# DATA-DRIVEN TRANSFORMATION: DATAMATICS FUELED GROWTH FOR A EUROPEAN ELECTRONICS LEADER

**DATAMATICS**

The client is a European multinational company, has long been a trusted name in the audio and video equipment industry. With a legacy of innovation and engineering excellence, the company has developed a diverse portfolio of premium products, including cameras, speakers, active noise-canceling headphones, wireless earbuds, video conferencing cameras, and fitness-tracking sports headphones designed for athletes. Adapting to evolving consumer demands while maintaining its commitment to superior performance and user experience.

### **The Challenge: Adapting to New Buying Trends**

As remote and hybrid work models gained widespread acceptance, professionals and businesses alike sought high-quality audio-visual equipment to enhance productivity and communication. This surge in demand brought new complexities, reshaping consumer expectations and purchase behaviors.

More importantly, they sought clarity on the barriers preventing potential customers from choosing their products over competitors. With a rapidly transforming market landscape, the client recognized the urgency of identifying these critical purchase triggers to refine its marketing and sales strategies effectively. These challenges were particularly pressing for the Chief Marketing Officer (CMO), who needed actionable insights to tailor marketing campaigns, enhance customer engagement, and optimize product positioning.

### **The Solution: Data-Driven Transformation**

The client partnered with Datamatics to gain a deeper understanding of its target audience and refine its go-to-market strategy. Datamatics deployed a data-driven approach, leveraging advanced analytics to segment the market into three key customer personas: Decision Makers (B2B), Prosumers (executives purchasing for work), and End Users.

A robust quantitative study was conducted, reaching over 2,000 consumers across major global markets, including the USA, UK, and China. The research provided a granular view of the purchasing process, analysing everything from initial triggers to the final selection of purchase sources. By examining key parameters such as purchase intent, brand and product selection drivers, and pain points leading to customer churn.

These insights enabled the client to refine its marketing messaging, optimize product positioning, and streamline customer engagement strategies.

## Impact: Enhancing ROI and Customer Loyalty

**Increased speed & accuracy**

In Decision making

**Improved ROI by 150%**

**Increase in NPS**

From 18 to 28

**Improved customer  
expectation management**

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

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