



# DRIVING SMARTER SALES DATAMATICS BOOSTED LEAD CONVERSION WITH AI INSIGHTS

**DATAMATICS**

The client is a global leader in the automotive industry—a multinational corporation and one of the largest vehicle manufacturers in the world. With a legacy spanning decades, the company has built a reputation for innovation, engineering excellence, and an unwavering commitment to quality.

## **The Challenge: Lead Engagement Roadblocks**

The Outbound Lead Generation team managed an extensive list of existing and potential customers who had inquired about vehicles through the company's website. Yet, despite these proactive efforts, contact center agents—the first line of customer interaction—were primarily focused on gathering extensive data points rather than truly understanding customer preferences and intent.

Without a comprehensive view of customer needs, competitive considerations, and expectations, sales consultants often entered follow-up conversations with limited context. The challenge extended beyond the sales team—CIOs and other senior executives struggled with fragmented data and inefficient processes, which hindered decision-making and delayed responses to market trends. To empower their Sales Consultants with a smarter, data-driven approach, the client recognized the need for an intelligent system—one that could provide real-time customer insights, streamline lead management, and enhance engagement at every stage of the sales process.

## **The Solution: Conversational AI-Powered Lead Evolution**

Datamatics implemented a comprehensive strategy centered around AI-driven insights, aiming to revolutionize the way the client interacted with potential customers and proposed the following:

- **Call-level and Customer-level summarization of key Insights & Sentiments:** Thematic classification of unstructured data that allows meaningful conversations addressing specific needs & propensity
- **Establish rules through Machine Learning for lead propensity and preference insights:** Association rules-based ML engine that connects key patterns across sentiments, needs & prop
- **Near real-time customer analytics for more relevant conversations leading to improved CX:** Detailed next action guide for Sales Consultants that ensures continuity and improves response to customer needs in subsequent stages of sales funnel
- **Aggregated Consumer Insight Dashboards for Strategic Decisions:** Customized dashboards for sales, marketing, and product leaders as an ever-evolving source of customer insights for both tactical & strategic decisions. Alignment with Salesforce and Data Visualization at each Call-level.

## Impacts: Smart Insights, Smarter Sales

**25% Increase**

in lead conversion

**43x ROI**

Achieved over the cost of building  
& maintaining the Conversational  
AI model over a 3-year horizon

# 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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