



**CUSTOMER VOICES:
TRANSFORMING SALES WITH
AN INTEGRATED VOC APPROACH**

DATAMATICS

The client is a global leader in consumer goods, offering a diverse portfolio of brands across food, beverages, personal care, and home care. With a presence in over 190 countries, their products are trusted by billions every day. Committed to sustainability and innovation, they integrate purpose-driven strategies to create a lasting impact on consumers and the planet. As customer feedback flows in from countless digital and physical touchpoints, the client aimed to harness this data effectively transforming it into real-time insights that drive smarter sales decisions and fuel business growth.

The Challenge: A Struggle to hear the Customers' Voice

The client encountered several challenges to achieving their goals. As the company expanded, understanding customer sentiment became an uphill battle. Despite delivering exceptional service, traditional feedback methods—email surveys, manual data collection, and fragmented reporting—proved slow, inconsistent, and unreliable.

The client's Sales teams struggled to sift through scattered insights, leading to missed opportunities and declining customer satisfaction. Without a structured Voice of Customer (VoC) approach, their sales process lacked the agility needed to stay competitive.

To bridge the gap between feedback and strategy, they sought a robust, integrated VoC platform—one that could provide real-time insights, streamline feedback collection, and empower sales teams with data-driven decisions.

The Solution: Data-Driven Customer Insights

The client partnered with Datamatics to implement a real-time visual analytics solution that revolutionized how they collected and utilized customer feedback. Seamlessly integrated with their CRM, the ML-powered platform continuously evolved, enhancing the accuracy of feedback analysis while automating data collection and sentiment tracking.

By consolidating data from multiple omnichannel customer management systems into a single, unified view, the client gained comprehensive visibility into customer interactions. Advanced analytics delivered deep insights into preferences, pain points, and trends—all accessible through an intuitive dashboard.

Beyond capturing feedback, Datamatics' VoC platform empowered sales teams with AI-driven recommendations and automated alerts, enabling proactive customer engagement and personalized interactions. With seamless integration into sales workflows, insights became readily available, driving strategic decision-making and enhancing sales agility.

Impact: A Future-Ready Sales Strategy

30%

Enhancement in the team's productivity

40% Reduction in Search Time

with semantic intuitive search and intelligent abstraction across millions of direct customer responses

25%

Increase in the decision-making process

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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