



# FOOD & BEVERAGE RESEARCH: ACCELERATING INSIGHTS WITH DATAMATICS AUTOMATED TRANSCRIPTION

**DATAMATICS**

A global leader in the food and beverage sector, known for its diverse product portfolio and strong focus on innovation, wanted to stay ahead of consumer trends. The company regularly conducted interviews and research but struggled to manage insights effectively across teams.

### **The Challenge: Fragmented Feedback and Slow Insights**

Feedback was tracked in silos, with departments collecting data independently. This led to inconsistent records and disconnected insights across the organization.

Customer data was spread across multiple platforms, limiting visibility across functions. Manual compilation slowed down analysis and delayed reporting to leadership.

Teams also lacked end-to-end visibility of customer journeys, making it difficult to identify service gaps or resolve issues in a timely manner.

### **The Solution: Centralized and Connected Insights**

Datamatics created a unified transcription system, centralizing feedback into one searchable platform. This eliminated silos and improved consistency.

The system was integrated with CRM tools, providing a complete view of customers. Smart features like silence skipping and keyword search accelerated analysis.

Real-time dashboards gave leadership instant access to insights, while full journey mapping highlighted service gaps and enabled proactive resolution.

## Impact: Faster, Smarter Decision-Making

**Accuracy Improved from  
67% → 85%**

Faster Insight Extraction  
for timely, data-driven  
decisions

**55% Reduction in  
Turnaround Time**

Accelerated research  
cycles and team efficiency

# 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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