



JAPANESE ELECTRICAL MANUFACTURER: DRIVING TRADE ENGAGEMENT & BUSINESS GROWTH WITH DATAMATICS

DATAMATICS

A leading Japanese electronics manufacturer, known for its precision hardware and customer support, faced declining dealer loyalty. Despite its strong market presence, customer dissatisfaction was reflected in a Net Promoter Score (NPS) of just 38. Weak engagement and poor digital visibility further impacted retention and growth.

The Challenge: Low Loyalty and Weak Channel Engagement

Unresolved customer issues were causing churn and revenue loss, especially among long-standing dealers. Dissatisfaction was spreading, weakening brand trust and reducing repeat sales.

The absence of structured processes and success metrics made it difficult to measure or improve performance. Without accountability, issue resolution lacked consistency and impact.

Digital visibility was another hurdle. Poor online handling of complaints reduced SEO rankings and limited lead generation, restricting both customer acquisition and partner growth.

The Solution: Structured Workflows and Targeted Engagement

Datamatics introduced an AI-assisted issue resolution workflow to identify, prioritize, and close complaints efficiently. This brought speed, consistency, and accountability to customer service.

Targeted detractor management focused on dissatisfied dealers, re-engaging them with quick resolutions and tailored follow-ups. Feedback loops and success metrics were added to strengthen long-term engagement.

On the digital front, SEO content and online resolution pathways were improved. This enhanced search visibility, boosted lead conversions, and made support easily accessible.

Impact: Measurable Gains in Loyalty and Growth

NPS Jumped from 38 → 47

12% Revenue Growth from previous detractors via prompt resolution

Stronger Channel Engagement

Improved SEO, Site Analytics & Lead Conversions

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.

website: datamatics.com

USA

UK

UAE

India

Philippines