Get your
Salesforce

Right First Time
On-Time.

A LEADING ENTERTAINMENT COMPANY STREAMLINED USER SUBSCRIPTIONS WITH SERVICE CLOUD AUTOMATION

DATAMATICS

ABOUT CLIENT:
The client is a renowned on-demand video streaming platform catering to global audiences. They offer a diverse range of content, including classics, blockbusters, documentaries, short films, and exclusive web series. As a digital division of a leading East Indian media and entertainment company, they have a strong presence in film and TV production, cinemas, distribution, digital cinema, music, and new media.

INDUSTRY:
Entertainment

REGION:
APAC

BUSINESS NEED:
The client wanted a comprehensive solution to enhance visibility of service team activities within their application, streamline the process of generating business reports with external data, and bolster the security framework to protect against potential data breaches and access threats.

BUSINESS
CHALLENGES

01 | The client struggled with several challenges, including the inability of their service team to access comprehensive customer information, insights, and tickets on a single platform.

02 | They faced significant hurdles in delivering streamlined sales, customer onboarding, and support process to their employees spread across various locations and business streams (B2B, B2C & B2G).

03 | This was primarily due to the fragmented data scattered across multiple systems or flat files.

04 | Furthermore, they encountered difficulties in harmonizing their digital footprint with real-world sales, employee, and company performance processes.

DATAMATICS **SOLUTION**

The Datamatics team implemented a comprehensive system that streamlined the client's business operations by merging sales, customer on-boarding, and support processes.

This integration was achieved through the development and deployment of over 40 distinct processes, the creation of 76 unique reports, and the establishment of 7 dashboards.

The system was designed to accommodate a reporting structure for more than 60 users and included 6 integrations with external systems and interfaces.

This robust system enabled the business to efficiently manage leads and opportunities, share quotes, on-board customers, and more.

It also provided the capability to view leads from external systems, resolve JIRA issues, and automatically calculate the company's Key Performance Indicators (KPIs).

BUSINESS **IMPACTS**

Improved business reporting with faster API integration **– 90% productive**

Enhanced User **Navigation Report**

Enhance Customer Experience & Increase Business Throughput **– 15% improvement**

Centralized & Single Pane of View for Key Metrics – fixed system issues which **increased subscriptions by 12%**

Operational Cost Savings & Instrumentation for Meaningful Data **– 10K$ + Cost Savings**

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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website: datamatics.com | email: business@datamatics.com

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