



ENHANCING CUSTOMER LOYALTY: DATAMATICS USED ANALYTICS FOR A EUROPEAN EYE CARE FIRM

A leading European medical company specializing in eye care, the client has been at the forefront of vision health, offering a comprehensive portfolio of surgical and vision care products. With a strong focus on innovation and patient well-being, the company provides advanced solutions for individuals with conditions such as cataracts, glaucoma, retinal diseases, and refractive errors.

The Challenge: Seeking Customer Insights

As a leader in the eye care industry, the client was deeply committed to customer-centricity, continuously striving to enhance service quality through innovative products, strategic partnerships with eye care professionals, and initiatives that improved access to high-quality vision care. However, despite their dedication, they faced a critical challenge—understanding the key factors influencing contact lens users to attend their annual control visits.

For the Chief Marketing Officer (CMO), this lack of clear, data-driven insights posed a significant hurdle. Without a precise understanding of the motivations and barriers affecting customer behavior, formulating targeted marketing strategies to improve retention and increase trial rates remained an uphill battle. Generic campaigns were no longer enough; the company needed a transparent, quantifiable approach to refine customer engagement efforts.

To maintain its competitive edge and reinforce its reputation as a trusted eye care provider, the company recognized the need for advanced analytics.

The Solution: Advanced Analytics Solutions

Datamatics implemented an advanced analytics and statistical modeling. Datamatics' team of data scientists applied descriptive statistics and Pearson's correlation coefficient to analyze the relationship between various satisfaction parameters across three key customer groups—Trialists, Retained Customers, and Drop-offs.

The team conducted multiple regression analyses to identify the most influential variables impacting customer visits. This approach provided a clear, data-backed understanding of the factors driving retention, trial conversions, and disengagement.

By transforming raw data into actionable insights, Datamatics empowered the client to refine their marketing strategies, personalize customer outreach, and optimize engagement efforts.

Impact: Optimized Marketing Strategies

Improved decision making

By detecting factors
are important

Assisted

Assisted in deriving
marketing strategies

Clear insight

On key factors for
customers control visits

Insights on key drivers

Based on Emotional, Professional,
Ambience, Communication
factors of the Brand

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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