OMNI-CHANNEL CUSTOMER MANAGEMENT DRIVING 98% IMPROVEMENT IN SERVICE QUALITY

DATAMATICS

The client is a leading European multi-channel e-retailer with a strong presence across online marketplaces and owned digital commerce platforms. Serving a rapidly growing customer base, the organization focuses on delivering consistent, high-quality customer experiences across multiple touchpoints while supporting large transaction volumes at scale.

The Challenge: Scaling Customer Service Without Compromising Quality

As the client's customer base expanded across multiple digital channels, customer service operations struggled to keep pace while maintaining consistent quality.

The business faced several operational challenges:
- Increasing customer interaction volumes across marketplaces and owned platforms
- Fragmented customer data leading to limited visibility across channels
- Inconsistent response times and service quality across touchpoints
- Manual processes restricting scalability during peak demand periods
- Risk of declining customer satisfaction and marketplace ratings

The client required a unified and scalable customer management approach to ensure quality and consistency across all channels.

The Solution: Deploying an Omni-Channel Customer Management Framework

To address these challenges, Datamatics implemented a robust omni-channel customer management solution designed to streamline service operations and improve customer experience.

The solution focused on the following key areas:
- Centralized management of customer interactions across all digital channels
- Unified view of customer history to enable faster and more accurate issue resolution
- Standardized workflows to ensure consistent service quality across touchpoints
- Scalable service infrastructure to support high interaction volumes
- Integrated quality monitoring and feedback mechanisms for continuous improvement

This approach enabled seamless service delivery while supporting the client's growth objectives.

Impact: Enhanced Service Quality and Business Performance

98.33% improvement in service quality output, ensuring reliable and consistent customer support

Improved customer retention and sales outcomes

Amazon customer feedback rating improved to a perfect 5.0

Faster issue resolution and enhanced customer experience at scale

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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