



**SCALING MARKET RESEARCH:
DATAMATICS HELPED U.S. FIRM
INCREASE PRODUCTIVITY 50%**

DATAMATICS

The client is a leading market research organization known for its comprehensive data analysis and actionable insights. With a robust framework for comprehensive data analysis and insights, the organization empowers companies across sectors to make informed, strategic decisions. By continuously refining its data preparation and research processes, the firm ensures that its clients receive accurate, timely, and actionable intelligence to stay ahead in a competitive market.

The Challenge: Operational Inefficiencies

As a leading market research organization, the client was committed to delivering timely, data-driven insights to businesses across industries. However, as demand for their Brand Health Tracking Study grew, their existing data processing framework struggled to keep up.

The client relied on manual data extraction and reporting, which led to slow turnaround times and inconsistent quality. Without standardized workflows or structured SOPs, their data preparation service lacked efficiency, making it difficult to scale operations. Additionally, the absence of clear quality benchmarks and performance metrics resulted in high resource utilization with low productivity, further straining their ability to meet client expectations.

With an urgent need to streamline operations, improve efficiency, and enhance reporting accuracy, the client sought a robust automation-driven solution that could transform their data processing capabilities.

The Solution: Seamless Workflow Integration

To streamline operations and enhance efficiency, Datamatics took charge of the client's service unit, implementing a comprehensive process re-engineering strategy. This transformation focused on standardization, automation, and performance optimization to improve data preparation and reporting workflows.

Datamatics established Standard Operating Procedures (SOPs) and defined Service Level Agreements (SLAs) for cycle time and quality, ensuring structured, measurable, and high-performing processes. The solution also incorporated intelligent automation, optimizing key workflows such as automated scanning, image bursting, Optical Character Recognition (OCR), and auto-coding to enhance speed and accuracy.

With these enhancements, the client's data preparation service became more structured and scalable, ensuring faster turnaround times and consistent quality—allowing them to better meet growing business demands.

Impacts: Enhanced Data Accuracy, Scalable Operations

160 reduced to 72

in resource headcount while handling almost 3 times the previous volume

50%

Improve in productivity by use of automation

99.99%

accuracy achieved with a reduced cycle time of 16 hours

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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