ENHANCING CUSTOMER EXPERIENCE: DATAMATICS TRANSFORMED SALES & SECURITY FOR TELECOM

DATAMATICS

A leading global provider of technology and communication services, headquartered in New York City, delivers cutting-edge data, voice, and video solutions over its award-winning networks. With a strong global presence, the company is known for its innovation and commitment to seamless connectivity. Its extensive portfolio includes wireless and wireline services, as well as a diverse range of internet products, catering to businesses and consumers alike.

The Challenge: Operational Inefficiencies & Security Gaps

The company's Chief Information Officer (CIO) faced challenges in optimizing its sales and customer engagement processes. Without a system to track user journeys within its applications, the company lacked visibility into customer interactions, making it difficult to enhance user experience and drive conversions.

Beyond customer insights, inefficiencies in business reporting were slowing down decision-making. Poorly structured API callouts led to fragmented data retrieval, hindering on-demand report generation. These challenges not only impacted operational agility but also hindered the company's ability to respond swiftly to market demands.

With increasing threats of unauthorized access and data breaches, the existing application security framework needed urgent reinforcement to safeguard sensitive customer information. For a global telecom leader, these vulnerabilities posed significant risks—not just to data integrity but also to brand trust and regulatory compliance.

The Solution: Seamless System Integration

Datamatics designed a robust, data-driven solution to transform the client's sales and customer engagement processes. A user journey tracking system was implemented within the application, offering a detailed view of navigation patterns and interactions. This provided actionable insights to enhance customer experience and optimize sales strategies.

To streamline integration challenges, a scalable solution that enabled seamless interaction between Salesforce and Middleware. The system was designed for maximum flexibility, allowing API attribute modifications through simple configuration changes—eliminating the need for extensive code revisions and reducing deployment time.

The transformation was more than just an upgrade—it empowered the company with real-time visibility, faster decision-making, and a resilient digital infrastructure.

Impacts: Optimized Operational Efficiency

Right First Time On-Time

Ensured accuracy and timely project delivery

80% decrease in security threats

Improved data safety and compliance

90% increase in productivity

with faster API integration & improved business reporting

Operational cost savings worth more than $10,000

& instrumentation for meaningful data

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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