



REVOLUTIONIZING EBIKES: DATAMATICS UNLOCKED GROWTH FOR A EUROPEAN MANUFACTURER

DATAMATICS

The client is a rapidly growing European eBike manufacturer, has emerged as an innovation leader in the electric bicycle industry. Committed to blending traditional craftsmanship with advanced technology, the company offers a diverse range of eBikes designed for daily commuting, work travel, and leisure. Beyond bicycles, the brand provides a comprehensive ecosystem of riding gear, accessories, and regional support services, ensuring a seamless experience for customers.

The Challenge: Decoding Customer Behaviour

As a leading innovator in the eBike industry, the manufacturer catered to a broad spectrum of customers—from traditional cyclists and passionate enthusiasts to early adopters embracing cutting-edge technology. However, this diversity presented a complex challenge: understanding the unique purchasing journeys and decision-making triggers that influenced each segment.

With multiple factors shaping customer choices, the manufacturer needed to decode the intricate mix of functional and emotional drivers. Some customers prioritized practical elements such as battery performance, reliability, and total cost of ownership, while others were drawn to the sense of freedom, excitement, and community that eBikes offered.

For the company's Chief Marketing Officer (CMO), this posed a critical challenge. Without a data-driven understanding of customer behaviour, optimizing marketing spend and enhancing engagement. The client needed a solution that would provide deeper insights into customer preferences, enabling them to craft more effective, targeted strategies.

The Solution: Data-Driven Insights with Datamatics

Datamatics implemented a comprehensive project framework by integrating internal data sources—including website analytics, past research reports, market intelligence, customer satisfaction (CSAT) surveys, feedback, CRM records, and social media interactions—with external data and targeted surveys.

Leveraging advanced deep learning algorithms, Datamatics processed diverse data formats such as text, images, and videos, while supervised machine learning techniques—including logistic and linear regression—helped identify key purchase triggers. Additionally, primary research was conducted through in-store and online customer surveys, capturing valuable insights into the decision-making process across multiple channels.

The solution provided a clear roadmap for refining engagement strategies, enabling the company to drive higher conversions and maximize return on investment.

Impact: Maximizing ROI & Growth

Effectively leveraged

Every channel for relative impact on customer decision and conversion

9%

Increase in conversion ratio

CSAT increased

From 3.7 to 4.3

22%

22% Increase in ROI

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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