

Lumina Datamatics is a trusted partner providing eCommerce support services to 3 of the 5 largest retailers/marketplaces worldwide. Lumina Datamatics provides product content transformation services, competitor intelligence, and technology services to eCommerce retailers, marketplaces, and brands. Our organization has over 3500 professionals across APAC, Europe, and North America.

Contact Us

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Contact Center Audit



Lumina Datamatics provides an impartial, third-party audit of your contact center operations and offers actionable insights that help streamline costs and improve customer satisfaction. Empower your contact center with relevant insights, transforming existing data into actionable strategies.

Our solution is designed to provide a comprehensive understanding of customer interactions, agent performance, and operational efficiency. Boost CSAT scores, reduce transfer, and minimize repeat calls. Elevate your customer experience, drive lasting loyalty, and save costs in the process.

Customer Journey Analytics

Gain a holistic view of the customer journey with detailed analytics. Track interactions across channels (Voice/Chats/Emails) to identify touchpoints, pain points, and opportunities for improvement.

Agent Training & Performance Enhancement

Empower your agents with objective feedback and training opportunities. Boost their performance, confidence, and efficiency for superior customer interactions.

Speech and Text Analysis

Leverage the power of voice and text data to provide insights, identify trends, sentiments, and areas for improvement in agent-customer conversations.

Personalized Customer Engagement

Craft personalized experiences that resonate with your customers. Drive engagement, loyalty, and satisfaction with targeted interactions.





Key Benefits:

Enhanced CSAT/NPS Scores

Deliver exceptional customer experiences that translate into higher CSAT scores, building trust and loyalty. Faster response times, accurate information, and consistent service quality contribute to an improved customer experience.

Reduced Transfers

Streamline call routing to connect customers with the right expertise, minimizing transfers and optimizing operational efficiency. Identify and eliminate inefficiencies to reduce operational costs, allowing you to allocate resources more effectively.

Decreased Repeat Calls

Implement strategies to resolve issues on the first contact, reducing repeat calls and enhancing overall customer satisfaction. Streamline workflows, reduce manual tasks, and optimize call-handling processes to enhance overall operational efficiency.

Knowledge Base Enhancement

Empower your agents with an enhanced knowledge base. Accessible and up-to-date information ensures agents can provide accurate and timely solutions, reducing call durations and improving the overall customer experience.

