

October 29, 2024

To,

Corporate Communication Department
BSE Limited
Phiroze Jeejeeboy Towers,
Dalal Street, Mumbai - 400 001.
BSE Security Code: 532528

Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai - 400 051.
NSE Symbol: DATAMATICS

Sub: Press Release

Dear Sir/Madam,

Please find attached herewith press release titled "**Datamatics Positioned as the SPARK Leader for Contact Centre Outsourcing Services 2024 by Quadrant Knowledge Solutions.**"

Kindly take the above on your record.

For **Datamatics Global Services Limited**

Divya Kumat
EVP, Chief Legal Officer and Company Secretary
(FCS: 4611)

Encl: as above

Datamatics Positioned as the SPARK Leader for Contact Centre Outsourcing Services 2024 by Quadrant Knowledge Solutions

29th October 2024, Mumbai: Datamatics, a global Digital Technologies, Operations, and Experiences Company, today announced that it has been recognized as a 'SPARK Leader' for Contact Centre Outsourcing Services by Quadrant Knowledge Solutions. Datamatics featured in the SPARK Matrix for Contact Centre Outsourcing Services for the second year in a row.

The Quadrant Knowledge Solutions SPARK Matrix™ 2024 includes a detailed analysis of the global contact centre outsourcing services market dynamics, significant trends, vendor landscape, and competitive positioning of the industry's top 26 players. Datamatics has emerged as an eminent Leader in the assessment, owing to its excellent scores in both customer impact and service excellence parameters.

Key Highlights from the Report:

- **SuperCX Framework:** Datamatics leverages its SuperCX framework, which includes a comprehensive suite of features designed to elevate customer service operations.
- **Technology Advantage:** The Company's advanced technological capabilities significantly enhance operational efficiency and improve customer interactions within the Contact Center Outsourcing Services (CCOS) market.
- **Flexibility and Responsiveness:** Datamatics is positioned as the 'Right Size' provider, offering flexibility and responsiveness that ensure organizational stability and independence for its clients.
- **Strategic Market Positioning:** Datamatics is adeptly positioned in the contact center outsourcing market, utilizing cutting-edge AI technologies and innovative digital transformation strategies to enhance customer interactions and operational efficiency.

As highlighted in the SPARK Matrix report by Quadrant, Datamatics demonstrates excellence in the Contact Center Outsourcing Services (CCOS) market through its innovative "Deep in Digital" approach. This Digital First framework harnesses advanced technologies, including AI-First insights and agile automation, to significantly enhance operational efficiency and scalability. Datamatics' AI-powered contact centers, which offer multilingual, omnichannel support across the Philippines, India, and the USA, feature 'Super Agents' who embody the client's brand ethos, delivering exceptional service that drives customer satisfaction and loyalty. Through its proprietary 'SuperCX' platform, Datamatics provides comprehensive CX consulting, management,

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transformation, and analytics, ensuring that enterprises not only meet evolving customer demands but also excel in delivering seamless, personalized interactions.

According to Amandeep Khanuja, Principal Analyst and Associate Director of Research, Quadrant Knowledge Solutions, "Datamatics continues to strengthen its position in the Contact Center Outsourcing Services (CCOS) market by effectively integrating AI and digital transformation strategies. Its focus on offering scalable, omnichannel support, powered by AI-driven solutions like the GenAI-powered Agent Assist, demonstrates its commitment to improving customer experiences and operational efficiency." He further adds, "By leveraging advanced analytics and intelligent automation, Datamatics not only enhances customer interactions but also enables businesses to optimize workforce productivity and drive down costs."

According to Abhinav Das, Analyst, Quadrant Knowledge Solutions, "Datamatics has established itself as a leading innovator in the global Contact Center Outsourcing Services market. We have seen Datamatics grow over the years with an AI-first approach in contact centers that combines advanced AI; automation & industry-specific expertise to deliver transformative customer experiences. By integrating intelligent solutions such as SuperCX and GenAI-powered Agent Assist, Datamatics not only enhances operational efficiency but also drives personalized customer interactions across digital touchpoints." He further adds, "Datamatics' robust services and strategic expansion in high-growth markets, positions them as a prominent player in delivering modern customer service demands."

Sandeep Arora, President & Global Head - Digital Experiences at Datamatics, stated, "We are pleased to be recognized as the SPARK Leader in Contact Centre Outsourcing Services by Quadrant Knowledge Solutions. This achievement reflects our commitment to leading digital transformation in the industry." He added, "In today's fast-paced market, delivering exceptional customer experiences is essential. Datamatics' SuperCX platform, powered by our Deep-in-Digital approach and advanced AI analytics, is designed to revolutionize customer interactions and help businesses build lasting relationships

Download a complete report here: <https://www.datamatics.com/resources/analyst-reports/quadrant-spark-matrix-2024-contact-centre-outsourcing-service>

About Quadrant Knowledge Solutions

Quadrant Knowledge Solutions is a global advisory and consulting firm focused on helping clients in achieving business transformation goals with Strategic Business and Growth advisory services. At Quadrant Knowledge Solutions, our vision is to become an integral part of our client's business as a strategic knowledge partner. Our research and consulting deliverables are designed to provide comprehensive information and

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strategic insights for helping clients formulate growth strategies to survive and thrive in ever-changing business environments.

For more available research, please visit <https://quadrant-solutions.com/market-research/>

About Datamatics

Datamatics (BSE: 532528 | NSE: DATAMATICS) a Digital Technology, Operations, and Experiences company that provides intelligent solutions for data-driven businesses to increase productivity and enhance the customer experience. With a complete digital approach, Datamatics portfolio spans across Digital Technology Solutions, Business Process Management and Engineering Services powered by Artificial Intelligence. It has established products in Robotic Process Automation, Intelligent Document Processing, Business Intelligence and Automated Fare Collection. Datamatics does business with global customers across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has presence across 4 continents with major delivery centers in the USA, India, and Philippines. Lumina Datamatics, is a key player in the Publishing and e-Commerce BPM space, has delivery centers in the USA and India. To know more about Datamatics, visit www.datamatics.com

For media queries, please contact:

Amit Nagarseker

Marketing & Corporate Communications

amit.nagarseker@datamatics.com

+91-9619942041