

Company Profile

Metatude Asia Ltd.

Metatude Asia Ltd. with its registered office at Mark Mansion (Level 4 & 5), 36 Sonargaon Janapath, Sector #9, Uttara, Dhaka – 1230, Bangladesh is a dynamic software development organization. We are 100% export oriented organization with primary customer base at Europe. We started our journey in the year 2002 and since then we have move forward with our dedication and hard work.

Metatude Asia Ltd. works tirelessly to improve and improvise. We as a company work with customer satisfaction. Our survey process is one of the robust solution and is used by a number of organizations worldwide.

Vision

To enable clients to be competitive through deployment of efficient solutions and delivery of value added services, driven by “Innovation at its best”.

Mission

To be a global leader, inspiring people to do the extraordinary in providing innovative solutions powered by passionate minds and nurturing a trusting partnership with customers.

Our Values

Customer Focus

- To be a company that is passionately dedicated to its customers at all times, to anticipate needs and to regularly exceed our customers’ expectations with the cutting-edge portfolio of products and services that we provide.
- To be powerful catalysts for the growth and enhanced competitiveness of our customers through the supply of **innovative software solutions** in combination with our expert consulting and after-sales services.

Employee Empowerment

- We believe that all our employees strive inherently to excel at their jobs and to not only meet, but exceed our customers' expectations and that they will consistently do so, given the proper work environment, tools, and support.
- We attract highly capable, diverse, and innovative people and recognize their efforts and contribution to the company and to our customers' organizations.

Fairness, Honesty & Transparency

- We believe in fairness, honesty and transparency in our interactions with all stake holders in our company, be them our shareholders, staff members, customers, or suppliers, in order to earn their trust and continued loyalty.
- We believe that anything less than our adherence to the highest standards of business ethics in all our interactions with stake holders is unacceptable.

Team

We are a team of 25, spread across development, delivery and client management. We currently work for large multinationals like Philips, Heineken, Vattenfall and Vodafone. We run close to 100 different continuous projects, over a total of 34 different languages, the most uncommon being Khmer, Laotian, Burmese and Mongolian.

Technologies that we use

Products

Interactive dashboards.

All feedback is made available through interactive dashboards, where regular users can intuitively explore data and trends. Any (subset of) data can be analyzed over any period of time. Any characteristic can be broken down, and results can be viewed over time in trend lines, or plotted on a world map. The dashboards are designed with survey results in mind. We can report on average scores or percentages, and even combine multiple questions into one overall score. Respondents' qualitative feedback is integrated, and you can directly zoom in on comments given for low or high scores.

Omni View dashboards: empower your people.

We create dashboards cantered around the customer or the subject. We combine the results of multiple surveys or other sources to create one overview, and these views can be broken down into any (organizational) characteristic. For example, you can create a continuous dashboard where all country organizations can see sales trends, customer satisfaction and customer churn; but just as easily you can turn the viewpoint from countries to product categories, and even combine these viewpoints. Slice, dice and combine all data to dive into the details and explore the story behind the numbers. These possibilities, combined with the intuitive navigation, empower your organization to explore and understand the data in an unprecedented manner.

Share results with the right people.

You can easily share the interactive dashboards with your colleagues; just add their names and email addresses and decide what dashboards they have access to. With an email, they will be invited to set a password and access the dashboards. You can also publish the dashboards on your company intranet site or portal, and restrict access via your existing channels. And your intended target group will all be able to intuitively explore all data.

Services

Survey triggering.

With survey triggering, we define one or more custom API's to deliver record data from your applications or databases. Records received are processed in real time to see whether (and which) a survey invitation is sent by email. Submitted surveys are written real time to a database of your choice. Here we just act as a broker, where we get the record data, apply logic, execute the survey and return the results to your organization. The processing of the data and reporting and dashboarding is done by your organization. The advantage is in the process logic that we bring to the table.

URL return service.

As a variation to survey triggering, after delivery of a record via our customized API we do not invite the respondent by email, but rather return the right survey URL via the API response, which can be used by another application.

Dashboard plus backend infrastructure.

A dashboard to display and analyze your survey results. We help craft the results of one or multiple surveys into understandable metrics, and build a dashboard that captures the full picture. Either we connect to result data in your organization's database, or generate backend tables in your private cloud database where you can store the results. Optionally, we can setup an API interface where your (survey) applications can send the results. Data sent is reflected within the dashboards in real time.

Do it yourself dashboards: Ignity.

Our interactive dashboard software is available as an SaaS service, as of October 2017, via ignity.info. With Ignity you can define interactive dashboards yourself, through an intuitive backend where you define all metrics, comments and characteristics. You can choose to retrieve the data from existing databases, or have Ignity automatically create backend tables in a separate cloud database (Amazon Aurora). Dashboards are branded with your company logo. You can invite users to the dashboards by email, and you can publish dashboards on your own site via an API key.

Hosted solutions.

We can set up and support the software as a hosted solution. Either hosted with our hosting company, or hosted in the Amazon AWS cloud, where you can incorporate the solutions into your own infrastructure using Amazon's Virtual Private Cloud.

Customers

End customers: get a grip on satisfaction.

We can help maximize the value of your customer or employee feedback. Start by turning feedback into a continuous process so you can see the impact of actions on customer or employee satisfaction. Instant feedback on what works and what doesn't makes your organization truly responsive. By outsourcing the process, your staff can concentrate on the outcomes instead of being bogged down by the processes.

If you make people accountable, you should give them the tools to do their job. By distributing the results as interactive dashboards you empower your staff. They are then able to truly understand shifts in satisfaction, and look at the story behind the results. And when combining data in 'omniview' dashboards, they can look at the total picture, not just a slice of it.

Market research: from results to management information.

Using our interactive dashboards, you can provide customers with a continuous and complete view of the results. With empowered customers, discussions are likely to go a level deeper, and you can upsell services with a higher added value. You will also be in a prime spot to broaden your services, and expand your clients' view on customers by adding scope and frequency. And in continuously improving the total picture of customer satisfaction and experience, you strengthen your position as a valued partner that is crucial in delivering all the 'soft' management information.

Our interactive dashboard software is designed to support marketing research firms. You can publish dashboards easily from your own domain via an API, and the customer will only see your website or portal. And the dashboards are branded with both your name and the customer logo.

Consultancy firms: experience benchmarking as a line of business.

As an HR, finance or IT consultancy firm, you can expand your services by collecting and sharing experience data. For example, develop a survey that tracks a customer's position in the war on talent, or that shows how efficient employees can work with their new digital work space. Vast amounts of money are spent on projects like these, and companies have a steady need for these 'soft' metrics to see if they realize their targets. When selling this to multiple organizations, you have your own value-added benchmark, and customers can see how they are doing compared to others.

We can assist with the technical side of this line of business with activities like arranging data integrations with other applications, executing surveys and designing interactive dashboards. You can outsource (parts of) the process to us or we can provide the software and support needed for you to do it yourself.