

Digital Marketing Platform for world's second-largest beverages company in terms of volume



BUSINESS REQUIREMENTS



Digital management platform for social clubs.



Engage with customers/patrons through web, social media, email & mobile marketing



OUR SOLUTIONS



Web based solution for enrollment & onboarding of clubs' on social platform



Developed marketing platform via email/sms for end customers



Social media connect & sentiment analysis for social media information



TOOLS/ TECHNOLOGIES



ASP.Net MVC 3.0



Win Forms C#



SQL Server 2012



BUSINESS IMPACT



Increase in customer footfalls by delivering targeting promotions



Enabled client to manage and publish content with different social media channels



Enabled client to build and deliver effective marketing platform



Brand Management- help in gaining client insights & responding real time

Solution Overview



Customer Management



Couponing/ Promotions



Social Publishing



Dashboards



Sentiment Analysis

About Us

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable **digital transformation** for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as **retail**, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality. Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.