

# CUSTOMER CENTRICITY

## Case Study: Beverages- Social Applications & Gamification Solution

Happiest Minds built a **gamification** engine for a leading beverage and lifestyle based MNC to improve user engagement and gaining customer insights by leveraging gamification data



<b>Our Client</b>
One of the largest beverage & lifestyle company based out of India with revenue >USD 5 bn
<b>Business objective</b>
<ul style="list-style-type: none"> <li>Revamp the existing website into a publishing platform and engage readers with fresh content</li> <li>Develop strategies for rich customer conversations &amp; build a vibrant community</li> <li>Drive customer loyalty &amp; engagement on the website</li> </ul>
<b>Business objective</b>
<ul style="list-style-type: none"> <li>Built customized gamification engine, leveraging Happiest Minds IP</li> <li>Provided APIs for easy integration with the website</li> <li>Smart Analytics with reporting on gamification data</li> <li>Developed strategies for rich customer conversations &amp; build a vibrant community</li> </ul>
<b>Business Benefits</b>
<ul style="list-style-type: none"> <li>Increased user engagement and stickiness leading to a vibrant user community</li> <li>Improved user insights from website through analytics</li> <li>Drove <b>customer loyalty</b> &amp; engagement on the website</li> </ul>



LEADERBOARD		
Rank	Username	Points
1	srikanthmattihalli	9720
2	sujai	6820
3	gautham	5200
4	sandeepbalan	2020
5	gauthamnayak	2000
6	samratsic	980
7	srikanth9	780
8	talatirohan	770
9	srikanth1	520
10	samrats1989	460