

Addressing key growth requirements for an entertainment company

The client is a leader in the beer, fashion, sports, and lifestyle markets in India. In addition to operating many breweries in India and several other countries, the company also sells its products in over 50 countries worldwide.

To represent its diversified business interests, and create a vibrant user community, the company has an interactive website with a number of activities such as contests, promotions, events, games and fun trivia.

However, the client found that the traffic to and the time spent by users on the website had been dwindling, impelling the company to explore avenues to rebuild the user community and drive better engagement through its website. It decided to revamp the existing site into a publishing platform and share more appealing content.

For this requirement, the client called on Happiest Minds' expert skills and knowledge in this domain.

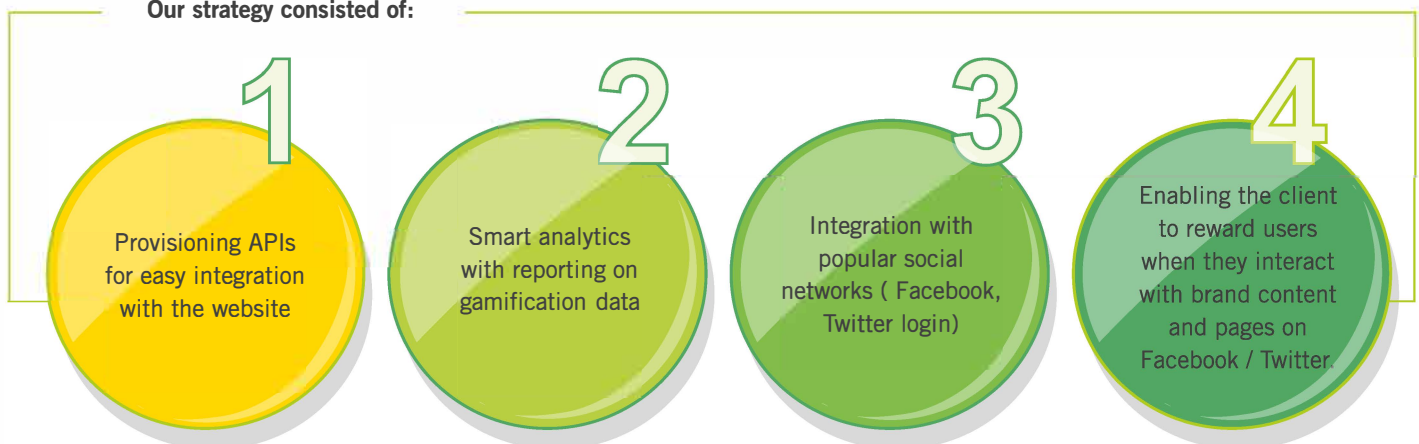
- **Customer Profile:** A leader in the beer, fashion, sports, and lifestyle market in India
- **Business Need:** Creating and sustaining a vibrant user community
- **Happiest Minds Solution:** Building an integrated gamification engine on the client's website, provisioning of APIs, and smart analytics of gamification data

Snapshot of Case Study

The Happiest Minds Solution

We built and implemented an integrated gamification engine on the client's website, leveraging our methodologies with support for rich analytics.

Our strategy consisted of:



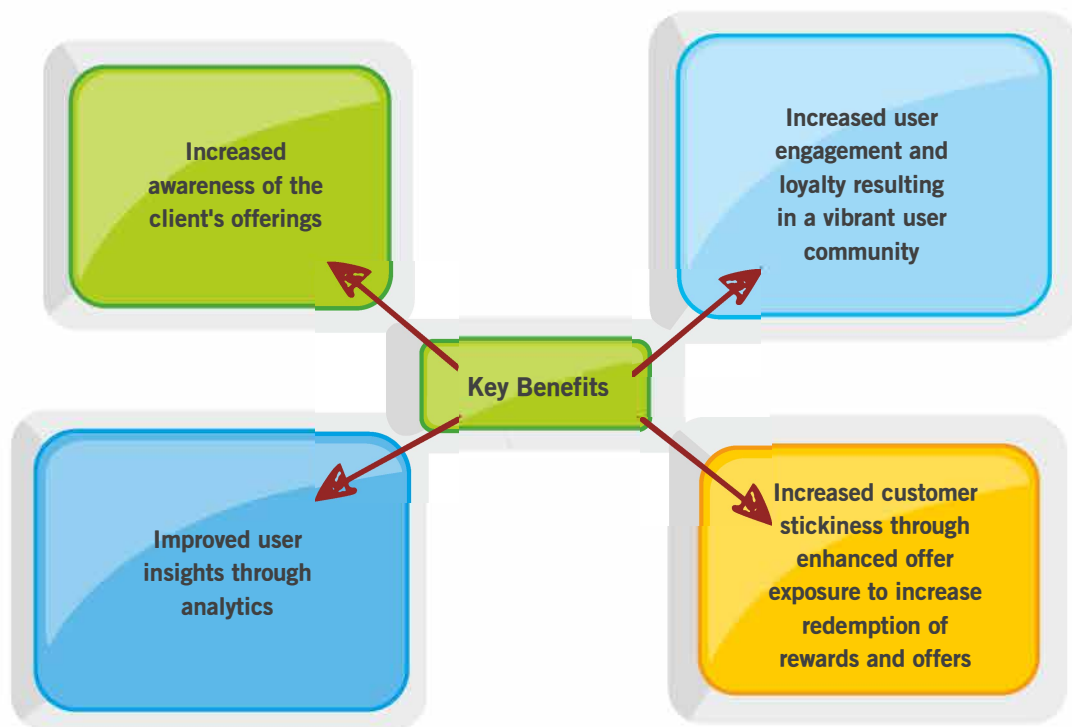
The key feature of the gamification analytics was to analyze user behavior, utilizing the information gathered to provide users with more customized rewards and points.

Happiest Minds' solution constituted the following:

- Providing customers with rewards and points for reading articles, posting comments, playing games and sharing photos & videos on the website
- Awarding customers with rewards and points for participating in the above activities on Facebook, Twitter, and other social media channels, which are all linked to the main website

Benefits delivered

With the help of Happiest Minds, the client now has a platform for growth that extends the reach of the rewards and points to social channels, improving customer delight. Other key benefits include:



Happiest Minds

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.