

Enhancing the  
In-Store  
Shopping  
experience

Customer  
Insights  
framework  
using Social  
Media

---

## Are you ready to move your customers in a *'happier'* direction?

---

Drive Mobile  
Commerce with  
Industry Leading  
Mobile Platform  
with 100+  
Customers

Personalized  
& Targeted  
Offers harnessing  
the power of  
Analytics

---

Happiest Minds is an Intel Capital and Cannan Partner Backed company which enables companies to capture the business benefits of emerging technologies like Cloud Computing, Social Media, Mobility solutions, Business intelligence, Analytics and Unified Communications and Security. We have offices in US, UK and India and work with Global Customers enhancing their Customer Experience through our Pre-built and custom built solutions.

## "It's a buyers' market. They have money, they have choices and they are impatient"

The 24\*7 convenience of the web and the explosion of social media have put customers firmly in the driving seat with the ability to instantly cross-check product information, ratings, compare prices and share their experiences on public forums. Added to this, the proliferation of smartphones and tablets are driving one of the largest shifts in ecommerce with its ability to provide anywhere, anytime access to information. Armed with these technologies, customers are becoming more demanding and constantly expect better services and continual innovation.

In the face of these challenges, the onus is now on online businesses to develop an integrated, multi-channel strategy that delivers a consistent and relevant shopping experience.

Happiest Minds was founded on the concepts of these disruptive technologies which are metamorphosing the Retail Industry. While there are individual players who can develop Mobile App, or who can do E-Commerce, the real power and "nirvana" moment really lies in the integrated play.



Based on our research, market analysis and the understanding of the Retailers and customer needs, Happiest Minds has evangelized services which bring in the elements of Cloud Computing, Mobility, Analytics, Social Media, and Security to deliver powerful and result oriented solutions to our customers.

Happiest Minds' ecommerce service suite covers the entire gamut of customer requirements with flexible mobility solutions, web analytics and customer insight frameworks.

### Enhance In-Store Mobile Shopping Experience

Happiest Minds In-store Mobile Shopping solution enables you build your own mobile shopping application with extensive functionalities that include a virtual shopping cart, bar code/QR code scanning, store navigation, product reviews and recommendations, and online checkout and payments. Our key differentiator is an approach based on the concept of a real-time personalization engine that combines customer behavior transactions from the mobile application with back-end store IT systems. These insights can help you deliver personalized and real-time offers to customers at the right place and at the right time to entice them into the store and drive sales

## Pre-built m-commerce solution

POS

LDAP

Loyalty System

Promotion System

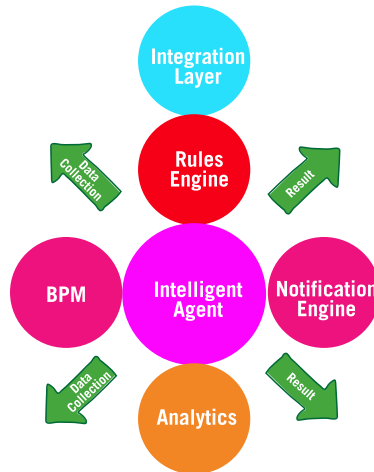
Order Fulfilment System

Planogram API

Social Media

PIM

Financial Service



Automated Checkout

Virtual Sales Assistance

In-Store Aisle Navigation

E-Wallet

Personalized Deals

Shopping List

Customer oriented Product Management

Increased Customer Foot Fall

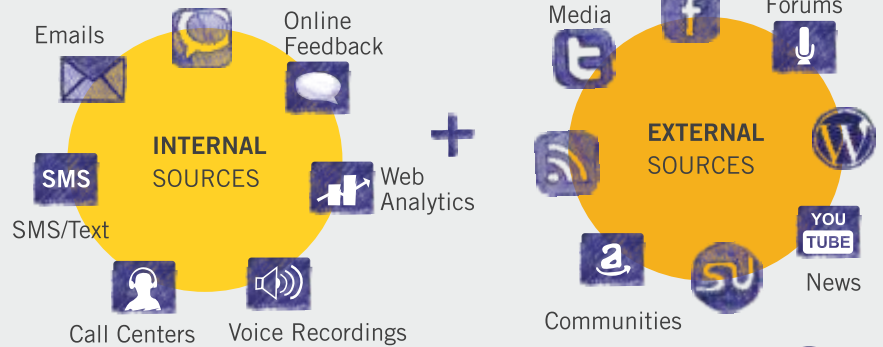
Card Reader integration & NFC

## Customer Insights Framework

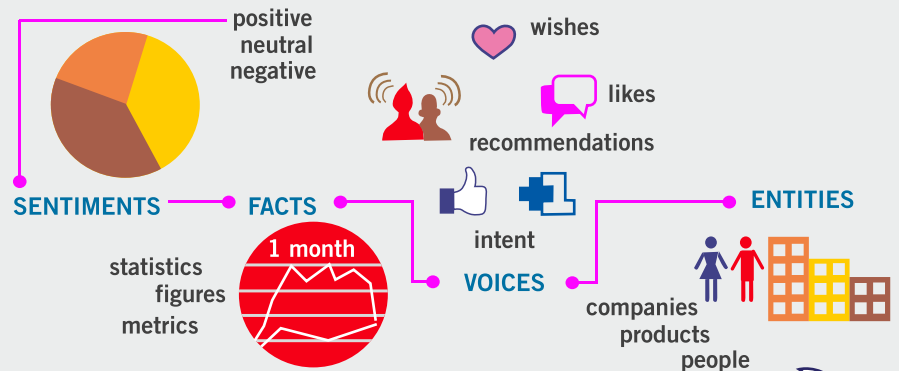
The Happiest Minds Customer Insights Framework provides a comprehensive view of customer conversations, feedback and inputs across multiple platforms like social media sites

- Capture a holistic picture of customers' preferences and sentiment towards your brand vis-à-vis competition
- Sense and respond rapidly to customers' increasingly eclectic demands
- Leverage the voice of the customer to improve customer experience
- Identify opportunities for up-selling and cross-selling,
- Improve product selection and offerings using customer feedback

### Listen & Gather Customer Conversations



### Analyze to Predict & Prepare



### Act & Deliver Actionable Insights



## Pre-built m-commerce solution

Happiest Minds Mobile Consumer Platform Solution offers mCommerce specific pre-built modules that can be leveraged at each step in the path to purchase.

- Pre-payment stage experience** - Increase customer awareness of offerings through pre-built modules - Target Ad modules, mCoupons, Location Based Marketing and Augmented Reality
- Payment stage experience** - Provide customers the convenience of payment options - online or in-store, with Mobile Payment gateway modules, NFC interfaces and QR Code scanning
- Post-payment stage experience** - Understand customer patterns and drive viralization through Loyalty modules, Customer care and Social Interfaces



## Web Analytics

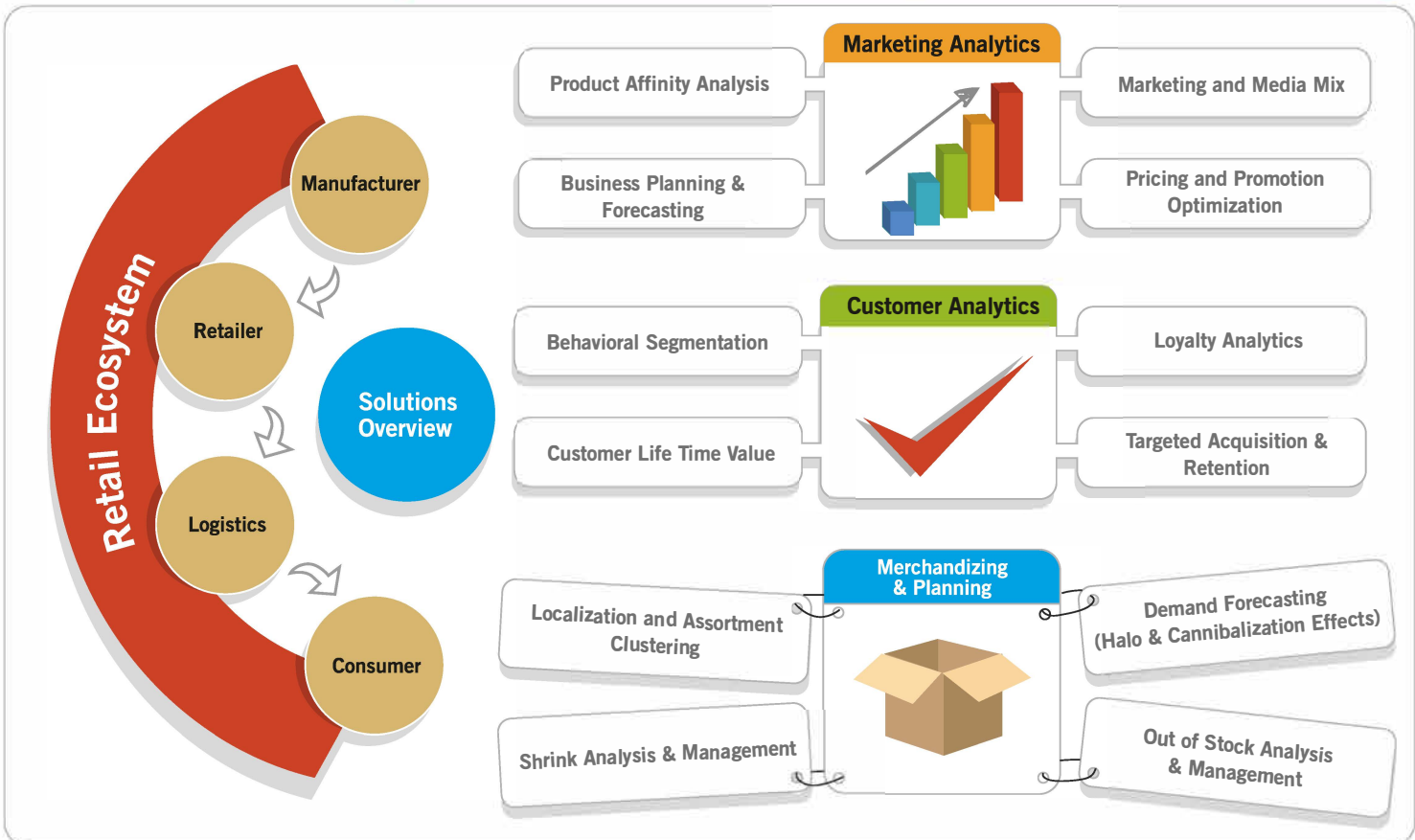
Our web analytics services are not just about improving your website performance, but also help you transform your business data into predictive analytics and powerful insights. We also help you customize web analytics tools specifically for your site to get the most relevant insights.

### Actionable insights

- Understand how your visitors are experiencing and interacting with your site
- Ascertain traffic patterns on your site and get information on where they break down
- A/B testing to decide which site design works best to your advantage
- Measure ROI on your investments
- Relevant KPI's & dashboard designed specifically for your business

### Predictive modeling

- Predict conversion rate based upon interactions with your service delivery channels
- Predict customer Behavior based upon responses from various customers
- Align your marketing strategies to 'best fit' customers effectively



### About Happiest Minds Technologies

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.