

Online Reputation Management for Indian Conglomerate





Manage company's online reputation and customer interactions across multiple web channels



Measure effectiveness of digital marketing campaigns and online customer engagement initiatives





One stop portal to manage online and social media marketing content, contact lists, coupons, directory listing and channel reputation



Enable users to track customer actions across channels; extract essential statistical data by slicing and merging customer, social and campaign data



Mobile Application for managing social media content and customer interactions on the go





ASP.NET, C# and SQL Server, JQuery, HTML5, REST APIs, IIS



Facebook and Twitter Integration, Email and SMS marketing



Project Execution: Agile methodology with 2 weeks sprint





Solution enabled partnership with 100+ premium hospitality brands

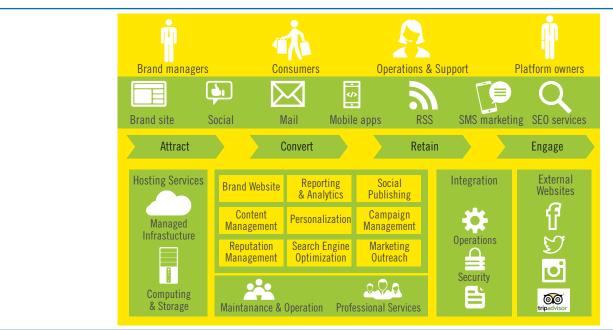


Sentiment analysis tool helped gauge customer acceptance of user campaigns and increased sales of brands across GEOs through targeted promotional strategies



Quicker response times to customer posts, queries and comments on social channels

ARCHITECTURE/INTERFACE DIAGRAM





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.

travel/transportation/hospitality.
Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

To know more about our offerings. Please write to us at business@happiestminds.com