














Online Reputation Management for Indian Conglomerate

 <p>BUSINESS REQUIREMENTS</p>	 <p>Manage company's online reputation and customer interactions across multiple web channels</p>	 <p>Measure effectiveness of digital marketing campaigns and online customer engagement initiatives</p>	
 <p>OUR SOLUTIONS</p>	 <p>One stop portal to manage online and social media marketing content, contact lists, coupons, directory listing and channel reputation</p>	 <p>Enable users to track customer actions across channels; extract essential statistical data by slicing and merging customer, social and campaign data</p>	 <p>Mobile Application for managing social media content and customer interactions on the go</p>
 <p>TOOLS/ TECHNOLOGIES</p>	 <p>ASP.NET, C# and SQL Server, JQuery, HTML5, REST APIs, IIS</p>	 <p>Facebook and Twitter Integration, Email and SMS marketing</p>	 <p>Project Execution: Agile methodology with 2 weeks sprint</p>
 <p>BUSINESS IMPACT</p>	 <p>Solution enabled partnership with 100+ premium hospitality brands</p>	 <p>Sentiment analysis tool helped gauge customer acceptance of user campaigns and increased sales of brands across GEOs through targeted promotional strategies</p>	 <p>Quicker response times to customer posts, queries and comments on social channels</p>

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