happiest minds
The Mindful IT Company
Born Digital . Born Agile

Happiest Minds Technologies Pvt Ltd

Travel, Transportation and Hospitality Industry

Travel, Transport and Hospitality landscape has witnessed tremendous change in recent years due to shifting customer demands, changing economic, social and political scenarios and rapid advancements in technology. The key drivers for these changes are traveler-centric buying, mobility, social computing and self-service technology

A day in the life of a traveller

Planning & Booking

Peter is planning a holiday in Mauritius He logs into the website using his social network ID. System identifies that he is a beach enthusiast and is planning a trip with family. System prompts Peter that 4 friends from his network have travelled to Mauritius and shows their hotel & travel reviews. He reads the reviews, selects the hotels/airlines & completes the booking; shares his planned vacation details on social networks

Boarding & Check-in

Peter's flight is delayed
System identifies that Peter is travelling with children. Runs quick analytics and sends a mobile shopping voucher for pizza & children play, valid at a chain of airport stores. The partner stores accepts the mobile voucher and sends an update to the company

Extending Stay

Peter is delighted with his vacation and extends it
He extends his trip using his mobile app. System identifies that Peter is a key influencer in social channels & triggers a workflow for marketing to review the payment towards his rescheduling fees. The mobile app lets him know that weather will be sunny for the next 24 hours & options to book a scuba diving for his family at 25% discount

A day in the life of a company

New Geography Expansion

COO informs CIO to plan for expansion without additional capex
CIO asks his IT Manager to evaluate cloud options to support expansion. IT Manager evaluates the option of public, private cloud and executes the infrastructure expansion in incredible short span

Customer Satisfaction Review

VP of Customer Service asks for a report on Customer Sat
IT manager uses the social listening & monitoring software to give report on what customers are saying in the social channels coupled with historical trends, geographical distribution, intelligence on the sentiments & competition comparison

Mega campaign for Festive Season

Company is gearing up for their biggest season
CMO's team identifies brand champions from the customer community by running analytics based on: in-house CRM data, social CRM, past booking history and trends. Dir of IT draws a plan to optimize Infrastructure to meet elastic demands and to ensure availability and performance

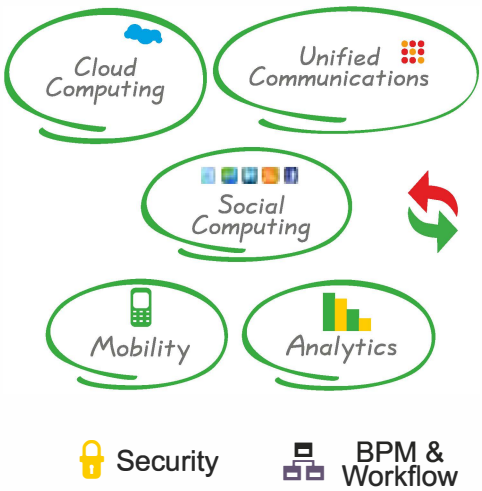
Our key focus

Happiest Minds Technologies has crafted a unique blend of services and solutions for the travel, transport and hospitality industry. Our services and solutions are based on the core technology pillars of cloud computing, social computing, mobility and analytics, enabling you to increase revenues, decrease costs as well as manage risks.

Mobility Solutions

Customers are using various mobile apps to search and book their vacations, manage bookings, buy ancillary products, view maps, perform mobile check-ins and track flight statuses. Is your business equipped for the mobile savvy customer?

Technology



Services

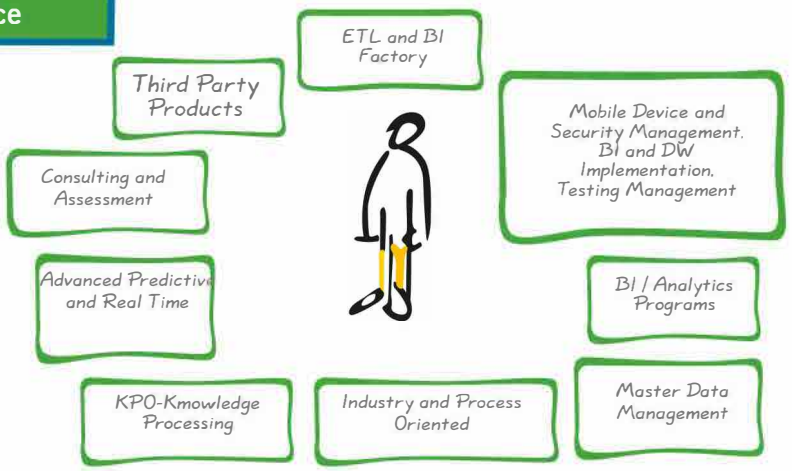
- IT Services
- Infrastructure Management & Security Services
- Software Product Engineering Services

- Mobile Device and Security Management
- Mobile App Development and Management
- Advisory Services
- Mobile App Platform
- UX Services
- Mobility Testing
- Mobile BI and Analytics

Our complete mobility solutions lifecycle services span design, architecture, development, testing and system integration.

Analytics and Business Intelligence

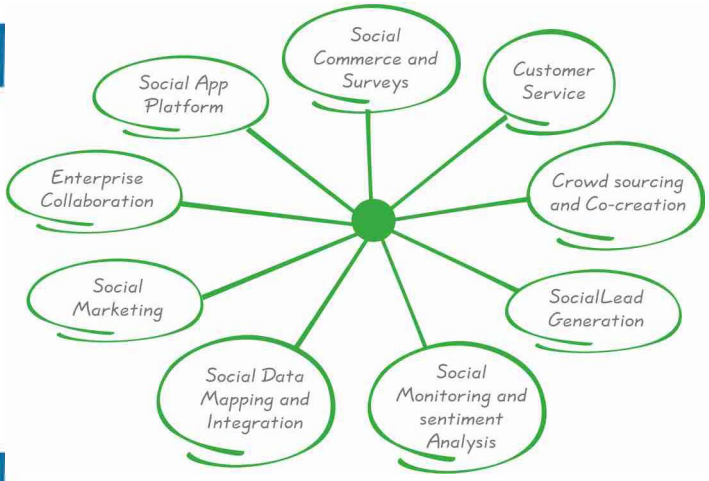
Companies in the travel industry operate in a hyper-competitive business environment, where quick insights and responses can make the difference in making profits or losing customers. Do you have the right analytics for smart decision-making?



We help you integrate data through strategic and operational processes to drive efficiency, gain actionable analytics and deliver a differentiated customer experience.

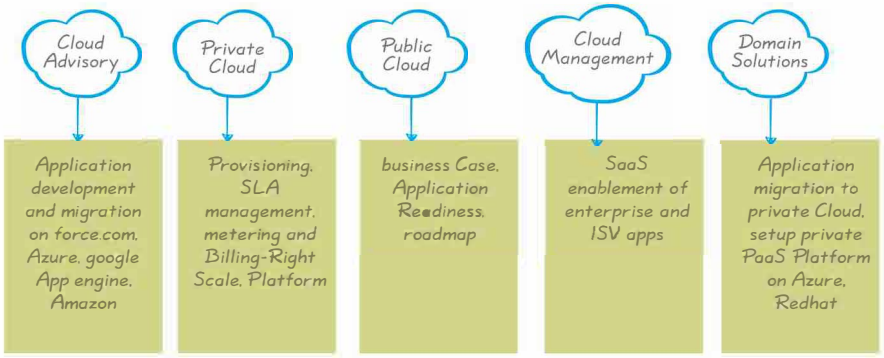
Social Computing

Social collaboration and communication are emerging revenue channels in the travel industry. Social media is a significant platform for information, conversion, driving traffic, brand management, sentiment analysis and issue resolution. Are you wondering how to take advantage of social computing and make a difference to your customer?



Cloud Computing

Cloud Business Solutions
With the travel industry looking to reduce costs while maintaining a positive customer experience and managing demands proactively, cloud based platforms can offer solutions. Do you want to move into a cloud environment to efficiently manage systems and scale seamlessly with significant cost reduction?



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.

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