

Agile, Smart and Secure E-Commerce Solutions

Product Engineering | User Engagement | Data Security | Analytics



The thriving e-commerce industry has fundamentally changed the way people shop around the world and willingly or not, most businesses have adapted to appease their customers and keep the virtual cash registers ringing.

There is definitely great market potential as the estimated spend per customer over the course of a year in the UK is \$1,600. While this is great news, simply putting up an on-line store and seeing what sticks is not going to cut it anymore.

The modern customer is digitally empowered and increasingly demanding – in fact, It's been reported that 39% of people will stop engaging with a website if it takes too long to load. And any experience that doesn't meet the gold standard adversely affects a brand's image as customers actively engage in social and online conversations.

Increased competition from online stores where customers compare products in-store, then purchase online – a practice know as 'showrooming', is becoming commonplace.

Building customer loyalty is, therefore, a key challenge

for the retail industry, where complex supply chains, excess or insufficient inventories, and operational inefficiencies are driving down margins.

We are at an inflection point where consumer behavior and points of interaction are changing the way businesses need to engage and conduct their operations. The disruption in existing industry value chains and economics is creating many opportunities and risks for stakeholders. As connected mobile and other internet enabled devices proliferate our lives, their potential to transform the customer experience ("anywhere, anytime") is the next big opportunity. It is imperative for businesses to understand their customers better and leverage emerging technologies to provide enriching experiences that are highly personalized.

Happiest Minds' End-to-End Consumer platform offerings help e-commerce players exploit new age digital technologies to build customer loyalty, enter new markets, enable smooth and secure payments and gain critical insight into their end customers by leveraging state of the art solutions that are tailored to their needs.

We work with e-tailers in building next generation solutions around:

- e-commerce and m-commerce solutions
- Context aware-personalized advertisements delivery
- Front end modernization and API enablement
- Aiding customer convenience through next-gen payments and one click purchases
- Building customer loyalty programs beyond points and vouchers
- Analytics, social marketing and gamification

Backed by a strong portfolio of solutions around augmented reality, mobile commerce, and loyalty management, Happiest Minds has helped our customers in creating creating omni-channel cross-platform applications that work seamlessly across desktops, laptops, mobile devices, smart TVs and wearables while delivering highly contextual and personalized customer experiences.

Happiest Minds Consumer Platform Service Offerings

Our technology offerings extend across these segments -

- Solution definition consulting
- Design Services
- Plugin Developments
- Data Aggregation and presentation – product information, prices, comparisons, reviews
- Mobile and Web Solutions
- Security and Risk Management
- Aggregation and Feeds
- API enablement
- CMS
- Big Data and Analytics
- Automated Dev Ops and Testing

Our Solutions

Happiest Minds' solutions are proprietary and built with scalability, security and agility in mind so you can focus more on growing your core business, delivering increased value to your end consumers and creating operational efficiencies. Our solutions are being used by some of the largest retailers and e-commerce companies in the world.



Indoor Positioning and Tracking Solution

Cutting edge positioning platform which uses beacons and various sensors to position an asset or a user in an indoor space allowing retailers to deliver targeted content to users within a store or a mall.



Enterprise Gamification Solution

A gamification Platform for B2E environment allowing enterprises to foster a competitive environment for day to day tasks.



Anomaly Detection Platform

Analytics platform to detect anomalies and predict fraud and incorrect pricing. Outages with a plug and play architecture allow for plugging-in new algorithms



Chatbot and Vertical AI –

An AI platform which marries contextual information with key business and enterprise knowledge to provide the unique ability to extract and render content through an AI chat interface

Case Studies

- A 3D virtual room design solution for furniture retailers for a leading ISV in Netherlands
- B2B Marketplace development for a Digital Startup in the US
- Next Generation payment and Enterprise Security solutions for a leading manufacturer of Wearable bands in Canada
- Front end modernization and Mobile Wallet development for a leading provider of gift card solutions in India
- Digital Transformation for a leading US Retailer – spanning logistics and warehouse operations, in store operations and loyalty programs
- Creation of a scalable platform for data collection from social media sites in real time using NLP for sentiment analysis using keywords for an ISV in Canada that provides data as a service
- Loyalty Engineering and Connected Commerce Solutions for a leading payment solutions provider
- Mobile Apps for a leading Sports Broadcasting company
- Security and Risk assessment for a leading online Travel company

Happiest Minds Technologies provides a wide range of solutions with advanced accelerators to help you design and build solutions for engaging your customers in a unique and personalized manner.

For more information, please visit www.happiestminds.com/industries/ecommerce



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.

India

United States

United Kingdom

Australia



happiest minds

The Mindful IT Company

Born Digital . Born Agile

www.happiestminds.com

business@happiestminds.com

