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minds**

Engagement Junction

Transforming the Brand Consumer Relationship

Engagement Junction™ is a next generation IT platform for Digital Consumer Engagement. An 'Engagement' is defined as a closed loop interaction between a Brand and Consumers over a period of time – examples being contests, surveys, polls, and product samples. The platform is available in the cloud, ready to use, with no installation, setup or IT infrastructure investments. One part of the platform is intended for Brand managers, who can configure and set up engagements. The other part of the platform is intended for consumers, who can participate in the engagements.

Why Engagement Junction™?



The B2C scenario today is largely one way communication of messages from Brand to the Consumer



The Brand has limited Consumer Insights related to Brand Sentiment, Loyalty and Advocacy



The engagement with Consumers is not sustained in nature, eg. outcome of one engagement with Consumers is not taken as input for the second engagement

Key Features



Cloud based SaaS Platform

Reliable, secure hosting and complete confidentiality of Brand and Consumer information



Engagement Templates

Rich, pre-built, completely configurable



Brand Dashboard

Rich aggregate insights at Engagement and Brand level



Gamification Features

Reward points, badges and levels as incentives for Consumers to participate



Ease of Use

Brands can configure an engagement in minutes, Consumers can participate in an engagement in seconds



Collaborative Marketing

Identification of Brand influencers and advocates

Benefits



Structured, sustained Consumer engagement



Rich, measureable, actionable Consumer Insights based on KPI metrics:



Reduction in cycle time for Consumer feedback from several weeks to a few days



Increased Brand loyalty and advocacy leading to collaborative marketing with Consumers

- Brand Sentiment
- Consumer Engagement Levels
- Brand Advocacy (Influencers)
- Net Promoter Scores



Involving Consumers in Brand strategy and product innovation

Example Business Problem Scenarios that can be addressed

Brand Type	Leverage Engagement Junction™ To:
FMCG	Gauge Consumer Insights for a new product launch and conduct Digital Sampling
Healthcare	Get Brand Sentiment Insights and generate leads for Health Checkups
Shopping Malls/ Retail	Increase weekday footfalls to the mall and get Consumer Profile Analytics
Hospitality	Achieve Demand Shaping for lesser known properties and off season occupancy and get Brand Awareness Insights
Event Management	Get Pre-event Consumer Insights through sustained pre-event engagement
BFSI	Cross-sell and upsell new products and get Consumer Profile Analytics
Travel	Conduct In-flight engagement and get Demand Insights for package promotions
Any B2C Brand	Understand Brand Sentiment, Loyalty and Advocacy

For Further Details

Interested in knowing more? Please write to EngagementJunction@happiestminds.com



About Us

Happiest Minds has a sharp focus on enabling Digital Transformation for customers by delivering a Smart, Secure and Connected experience through disruptive technologies: mobility, big data analytics, security, cloud computing, social computing, M2M/IoT, unified communications, etc. Enterprises are embracing these technologies to implement Omni-channel strategies, manage structured & unstructured data and make real time decisions based on actionable insights, while ensuring security for data and infrastructure. Happiest Minds also offers high degree of skills, IPs and domain expertise across a set of focused areas that include IT Services, Product Engineering Services, Infrastructure Management, Security, Testing and Consulting. Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore and Australia. It secured a \$52.5 million Series-A funding led by Canaan Partners, Intel Capital and Ashok Soota.

For more information visit www.happiestminds.com. Write to us at business@happiestminds.com