

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

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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.