# happiest minds
## The Mindful IT Company
### Born **Digital** . Born **Agile**

# Happiest Minds Chatbots
## - Success Stories

# Solution: A Knowledge engine powered Chabot



Automated level 1 triaging

Automated resolution of repeat requests

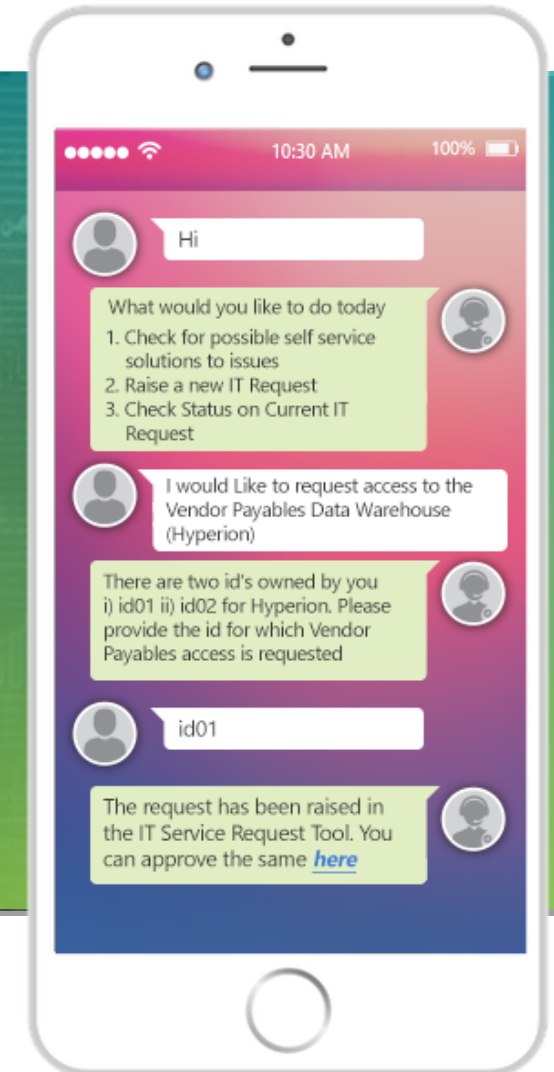Automated ticket creation and allocation to relevant teams

## BENEFITS

Intelligent self service

Intelligent and quicker resolution

Improved customer and agent satisfaction

**Reduction in overall SD tickets logged**

# AI Powered Digital Assistance Solution

## For a Leading Banking and Payment Service Provider

## Digital Capital Delivered

Increased relevant knowledge delivery by 55%.

Enhanced customer satisfaction by 30%.

Call center L1 calls reduced by more than 40%.

Improved business and operational efficiency by 40%.

## Strategy and Objectives

- Enhance operational efficiency and value of HR systems
- Implement a self-assembling knowledge delivery platform
- Improve customer retention rate and satisfaction
- Deliver relevant and contextual knowledge in real-time

## Value Chain

- Customer Service
- Website
- Enterprise Data

## Enablers

- **Natural Language Processing** – for enabling a conversational chatbot
- **Digital Query Assistant** – for discovering and delivering relevant, personalized, and contextual knowledge

# Automating Service Desk request resolutions and routing

**For leading Claims Management Services Provider**

**Digital Capital Delivered**

Higher customer satisfaction

Reduced agent workload

Efficient handling of service requests

Automate repeatable requests and enable seamless self-help

## Strategy and Objectives

- Improved Customer Service and Engagement
- Cost Optimization
- Better Knowledge Based Service

## Value Chain

- Chat Interface
- Conversation Flows
- Knowledge Engine
- Logging & Dashboard

## Enablers

- Knowledge Engine Powered Service Desk Bot
- Natural Language Processing: For accessing relevant knowledge base articles, raise tickets, check status of tickets and execute remedial actions

# Cognitive Virtual Assistant Improves Customer Satisfaction

**For an Emerging B2C Fintech Company**

## Digital Capital Delivered

Improved customer saving pattern by 15%.

Improved consumer spend pattern by 20%.

Increased customer satisfaction by 40%.

Enabled more efficient and faster financial decision making.

## Strategy and Objectives

- Develop a highly scalable, customizable AI engine
- Provide feasible solution to customer problems
- Enable personalized end user interaction
- Deliver seamless customer experiences
- Predict end user spend behavior

## Value Chain

- Customer Experience
- Data Processing
- Product Sales

## Enablers

- **DQA**– Chatbot for enabling a virtual financial advisor
- **Anticipative Gamification** – for influencing the savings and spend behavior of the millennials
- **Natural Language Processing** – for creating a personalized conversational interface

# Digital Contact Center Modernization

**Largest US Commercial Bank: Agent AI**

## Digital Capital Delivered

Savings up to 61K$ just for lookups

2880 hours agent utilization saved

Significant reduction in agent training cost

## Strategy and Objectives

- Need for Single Source of truth for CSAs.
- To Increase Employee Productivity
- Increased call wait time as business increases
- Reduce high Avg. First call duration

## Value Chain

- Service Desk Optimization
- User Experience
- Agent productivity

## Enablers

- AI based **Agent Assistant Bot** with NLP Capabilities.
- **Self Assembling Knowledge Base** for all enterprise knowledge.
- **Intelligent Conversational Workflows to** handle common services.
- **Advanced Dashboards** to measure & visualize customer sentiments and usage.

# Self Knowledge Assembly Platform Transforms Customer Service

**For a Leading Protection and Assistance Fintech**

## Digital Capital Delivered

- Enhanced end-customer Satisfaction by 37%.
- Reduced call resolution time by 40%.
- Decreased call summarization time by 60%.
- Increased cross-sell and up-sell opportunities by 10%.

## Strategy and Objectives

- Enable next-gen self assembling digital assistance solutions
- Deliver advanced end user analytics
- Discover newer dimension of business

## Value Chain

- Customer Service
- Enterprise Data

## Enablers

- **mCaaS™ –** for digitally assisting customer service associates

- **Advanced Dashboards –** for measuring & visualizing insights

# Airport Steward

**For one of the largest airports in the world**

## Digital Capital Delivered

Enhanced Customer Experience & Increased Traveler Satisfaction

Scalable Platform, Increased customer engagement

Increased Sales and UMOT

Increased Monetization of static and live data generated @ airport

## Strategy and Objectives

A omni-channel Bot to address:
- Reduced foot fall on the airport website
- Difficulty in navigation and real-time notifications
- Difficulty in doing business online and personalize the experience for traveler.
- Navigate users through the airport

## Value Chain

- Customer Analytics and Predictive Analytics
- Personalization
- Recommendation Engine
- Schedule meals and meet-up at airport
- Realtime weather and traffic alerts @ airport for travel planning.

## Enablers

- AI/ML Assisted Bot with multi-channel support.
- Customized web crawler to extract live and static info.
- Ability for travelers to interact through social media and other channels.
- Quick Go To Market with ready made NLP and ML Engine.
- Makretplace for shops@airport to push personalized offers and notifications

# Virtual Customer Assistant

For the Longest Established Travel Company

## Digital Capital Delivered

Automating candidate application and helping user upload the Right Image

Processing more Applications per day Thru Automated OCR, ICR and Face Detection

## Strategy and Objectives

- Self Learning Platform which would cater to the knowledge and information demands of its customers
- Extracting personal data for around 200K applications/ day
- Automation in image recognition and applying business rules on top of it

## Value Chain

- Chat Interface
- Face Recognition
- Knowledge Engine
- Logging & Dashboard

## Enablers

- Self Learning Engine with Cognitive capabilities and robust Feedback mechanism
- Automate Face Recognition solution which will reduce the manual effort Intelligent solution extracting data from various different documents and automating it for filling the application. OCR and ICR Embedded

# Theme Park Steward

**For one of the largest theme parks in the world**

## Digital Capital Delivered

Enhanced Customer Experience & Increased Visitor Satisfaction

Scalable Platform, Increased customer engagement

Increased Sales through Market-Basket Analysis

Increased Monetization of static and live data generated.

## Strategy and Objectives

A omni-channel Bot to address:
- Reduced usage of website for many booking
- Difficulty in navigation and real-time notifications
- Difficulty in offering personalized products and advice.
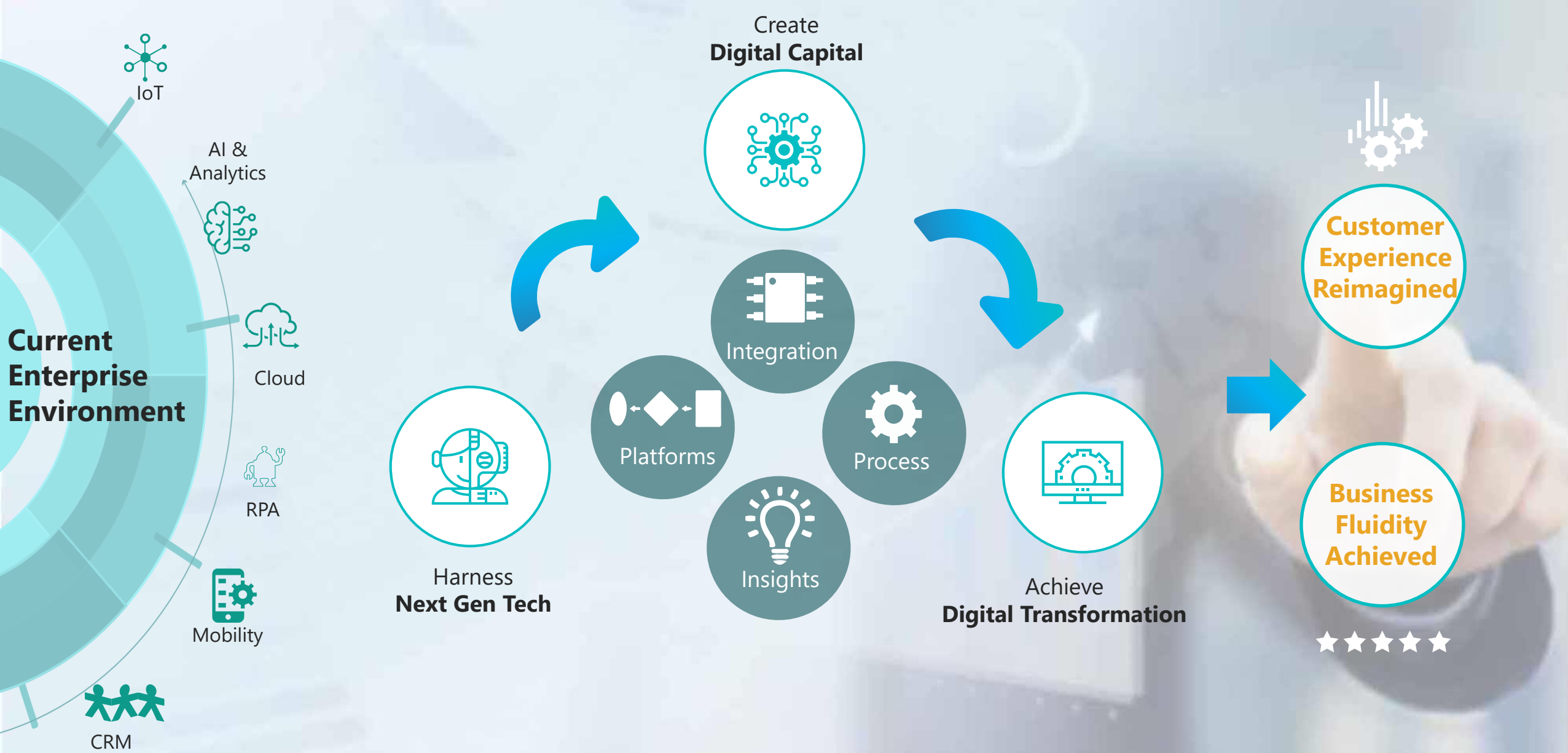- Difficulty in engaging with users.

## Value Chain

- Customer Analytics and Predictive Analytics
- Personalization
- Recommendation Engine

## Enablers

- AI/ML Assisted Bot with multi-channel support.
- Single point of contact for customers throughout the journey from booking to engagement and nurture.
- Reduce Customer Effort Score by bringing in relevant content of website in the Bot
- Personalized travel and stay planning

# Digital Business Services



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**Current Enterprise Environment**

- IoT
- AI & Analytics
- Cloud
- RPA
- Mobility
- CRM

Create **Digital Capital**

Harness **Next Gen Tech**

- Integration
- Platforms
- Process
- Insights

Achieve **Digital Transformation**

**Customer Experience Reimagined**

**Business Fluidity Achieved**

# About Happiest Minds

Next Generation Digital Transformation, Infrastructure, Security and Product Engineering Services Company

Launched in
**August 2011**

Raised
Series A Funding of
**$63Mn USD**

Our
**Investors**

J.P.Morgan

intel Capital

**Ashok Soota**

**2400+** People     **170+** Customers     **16** Cities     **8** Countries

**Deloitte.**
Technology Fast50

**FORRESTER®**
Advanced Analytics

2017 **IAOP**
**The Global**
**Outsourcing 100**

India's Best Companies
To Work For 2016
THE ECONOMIC TIMES

**NASSCOM**
Tech Series 2017
Big Data & Customer
Analytics

**ISG**
Top 25 Case Study:
Large N. American Home
Improvement Retailer

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*Happiest People · Happiest Customers*

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