



# Cognitive Virtual Assistant Improves Customer Satisfaction

## For an Emerging B2C Fintech Company

An innovative firm that, with a unique confluence of emerging technologies and financial expertise, is helping millennials manage their spend patterns and setup financial goals



Early Stage  
Start Up



Creating Disruptive  
Business Models  
for Users



Transforming the  
Way we Transfer,  
Borrow, Protect,  
and Manage Money

## Behind the Scenes

Millennial customers don't spend the way previous generations did. They are willing to search for best deals or patiently wait for an offer to pop. Their aspirations simply outpace and defy the consumption patterns of the past. But today's highly complicated lifestyles and tempting marketplaces limit their ability to manage financial goals.

## Can emerging technologies like artificial intelligence help millennials achieve their goals?

### 1 Strategy and Objectives

The Fintech Company needed to experiment on edge technologies to devise a cost-efficient method of resolving customers' problems as quickly as possible. For starters, they wanted to develop an AI engine that could help customers manage their spend patterns.

- 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 behaviour

## 2 Value Chain

Speed and efficiency were very crucial to captivate the audience and maximize the digital capital of the solution. Also, it was essential to build a truly omnichannel solution to meet the customers at their choice of device, time, and place.

■ **Customer Experience**

■ **Data Processing**

■ **Product Sales**

## 3 Enablers

Leveraging our AI powered Digital Query Assistant, we built a highly personalized engine to gather information in minimum set of questions and process that data to offer the most efficient planning around wealth management to the millennials.

The multi-platform solution was designed to help millennials set up a financial goal, save for that, and then spend accordingly.

■ **Digital Query Assistant – for enabling a virtual financial advisor**

■ **Anticipative Gamification – for influencing the savings and spend behaviour of the millennials**

■ **Natural Language Processing – for creating a personalized conversational interface**

## 4 Digital Capital Delivered

As their first foray in the rapidly evolving field of Artificial Intelligence, the company was able to set crucial benchmarks and chart a path for future growth. The solution also enabled the company to reach new customers and build a strong foundation based on customer-centricity.



**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.**

### ABOUT US

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.

Contact us at [business@happiestminds.com](mailto:business@happiestminds.com)