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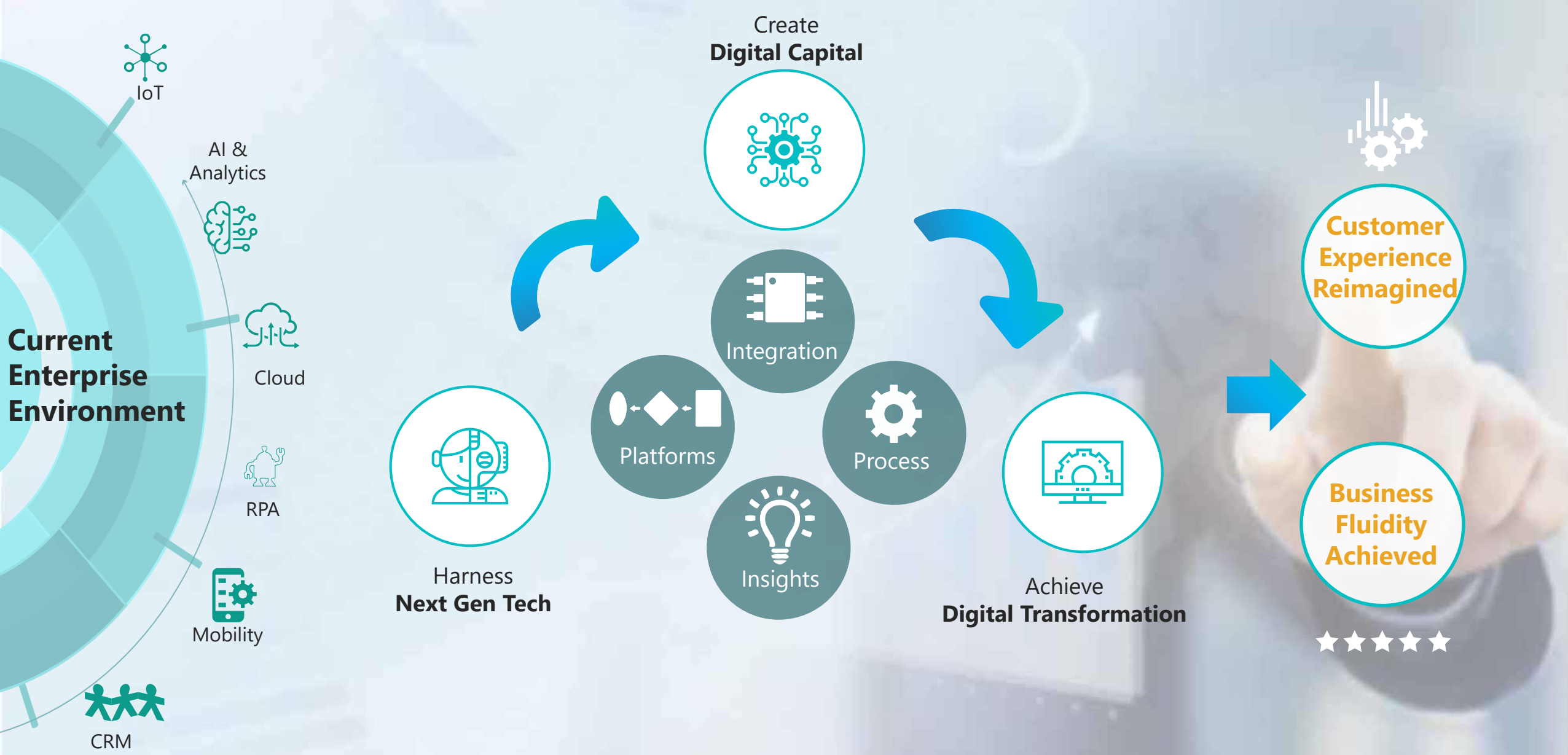## The Mindful IT Company
Born **Digital** . Born **Agile**

Digital Business Service

– BFSI Success Stories

Digital Business Services

Current Enterprise Environment

IoT

AI & Analytics

Cloud

RPA

Mobility

CRM

Harness **Next Gen Tech**

Create **Digital Capital**

Integration

Platforms

Process

Insights

Achieve **Digital Transformation**

Customer Experience Reimagined

Business Fluidity Achieved

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

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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 behaviour

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

Modernizing Desktop Application by Migrating it to Cloud

For a Financial Services Organization

Digital Capital Delivered

Compensation equity across the organization

Accurate and reliable salary and compensation planning tools based on current market data

Increased staff retention and productivity

Reduced HR administrative expense and Improved ROI on human capital

Strategy and Objectives

- Modernize existing desktop application
- Need to update the business context and customer requirements.
- Boost employee productivity

Value Chain

- A custom system to consolidate salary information from a wide variety of leading compensation survey and data providers based on individual position responsibilities, location, size and industry.

Enablers

- Fully featured functionalities with job evaluation
- Auto managed salary increments based on performance
- Graphically enhanced employee dashboard could access l
- Received annual updates about market figures
- Stronger security, scalability and intuitive UI

Digitizing Payment Process

For a Leader in Banking & Financial Services

Digital Capital Delivered

Improved design process and development

Reduced turnaround time for new vendors on-boarding

End-to-end process visibility

Highly improved user experience with Improved process efficiency & reduced errors

Strategy and Objectives

- Improve their Cheques and Payments processing
- To update the monitoring capability, eliminate manual intervention, risks, and bring better compliance

Value Chain

- Error Reduction
- AML monitoring system

Enablers

- Improved monitoring
- Better decision-making
- Low costs of remediating errors
- Increased operational efficiency

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Happiest Minds Recognised by **Forrester** as **'Advanced Analytics Service Provider Provider'**

Forrester Research, Inc., Vendor Landscape: Customer Analytics Service Providers, Q2 2017, May 16, 2017

2017 **Global Outsourcing Provider** Top 100

IAOP

2017 **Digital Transformation Provider** of the Year

Frost & Sullivan

Top **25** Case Study: Globally - **AI & Analytics** for Home Improvement Retailer

ISG

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About Happiest Minds

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

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

Happiest People · Happiest Customers

business@happiestminds.com

India | United States | United Kingdom | Canada | Australia | Dubai