Digital Business Services

Create Digital Capital

Integration

Platforms

Process

Insights

Achieve Digital Transformation

Customer Experience Reimagined

Business Fluidity Achieved

Current Enterprise Environment

IoT

AI & Analytics

Cloud

RPA

Mobility

CRM

Harness Next Gen Tech
Airport Steward

For one of the largest airports in the world

**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.
- Marketplace for shops@airport to push personalized offers and notifications

**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
Virtual Customer Assistant

For the Longest Established Travel Company

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

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
Theme Park Steward

For one of the largest theme parks in the world

**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

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**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.
Customer Master Data Management

For a Leading Online Retail Travel Company

**Strategy and Objectives**

- Create a 360 degree view of the customers coming through different channels and businesses
- Provide a base for Marketing to calculate value of a customer for the organization for improved segmentation and targeting

**Value Chain**

- Customer Service
- Enterprise Data Management
- Promotional Analytics

**Enablers**

- Developed a end-to-end application that consists of a Data Hub and Presentation layer using QlikView.
- The data hub was designed to be built on multiple platforms encompassing both structured and unstructured data.
- Combined solution scope to bring together 30 siloed department with cross data interactions.

**Digital Capital Delivered**

- Increased insight on the customer across the business
- Removed departmental isolation with respect to data
### Strategy and Objectives

- To develop a robust response model, which can identify customers that are likely to cancel the tickets thereby, proactively avoid any revenue leakage

### Value Chain

- Service Desk Optimization
- User Experience
- Operational Efficiency

### Enablers

- Built an extensive statistical model that can predict cancellation patterns using past travel agents’ performance and booking patterns. The model will also detect booking anomalies.

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### Digital Capital Delivered

- Model raises an early flag and alarms the Airline
- Increased conversion (by refraining customers from cancelling tickets)
- Identified 60% of the cancellations
Airport Decongestion

**Strategy and Objectives**
- To reduce the dwell time of the customer at the entry lanes, airline check-in counters, CISF security lanes
- To increase the footfall in the retail area

**Value Chain**
- Customer Engagement
- Footfall analysis
- Queue Management

**Enablers**
Deployed infrastructure constituent of wifi, BLE and thermal sensors
- Estimated traffic at a zone in a given time
- Average waiting time in each zone
- Lag time for an individual from entrance till security holding area
- Churn ratio by calculating how many people have crossed a zone at a given time
- Run rate of each gate

**For a Global infrastructure Major Enterprise**

**Digital Capital Delivered**
- Reduction in overall dwell time at entry, check-in & security touch points – by 15%
- Improved customer experience
Digital Content Brokering

For a Large European Travel Company

Strategy and Objectives

• Platform for content monetization and differential pricing

• Advanced end user analytics to suggest newer dimension of business

Value Chain

• Cloud Migration for Audio-Video files

• Cloud Integration Framework to manage images/videos

Enablers

• **mCaaS**: Content saved/served from any device using mCaaS implementation

• **Smart Search** for Image and Info Pack based on Keywords

Digital Capital Delivered

- Multi Million Straight dollar saving
- Increased business Growth with improved Product recommendation
Our Digital Offerings

Digital Experience
- Consumer Experience
- Omni Channel Commerce
- CRM & ERP

Digital Insights
- Big Data Engineering
- BI and DW
- Data Science
- AI and Cognitive Computing

Digital Applications
- Architecture
- Portals & Content Management
- Application Implementation
- Enterprise Open Source
- Application Modernization

Legacy Modernization
- Cloud
- Mobility

Digital Platforms
- mCaaS
- DQA
- DKH
- dCOB™
- DASP
- DCCM

Consulting

Smart Manufacturing
Smart Retail
IoT
Smart Transport
CSP/Telco
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

2017 Digital Transformation Provider of the Year

Frost & Sullivan

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

ISG

#Source CEI
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

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

Big Data & Customer Analytics

Top 25 Case Study: Large N. American Home Improvement Retailer
Happiest People · Happiest Customers

business@happiestminds.com