Digital Business Services

Current Enterprise Environment

Create Digital Capital

Insights

Process

Platforms

Integration

Achieve Digital Transformation

Customer Experience Reimagined

Business Fluidity Achieved

Harness Next Gen Tech

IoT

AI & Analytics

Cloud

RPA

Mobility

CRM
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.
- Makretplace 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
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
<table>
<thead>
<tr>
<th>Strategy and Objectives</th>
<th>Value Chain</th>
<th>Enablers</th>
</tr>
</thead>
<tbody>
<tr>
<td>A omni-channel Bot to address:</td>
<td>● Customer Analytics and Predictive Analytics</td>
<td>● AI/ML Assisted Bot with multi-channel support.</td>
</tr>
<tr>
<td>● Reduced usage of website for many booking</td>
<td>● Personalization</td>
<td>● Single point of contact for customers throughout the journey from booking to engagement and nurture.</td>
</tr>
<tr>
<td>● Difficulty in navigation and real-time notifications</td>
<td>● Recommendation Engine</td>
<td>● Reduce Customer Effort Score by bringing in relevant content of website in the Bot</td>
</tr>
<tr>
<td>● Difficulty in offering personalized products and advice.</td>
<td></td>
<td>● Personalized travel and stay planning</td>
</tr>
<tr>
<td>● Difficulty in engaging with users.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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
Customer Scoring Model to Predict Cancelation Risk

For a Middle-East Airline

**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.

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

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

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

Legacy Modernization
- Cloud
- Mobility

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

Consulting

Smart Manufacturing
Smart Retail
IoT
Smart Transport
CSP/Telco

Confidential – www.happiestminds.com
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

Frost & Sullivan

2017 Digital Transformation Provider of the Year

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

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

- Deloitte Technology Fast50
- FORRESTER Advanced Analytics
- IAOP The Global Outsourcing 100
- India’s Best Companies To Work For 2016
- NASSCOM Tech Series 2017 Big Data & Customer Analytics
- ISG

Investors: J.P. Morgan, Intel Capital, Ashok Soota
Happiest People · Happiest Customers

business@happiestminds.com