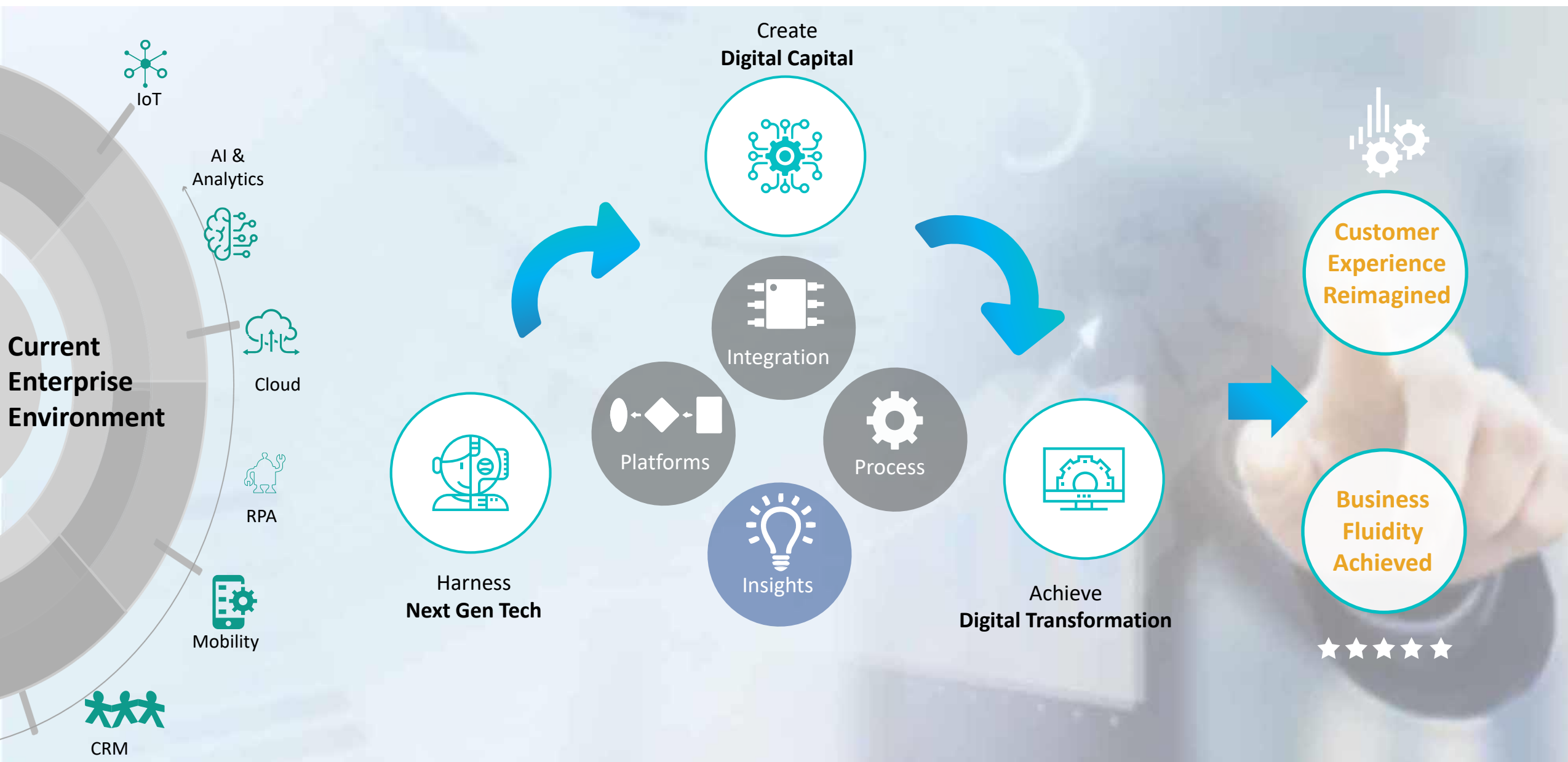




Born **Digital** . Born **Agile**

Digital Business Service - Travel Success Stories

Digital Business Services



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

Customer Master Data Management

For a Leading Online Retail Travel Company

Digital Capital Delivered



Increased insight on the customer across the business



Removed departmental isolation with respect to data

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.

Customer Scoring Model to Predict Cancellation Risk

For a Middle-East Airline

Digital Capital Delivered

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.



Model raises an early flag and alarms the Airline



Increased conversion (by refraining customers from cancelling tickets)



Identified 60% of the cancellations

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

Digital Capital Delivered



Multi Million
Straight dollar saving



Increased business Growth with
improved Product
recommendation

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

Our Digital Offerings

Digital Experience



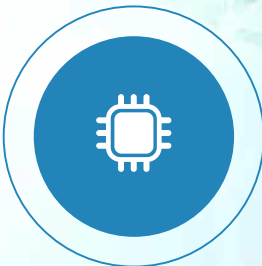
Digital Insights



Digital Applications



Legacy Modernization



Digital Platforms



Consulting



Consumer Experience



Omni Channel Commerce



CRM & ERP



Big Data Engineering



BI and DW



Data Science



AI and Cognitive Computing



Architecture



Portals & Content Management



Application Implementation



Enterprise Open Source



Application Modernization



Cloud



Mobility



mCaaS



DQA



DKH



dCOB™



DASP



DCCM



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



IAOP

2017 Digital
Transformation
Provider of the Year



Frost & Sullivan

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



ISG



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



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
A SURVEY BY
THE ECONOMIC TIMES

NASSCOM
Tech Series 2017
Big Data & Customer Analytics



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



Happiest People · Happiest Customers

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