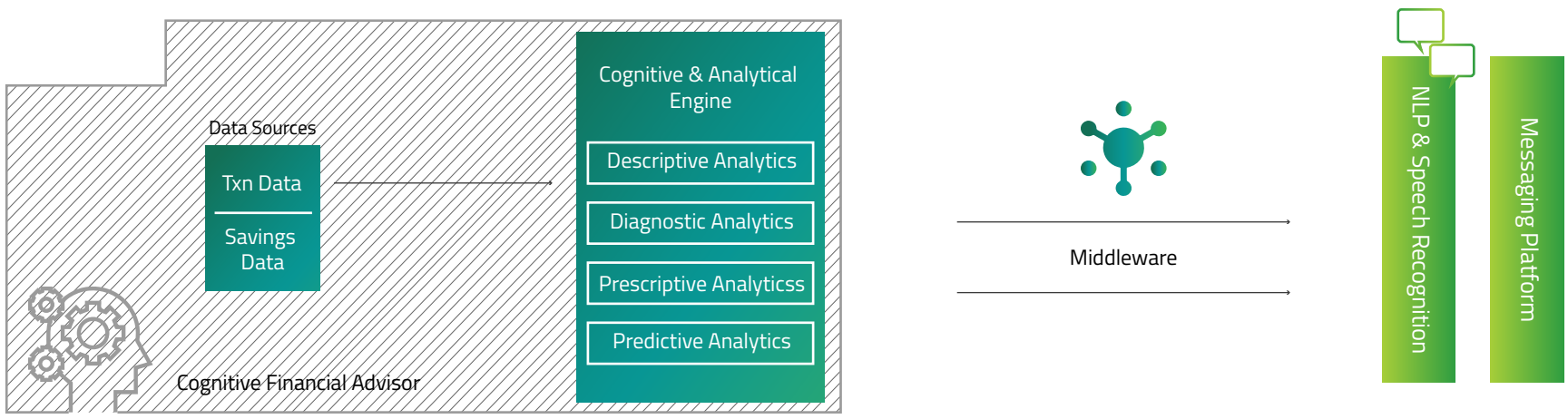
happiest minds
The Mindful IT Company

Case Study

Digital Query Assistant for a niche B2C Fintech firm in India:

End User Virtual Assistant for a Fintech Firm

Business Requirement	Multi-platform solution for personalized financial advisory for millennials	Difficulties in predicting spend behavior of end user for better financial advisory	Traditional models leading to high capital expenditure for the firm
Our Solution	Virtual Financial Advisor (VFA) for the Millennials helping them to set up a financial goal, save for that and then spend	Anticipative gamification that will target to influence the savings and spend behavior of the millennials	Personalized conversational interaction and cognitive anticipation
Technologies/ Tools	PostgreSQL, mongoDB., Cloudant an IBM Company	python	Java, ANGULARJS, node JS
Business Impact	Improved personalization and end user experience	Predictive analytics leading to increased business Growth	Increase in Customer Satisfaction



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Hospitality. Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore, Australia and has secured $63 million Series-A funding. Its investors are JPMorgan Private Equity Group, Intel Capital and Ashok Soota.