Disruptive Shopping Experience (Mobile) for High-end Fashion Retailer

**BUSINESS REQUIREMENTS**

- Create new channels (mobile) to engage customers, increase footfalls and drive revenues
- Proximity and Personalized promotions for better conversions

**OUR SOLUTIONS**

- Built next-gen m-commerce application
- Leveraged existing commerce, technology and infrastructure
- Integrated with geo-fencing and beacons technologies

**TOOLS/TECHNOLOGIES**

- Notifications: Parse
  - Scanner: Zxing
- Geo-fencing: Plot
  - Projects
  - Beacons: Estimote
- Moovweb and Phonegap

**BUSINESS IMPACT**

- Increase in Store Footfalls
- Increase in conversions (sales) through personalized promotions
- Better brand connect with customers

**SOLUTION OVERVIEW**

**ABOUT US**

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as “Born Digital, Born Agile”, our capabilities span across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality. Headquartered in Bangalore, India, Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

business@happiestminds.com