

## 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

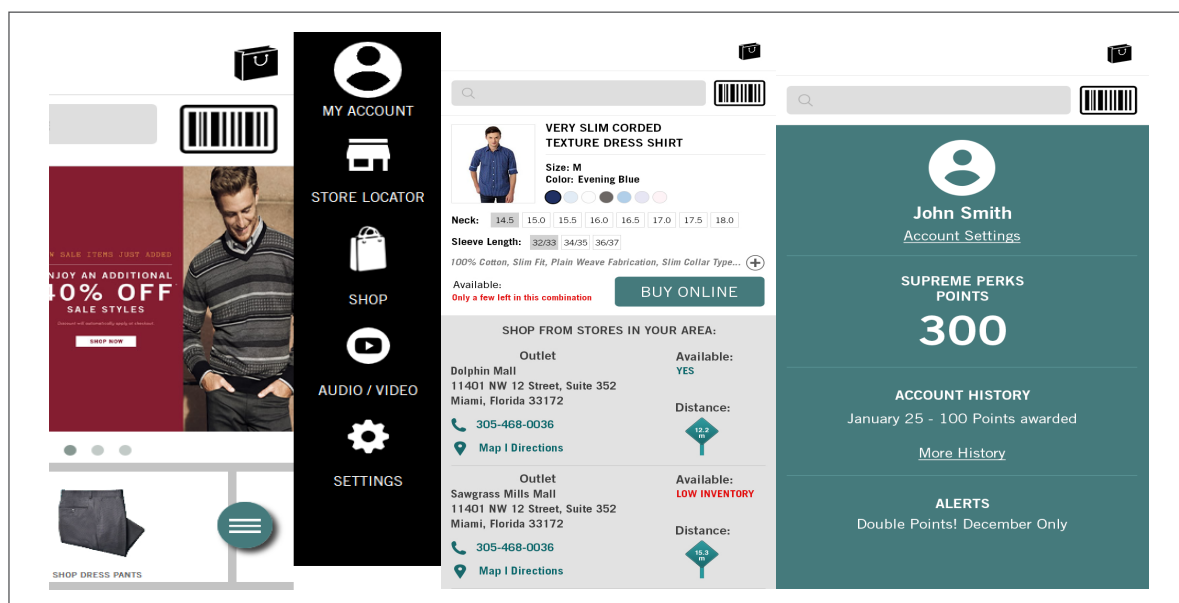


Increase in conversions (sales) through personalized promotions



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 spans 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.