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**

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**About Us**
Happiest Minds enables Digital Transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of disruptive technologies: big data analytics, internet of things, mobility, cloud, security, unified communications, etc. Happiest Minds offers domain centric solutions applying skills, IPs and functional expertise in IT Services, Product Engineering, Infrastructure Management and Security. These services have applicability across industry sectors such as retail, consumer packaged goods, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/hospitality.

Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore, Australia and has secured $ 52.5 million Series-A funding. Its investors are JPMorgan Private Equity Group, Intel Capital and Ashok Soota.

For more information visit www.happiestminds.com. Write to us at business@happiestminds.com

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