



## Gamification Engine

for a leading beverage and lifestyle based MNC



### BUSINESS REQUIREMENTS



Revamp the existing website into a publishing platform and engage readers with fresh content



Develop strategies for rich customer conversations & build a vibrant community



Drive customer loyalty & engagement on the website



### OUR SOLUTIONS



Built customized gamification engine, leveraging Happiest Minds IP



Provided APIs for easy integration with the website



Smart analytics with reporting on gamification data



Developed strategies for rich customer conversations & build a vibrant community



### TOOLS/ TECHNOLOGIES



Java 1.5



Spring 3.0, Hibernate 3.2



MySQL



### BUSINESS IMPACT



Increased user engagement and stickiness leading to a vibrant user community



Improved user insights from website through analytics



Drove customer loyalty & engagement on the website

## Solution Snapshots

LEADERBOARD		
Rank	Username	Points
1	srikanthmattihali	9720
2	sujai	6820
3	gautham	5200
4	sandeepbalan	2020
5	gauthamnayak	2000
6	samratsslc	980
7	srikanth9	780
8	talatirohan	770
9	srikanth1	520
10	samrats1989	460

### BADGES



### 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/transportation/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.