




# 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

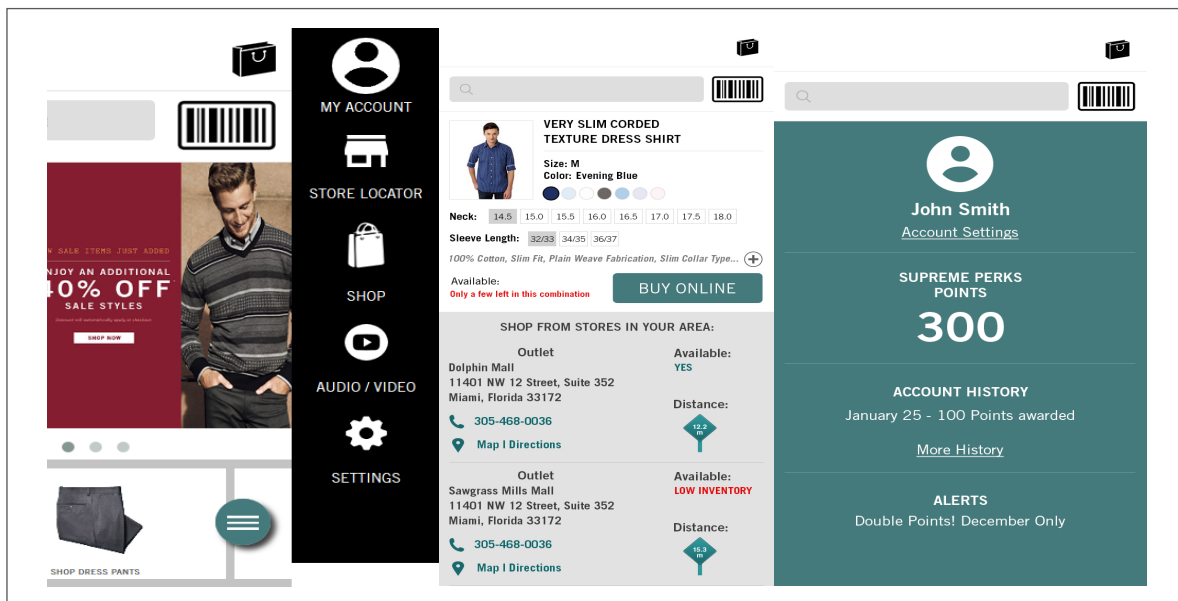
## BUSINESS IMPACT

 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.

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