DIGITAL QUERY ASSISTANT

Revolutionizing
Brand - Customer
Relationships

Customer Satisfaction is the key to success for any business, but more often than not, it is also the pain point for most organizations. With multitude of channels available for customers for interactions with a brand in this digital era, it is even more difficult to assess the effectiveness and the viability. Channels like, face to face communication, telephonic conversation, email, voice mail, text messaging and social media interactions offer varied benefits and experience. However, are these channels competent enough to meet the increasing customer requirements in line with their expectations?

In most of the above channels of customer interactions, clients have to go through a lot of steps to reach the brand if they face an issue with a product / service. This delay in addressing customer concerns often lead to a trust deficit between the customer and brand and will eventually impact the brand reputation. Digital Query Assistant Solution powered by the Managed Content as a Service Platform (mCaaS) from Happiest Minds enables businesses in addressing these challenges and taking it to the next level of customer brand engagement.

Are you experiencing these daunting challenges in the customer service arena of your business?

1 Lack of a unified self-assembling or a self-learning platform/hub

2 Inability to deliver Personalized / Contextualized Knowledge from customer data

3 Time consuming process to find data / relevant knowledge

4 Difficulty in structuring and updating the content repositories due to insufficient resources

5 Lack of knowledge structure or taxonomy with search engines returning too much information

6 No single pane of view of customer data

7 Failure in understanding customer sentiment

# How Digital Query Assistant solution addresses these challenges?

Digital Query Assistant (DQA) is a game changer solution powered by artificial intelligence and various areas of cognitive computing, which holds the power to manage and optimize customer interaction across disparate channels including mobile, the web, social media, and voice mail in a manner driven by automation. The DQA solution can sit on top of any existing Call Center or Contact Center solutions, yet delivering the value. The data can be ingested to the platform from any CRM, DAM, ERP, PLM, Ticketing, etc into the DQA platform with deep learning and intelligent search features. When the customer interacts with the brand, the DQA platform can respond in three ways.

Using a self-service platform

Associated service platform where customer service agents are looped in
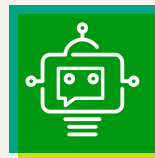
With virtual agents or chatbots

Features of DQA Solution

- Provide intuitive and contextualized knowledge
- Curate, classify and deliver knowledge to the needful
- Advanced Cognitive Analytics KPIs – using flexible, collaborative neural networks
- Extends single interface design
- Real time self-assembling of knowledge based on a customer Query
- Machine Learning ability and answering capability
- Intelligent search and query engine
- AI powered Chatbot
- Powerful recommendation engine
- SaaS based and Multi-Tenant Environment

Key Business Values of DQA

Improved customer experience	Increased customer retention	Reduced call time with access to relevant
Ability to handle more calls per	Increased cross- sell and upsell opportunities	Improved business and operational efficiency

Impact Delivered

Our Digital Assistant and Knowledge Management solution has improved business and operational efficiency for a leading global IT Outsourcing Specialist. The SaaS based solution, led to Zero installation cost and go-live within 6 weeks for the client, with improved customer experience and reduced call time for agents with relevant knowledge delivered at finger tips.

CLICK HERE

With Digital Query Assistant Solutions, we enabled 37% increase in End-customer satisfaction, 40% reduction in resolution time and 10% more cross-sell, up-sell opportunities for India's Leading Protection & Assistance Company.

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About Happiest Minds Technologies

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.

To know more about our offerings. Please write to us at **business@happiestminds.com**

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