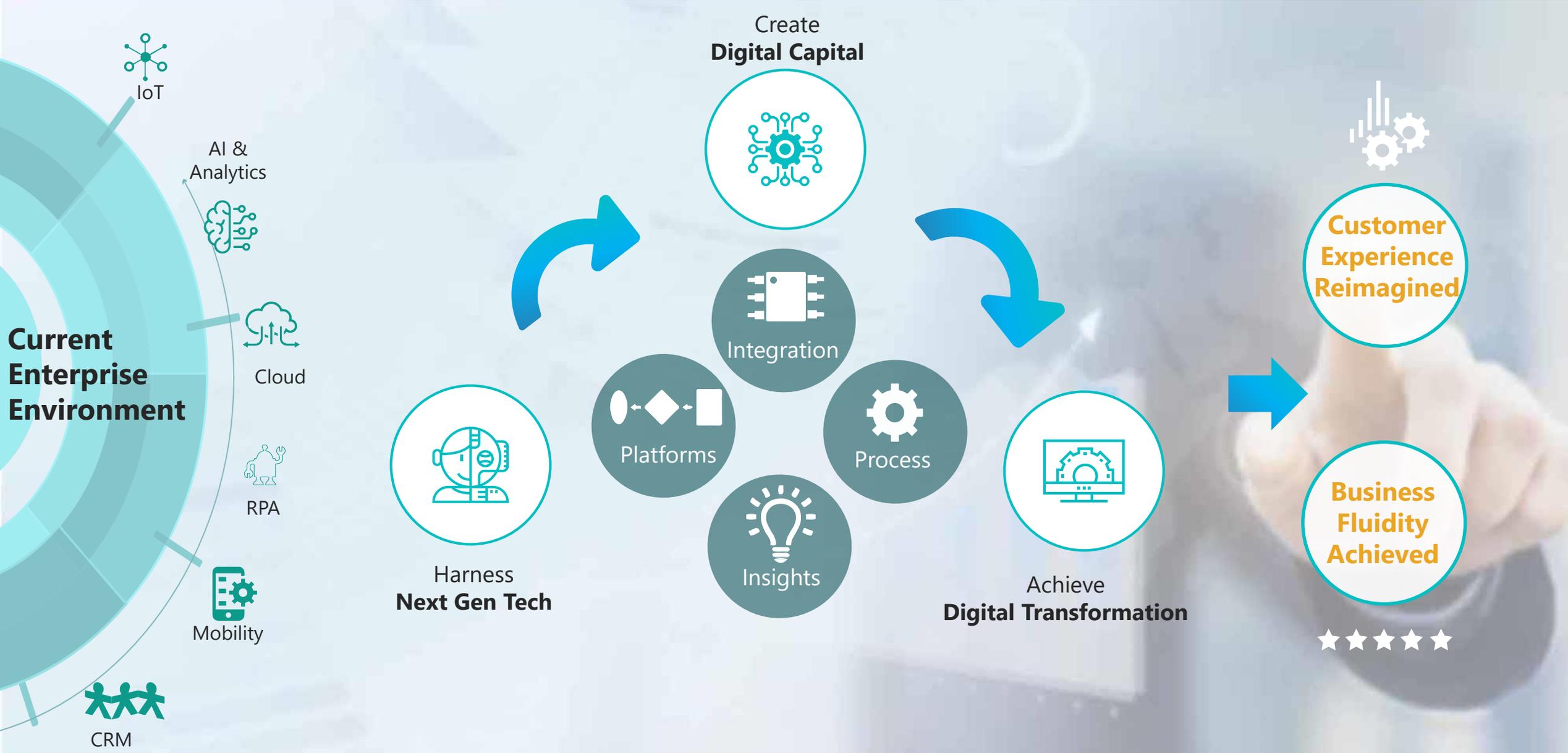


# Digital Business Service

- BFSI Success Stories

# Digital Business Services



# AI Powered Digital Assistance Solution

For a Leading Banking and Payment Service Provider

## Digital Capital Delivered



Increased relevant knowledge delivery by 55%.



Enhanced customer satisfaction by 30%.



Call center L1 calls reduced by more than 40%.



Improved business and operational efficiency by 40%.

### Strategy and Objectives

- Enhance operational efficiency and value of HR systems
- Implement a self-assembling knowledge delivery platform
- Improve customer retention rate and satisfaction
- Deliver relevant and contextual knowledge in real-time

### Value Chain

- Customer Service
- Website
- Enterprise Data

### Enablers

- **Natural Language Processing** – for enabling a conversational chatbot
- **Digital Query Assistant** – for discovering and delivering relevant, personalized, and contextual knowledge

# Automating Service Desk request resolutions and routing

For leading Claims Management Services Provider

## Digital Capital Delivered



Higher customer satisfaction



Reduced agent workload



Efficient handling of service requests



Automate repeatable requests and enable seamless self-help

### Strategy and Objectives

- Improved Customer Service and Engagement
- Cost Optimization
- Better Knowledge Based Service

### Value Chain

- Chat Interface
- Conversation Flows
- Knowledge Engine
- Logging & Dashboard

### Enablers

- Knowledge Engine Powered Service Desk Bot
- Natural Language Processing: For accessing relevant knowledge base articles, raise tickets, check status of tickets and execute remedial actions

# Cognitive Virtual Assistant Improves Customer Satisfaction

For an Emerging B2C Fintech Company

## Digital Capital Delivered



Improved customer saving pattern by 15%.



Improved consumer spend pattern by 20%.



Increased customer satisfaction by 40%.



Enabled more efficient and faster financial decision making.

### Strategy and Objectives

- Develop a highly scalable, customizable AI engine
- Provide feasible solution to customer problems
- Enable personalized end user interaction
- Deliver seamless customer experiences
- Predict end user spend behaviour

### Value Chain

- Customer Experience
- Data Processing
- Product Sales

### Enablers

- **DQA**– Chatbot for enabling a virtual financial advisor
- **Anticipative Gamification** – for influencing the savings and spend behavior of the millennials
- **Natural Language Processing** – for creating a personalized conversational interface

# Digital Contact Center Modernization

Largest US Commercial Bank:  
Agent AI

## Digital Capital Delivered



Savings up to 61K\$ just for lookups



2880 hours agent utilization saved



Significant reduction in agent training cost

### Strategy and Objectives

- Need for Single Source of truth for CSAs.
- To Increase Employee Productivity
- Increased call wait time as business increases
- Reduce high Avg. First call duration

### Value Chain

- Service Desk Optimization
- User Experience
- Agent productivity

### Enablers

- AI based **Agent Assistant Bot** with NLP Capabilities.
- **Self Assembling Knowledge Base** for all enterprise knowledge.
- **Intelligent Conversational Workflows** to handle common services.
- **Advanced Dashboards** to measure & visualize customer sentiments and usage.

# Self Knowledge Assembly Platform Transforms Customer Service

For a Leading  
Protection  
and Assistance Fintech

## Digital Capital Delivered



Enhanced end-customer  
Satisfaction by 37%.



Reduced call resolution time by  
40%.



Decreased call summarization  
time by 60%.



Increased cross-sell and up-sell  
opportunities by 10%.

### Strategy and Objectives

- Enable next-gen self assembling digital assistance solutions
- Deliver advanced end user analytics
- Discover newer dimension of business

### Value Chain

- Customer Service
- Enterprise Data

### Enablers

- **mCaaS™** – for digitally assisting customer service associates
- **Advanced Dashboards** – for measuring & visualizing insights

# Modernizing Desktop Application by Migrating it to Cloud

For a Financial Services Organization

## Digital Capital Delivered

### Strategy and Objectives

- Modernize existing desktop application
- Need to update the business context and customer requirements.
- Boost employee productivity

### Value Chain

- A custom system to consolidate salary information from a wide variety of leading compensation survey and data providers based on individual position responsibilities, location, size and industry.

### Enablers

- Fully featured functionalities with job evaluation
- Auto managed salary increments based on performance
- Graphically enhanced employee dashboard could access I
- Received annual updates about market figures
- Stronger security, scalability and intuitive UI



Compensation equity across the organization



Accurate and reliable salary and compensation planning tools based on current market data



Increased staff retention and productivity

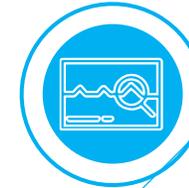


Reduced HR administrative expense and Improved ROI on human capital

# Digitizing Payment Process

For a Leader in  
Banking &  
Financial Services

## Digital Capital Delivered



Improved design process and development



Reduced turnaround time for new vendors on-boarding



End-to-end process visibility



Highly improved user experience with Improved process efficiency & reduced errors

### Strategy and Objectives

- Improve their Cheques and Payments processing
- To update the monitoring capability, eliminate manual intervention, risks, and bring better compliance

### Value Chain

- Error Reduction
- AML monitoring system

### Enablers

- Improved monitoring
- Better decision-making
- Low costs of remediating errors
- Increased operational efficiency

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Recognised by  
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Forrester Research,  
Inc., Vendor  
Landscape:  
Customer Analytics  
Service Providers,  
Q2 2017, May 16,  
2017

2017  
**Global  
Outsourcing  
Provider**  
Top 100



IAOP

2017 **Digital  
Transformation  
Provider** of the  
Year



Frost & Sullivan

Top **25** Case  
Study: Globally  
- **AI &  
Analytics** for  
Home  
Improvement  
Retailer



ISG



# About Happiest Minds

Next Generation Digital Transformation, Infrastructure, Security and Product Engineering Services Company

 Launched in  
**August 2011**

 Raised  
Series A Funding of  
**\$63Mn USD**

 Our  
**Investors**

J.P.Morgan



Ashok Soota

2400+ People

170+ Customers

16 Cities

8 Countries

**Deloitte.**  
Technology Fast50

**FORRESTER**<sup>®</sup>  
Advanced Analytics

**2017 IAOP**  
The Global  
Outsourcing 100

India's Best Companies  
To Work For 2016  
A SURVEY BY  
**THE ECONOMIC TIMES**

**NASSCOM**  
Tech Series 2017  
Big Data & Customer  
Analytics



Top 25 Case Study:  
Large N. American Home  
Improvement Retailer



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