

RACE to the Future with AI POWERED INNOVATION

HARNESS THE SPEED OF
MODERN FINANCIAL
SERVICES SOLUTIONS

ABOUT HAPPIEST MINDS

97%

Digital

94%

Agile

'Born Digital . Born Agile'

6,599

Happiest Minds
across 12 Countries
Diversity 27.7%



279

Active Clients
65 Fortune2000/Forbes200/
Billion \$ Corporations
95% of repeat business



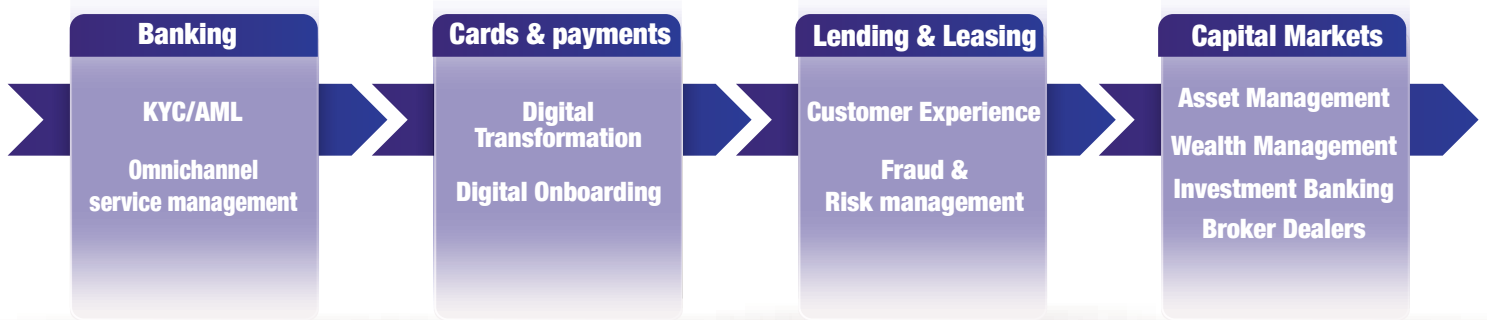
Building Tomorrow Faster: Bridging Technology Gaps in BFSI Transformation

As the Financial Services sector navigates a rapidly transforming digital ecosystem, organizations are looking towards harnessing advanced technologies to optimize operations, improve customer accessibility, and deliver personalized service efficiently. In the shift toward digital-first and hybrid models, financial institutions are identifying technology gaps and accelerating the adoption of innovative solutions to enhance security, drive agility, and enable seamless, future-ready services. By addressing these gaps, they ensure robust, scalable systems capable of meeting evolving customer needs in an increasingly connected financial world.

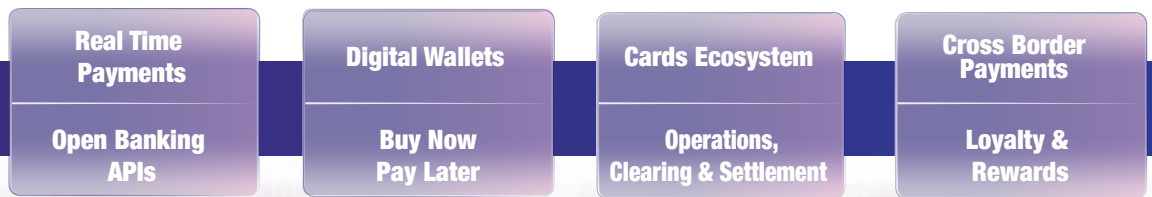
Happiest Minds, with its digital DNA, has been a strategic partner to financial institutions in designing next-generation applications, accelerating innovation, and scaling financial data ecosystems to enhance business outcomes across the financial services spectrum. We focus on delivering services across experience engineering, integrated banking solutions, data & analytics management, regulatory compliance, and cybersecurity. With established CoEs, practices, and an ecosystem of partners, we focus on translating our customers' roadmaps into seamless digital financial experiences established CoEs, practices and an ecosystem of partners we focus on translating the roadmap of our customers into digital experiences.

SEGMENTS WE SERVE

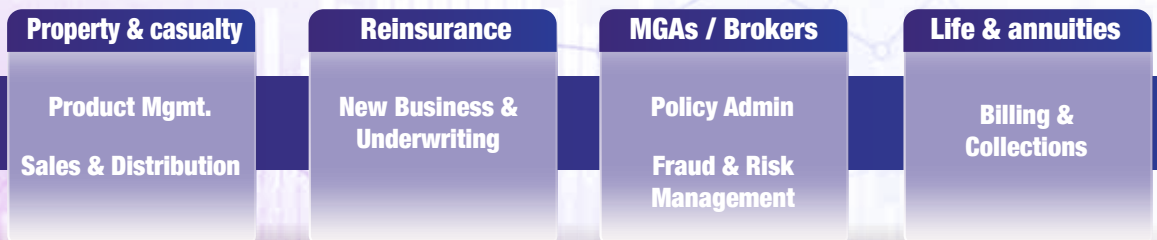
Banking, Financial Services & Capital Markets



PAYMENTS



INSURANCE



INDUSTRY FOCUS & USE CASES

BFS

Digital Onboarding and Instant Account Opening

- Enable customers to open accounts through mobile apps without visiting a physical branch.
- Offer digital onboarding for both digital-only banks and traditional banks.
- Simplify the account opening process and enhance customer convenience through mobile technology.

Artificial Intelligence-Driven Customer Insights

- Use artificial intelligence to understand and analyze customer behavior and preferences from various touchpoints.
- Apply machine learning to extract actionable insights from customer feedback across different channels.
- Leverage AI to predict customer needs and market trends for better decision-making and personalization.

Personalized Customer Experiences (Customer 360)

- Combine data from online, mobile, and in-branch interactions to build a complete view of each customer.
- Incorporate transaction history, preferences, behavior, and demographics into a unified customer profile.
- Use the 360-degree view to tailor experiences, offers, and services to individual customer needs and preferences.

Open Banking for Data-Driven Services

- Use open banking APIs to share customer data with third-party service providers.
- Allow customers to integrate their banking experience with other financial services.
- Enhance customer convenience and access to a broader range of financial products and services.

RPA for Process Automation

- Automate repetitive tasks like compliance checks, loan processing, and customer onboarding using Robotic Process Automation (RPA).
- Reduce human error and enhance accuracy in routine processes through automation.
- Accelerate processing times and improve operational efficiency with RPA.

PAYMENTS

Buy Now, Pay Later (BNPL)

- Allow consumers to split purchases into interest-free installments using Buy Now, Pay Later (BNPL) services.
- Enhance payment flexibility and affordability for consumers in e-commerce.
- Increase the attractiveness of purchases and boost sales through BNPL options.

Embedded Payments in Non-Financial Platforms

- Integrate payment services into non-financial platforms like ridesharing, e-commerce, or social media apps.
- Enable seamless and contextual payments directly within these platforms.
- Enhance user convenience and streamline transactions by embedding payment functionality where customers are already engaged.

Digital Wallets and Super Apps

- Use mobile wallets (Apple Pay, Google Pay) & super apps (like WeChat Pay) to streamline payments.
- Enable customers to manage multiple financial tasks within a single app.
- Revolutionize the payment experience by consolidating financial services in one place.

Omnichannel Payments Experience

- Provide seamless payment experiences across multiple channels, including in-store, online, and mobile apps.
- Support contactless payments, QR codes, and digital wallets for convenience.
- Meet customer expectations by integrating diverse payment methods into a unified experience.

INSURANCE

Automated Claims Processing

- Leverage data from multiple touchpoints to automate claims assessments.
- Reduce processing times from weeks to hours through automation.
- Enhance efficiency and speed in insurance claims management.

Fraud Detection with AI

- Insurers collect and analyze large datasets, including behavioral and transactional data, to identify potential anomalies.
- Use real-time analytics to detect unusual patterns and deviations.
- Improve fraud detection and risk management by addressing anomalies promptly.

Telematics in Auto Insurance

- Insurers use telematics to collect real-time data on driving behavior, such as speed, braking, and acceleration.
- Analyze this data to offer personalized premiums that reflect individual driving habits.
- Encourage safer driving by providing feedback and incentives based on the telematics data collected.

Enhanced Underwriting with AI

- Access customer 360 data, including behavioral analytics, credit scores, and external sources.
- Refine risk assessment models using comprehensive insights from this data.
- Make more informed underwriting decisions by integrating diverse data points into the risk evaluation process.



Get Agile with our Modern Accelerators

Our offerings & best practices are complemented by a suite of frameworks that accelerate rollout and reduce implementation timelines.

<p>CONNECTED KYC REAL TIME KYC AUTOMATION</p> <p>Problem Statement: Lengthy onboarding delays revenue, causes missed opportunities, increases information risks, and leads to inefficient, confusing client interactions.</p> <p>Solution Benefits: Accelerate revenue by 3-7 days, reduce client loss by 55%, minimize human errors, and enhance due diligence speed.</p>	<p>STCP (STRAIGHT THROUGH CLAIMS PROCESSING)</p> <p>Problem Statement: Lengthy onboarding delays revenue, causes missed opportunities, increases information risks, and leads to inefficient, confusing client interactions.</p> <p>Solution Benefits: Accelerate revenue by 3-7 days, reduce client loss by 55%, minimize human errors, and enhance due diligence speed.</p>	<p>CONTACT CENTER MODERNIZATION</p> <p>Problem Statement: Low engagement, long wait times, & underutilization of AI and analytics lead to inefficient operations and limited insights.</p> <p>Business Benefits: Improved customer satisfaction, operational efficiency, data-driven decisions, and faster issue resolution.</p>
<p>POLICY KNOWLEDGE GPT</p> <p>Problem Statement: Difficulty balancing precision, interpretability, and responsiveness in policy documents, and inefficiencies due to limited issue analysis and lack of predictive AI.</p> <p>Business Benefits: Enhanced efficiency, improved accuracy, reduced time and resource expenditure, increased consistency, & potential cost savings</p>	<p>SMART QUERY MANAGER</p> <p>Problem Statement: Manual email handling causes delayed responses, inconsistent answers, off-hours delays, and high costs for scaling & training, negatively impacting customer satisfaction.</p> <p>Business Benefits: 75% boost in customer satisfaction, 80% increase in operational efficiency, 70% improvement in scalability, and enhanced competitive edge through technology</p>	

DIGITAL CAPITAL DELIVERED A SHOWCASE

For the top US based Credit Reporting Agency with 800M customers:

To tackle the client's issue of verifying customer data from open-source platforms, we implemented a solution that combines web crawling with data extraction. Utilizing natural language processing (NLP), we converted diverse data sources into structured, actionable insights. This enabled us to create a comprehensive, 360-degree profile of each customer, improving search accuracy by 50% and ensuring reliable identification of matches with existing customer records.

For a Leading Banking & Payment Service Provider

To improve HR systems' efficiency and value, we implemented a dynamic knowledge delivery platform using natural language processing for a conversational chatbot and a digital query assistant to offer tailored and contextual information. This approach boosted the delivery of relevant knowledge by 55%, raised customer satisfaction by 30%, and cut Level 1 call center calls by over 40%. Additionally, it enhanced overall business and operational efficiency by 40%.

For a Leading Asset Leasing UK Firm

To streamline the customer onboarding process for our eComm solution, we created a standalone, intuitive portal for managing applications from customers, sales teams, vendors, & funders. This portal incorporates user-friendly features, customer verification via IIQ before eSigning, CRM integration through AWS for deal reporting, and a straightforward pricing calculator. As a result, we improved internal user experience by 20%, shortened application closure time by 25%, and reduced manual customer and vendor interactions by 50%.

For an Emerging B2C Fintech Company

To address customer needs and enhance user experiences, we developed a highly scalable and customizable AI engine that includes a virtual financial advisor chatbot, anticipative gamification to influence millennials' savings and spending, and natural language processing for personalized interactions. This solution improved customer saving patterns by 15%, consumer spending patterns by 20%, and increased customer satisfaction by 40%.

For a leading US-based insurance service provider

The client faced challenges with manual and time-consuming quote generation, poor customer experience, revenue slippage, lapses in insurance renewals due to manual initiation, and ineffective data mining. Happiest Minds addressed these issues by automating the insurance renewal process for a seamless customer experience, implementing an API-driven modular service-oriented platform to reduce manual processes, using microservices architecture to auto-generate dynamic binder quotes, and enhancing UI/UX design. The solution delivered 100% automation of the renewal process, a 50% increase in efficiency, and a 70% boost in customer satisfaction.

Future-Forward, faster: Begin Your Journey with Happiest Minds

IDEATE FOR DISCOVERY



Unearth the opportunities. Define the relevant areas of impact for clients.

EXPERIMENT FOR VALUE



Build a proof of concept to validate the use cases.

PILOT



When successful in the lab environment, test the selected use case in practice, and in production to validate the approach and define the plan to scale outcomes.

IMPLEMENT



Co-creation with us to develop full-blown use cases in sprint mode.

ABOUT HAPPIEST MINDS TECHNOLOGIES

Happiest Minds Technologies Limited (NSE: HAPPMINDS), a Mindful IT Company, enables digital transformation for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: artificial intelligence, blockchain, cloud, digital process automation, internet of things, robotics/drones, security, virtual/ augmented reality, etc. Positioned as 'Born Digital . Born Agile', our capabilities span Product & Digital Engineering Services (PDES), Generative AI Business Services (GBS) and Infrastructure Management & Security Services (IMSS). We deliver these services across industry groups: Banking, Financial Services & Insurance (BFSI), EdTech, Healthcare & Life Sciences, Hi-Tech and Media & Entertainment, Industrial, Manufacturing, Energy & Utilities, and Retail, CPG & Logistics. The company has been recognized for its excellence in Corporate Governance practices by Golden Peacock and ICSI. A Great Place to Work Certified™ company, Happiest Minds is headquartered in Bengaluru, India with operations in the U.S., UK, Canada, Australia, and the Middle East.

 **happiest minds**
The Mindful IT Company
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www.happiestminds.com

For more details, write to us at Business@happiestminds.com