

HAPPIEST MINDS SUCCESSFULLY ENHANCED USER EXPERIENCE FOR HAPPIEST HEALTH WITH A PERSONALIZED GENERATIVE AI CHATBOT

Happiest Health is a leading healthcare information portal in India, known for its extensive repository of health and wellness knowledge. The platform caters to a global audience by providing diverse content formats, including articles, web stories, videos, podcasts, and magazines. Their mission is to deliver accurate, easily accessible health insights to consumers across all demographics.

By partnering with Happiest Minds, Happiest Health transformed user engagement with an AI-driven chatbot that delivers personalized, context-aware responses. Powered by Generative AI and semantic search, the solution enables seamless navigation of a vast health content repository, improving user satisfaction and accessibility. With scalable architecture, interactive features, and real-time insights, the platform optimizes efficiency and streamlines content discovery.

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We are excited to present hAppl as a transformative force in the health and wellness knowledge domain. We are confident that the simplicity of hAppl will enable consumers to easily chat about health and wellness concerns and get personalized responses curated from our treasure trove of over 4000 articles based on insights shared by thousands of doctors and other experts. This will ultimately contribute to improved health outcomes and well-being for all. Notably, hAppl achieves an impressive average response time of 3-4 seconds per query, highlighting its efficiency and effectiveness in delivering timely information to users.”

Anindya Chowdhury

President and CEO
Happiest Health



ABOUT HAPPIEST MINDS

Happiest Minds Technologies Limited (NSE: HAPPSTMNDS), 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: Industrial, Manufacturing and Energy & Utilities, Healthcare & Life Sciences, Retail, CPG & Logistics, Banking, Financial Services and Insurance (BFSI), Hi-Tech and Media & Entertainment, and EdTech. 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 Bangalore, India, with operations in the U.S., UK, Canada, Australia, and the Middle East.

Write to us at
business@happiestminds.com