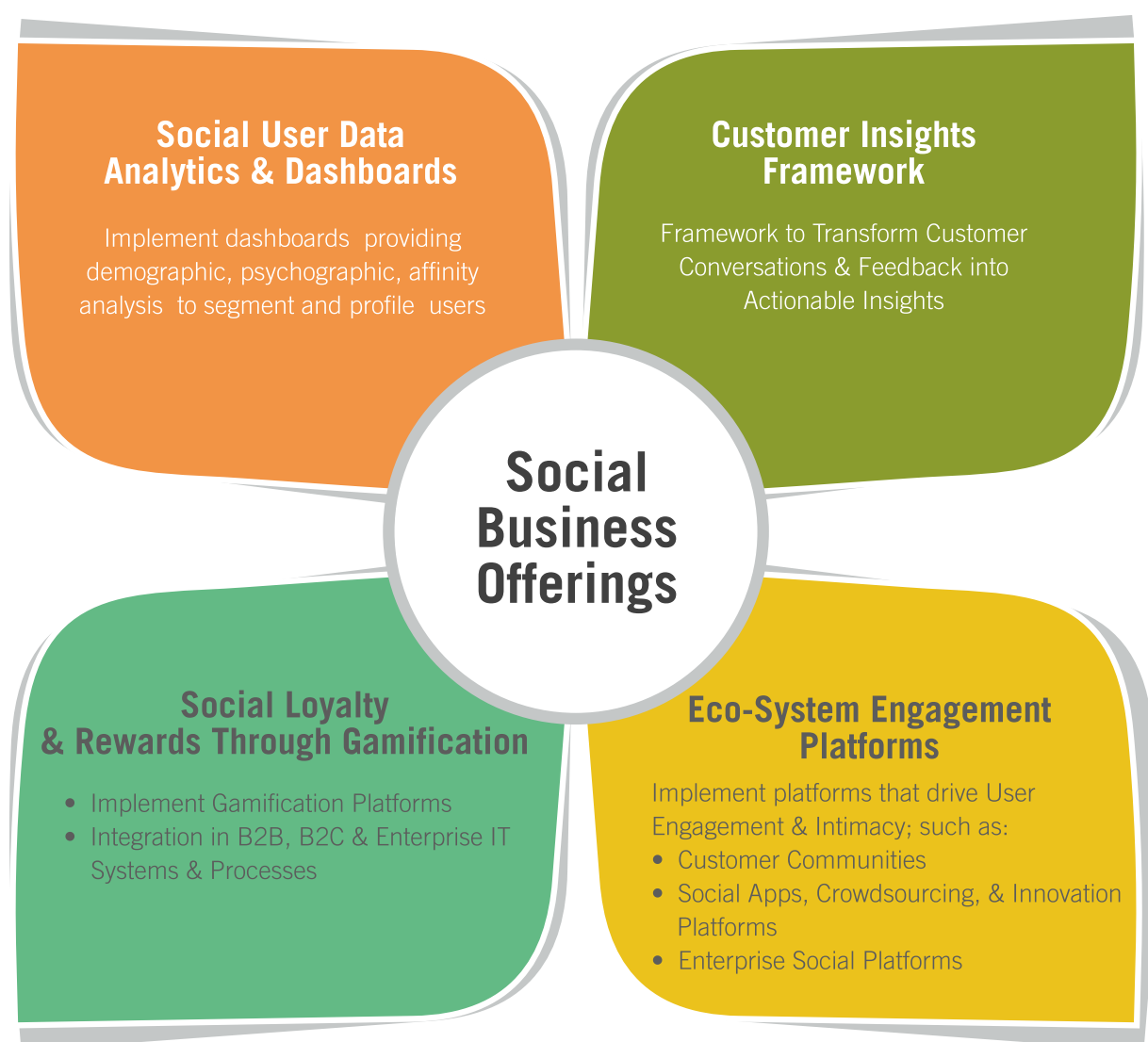


Beyond Likes & Clicks, Delivering Tangible Business Benefits with Social Technologies



Introduction

Social media has created an irreversible shift in the way we connect and share in our personal lives and-increasingly-in business. To successfully exploit the true potential of the Social Web in today's "always connected" consumer environment, Marketing and Technology are evolving and converging at breakneck speed. Happiest Minds helps organizations tap into the unprecedented potential of these ground-breaking technologies, with the following solutions:



Regardless of where you are on the Social Business transformation journey, Happiest Minds is a one-stop source for companies looking to innovate and win.

Social User Data Analytics & Dashboards

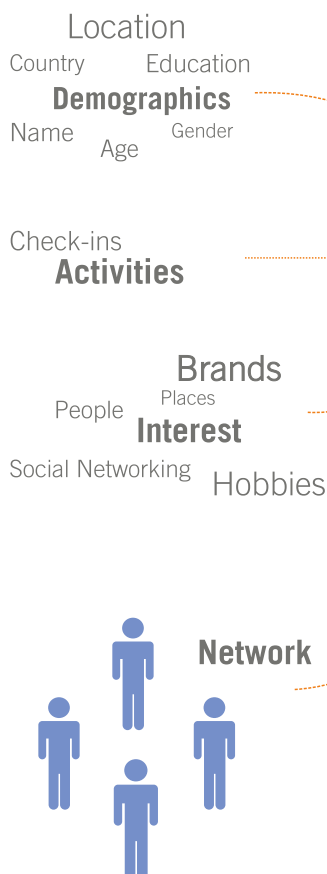
Build a holistic understanding of customer preferences by integrating their social behavior with transactional behavior. Capture meaningful insights about customers to enable:

- Precise delivery of hyper-relevant content
- Target influential & brand advocates
- Personalized & tailored marketing campaigns and offers to specific user segments

The opportunity:

Social media contains invaluable user data.....

Get rich analytics to segment, analyze and profile users



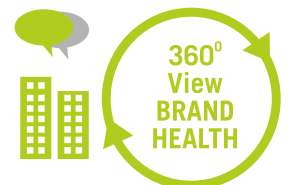
Ready to use
DASHBOARDS



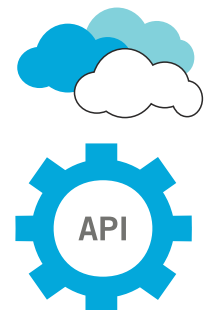
Rich
ANALYTICS



Enterprise Data
INTEGRATION



API Driven
DELIVERED OVER CLOUD



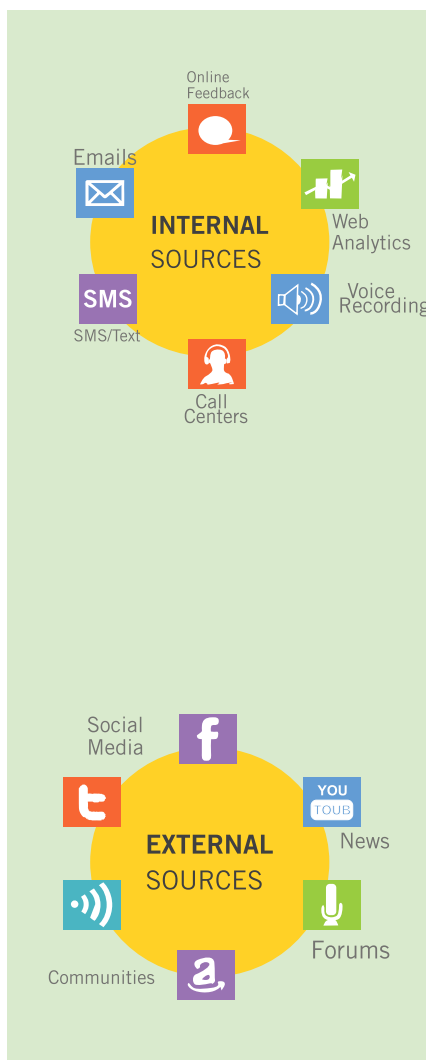
Business Value:

Gain critical insights about customers to create relevance, target them in more meaningful ways and hone long-term relationships.

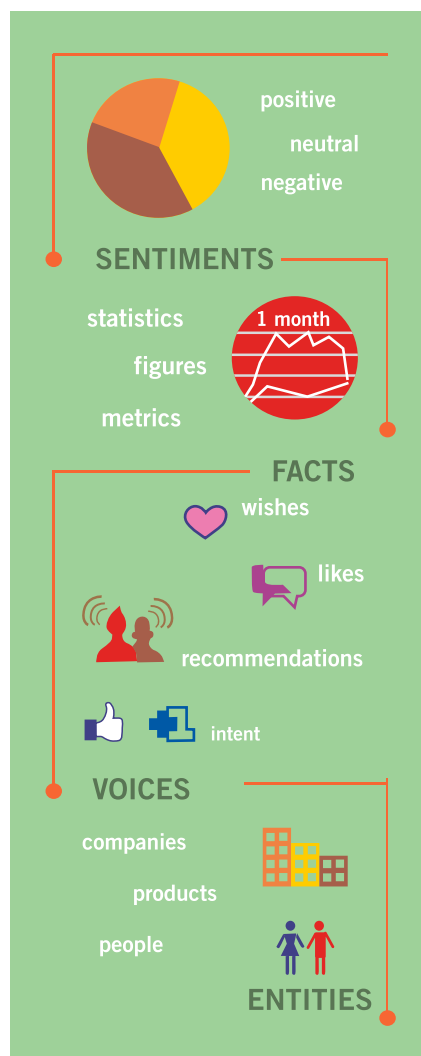
Customer Insights Framework

Customer Insights Framework provides customer service & marketing teams with the ability to listen, monitor and analyze customer conversations and sentiment no matter where they take place –CRM notes, emails & surveys, or externally on blogs, review sites or social media platforms. Leverage the voice of the customer to capture valuable insights that drive profitable business decisions.

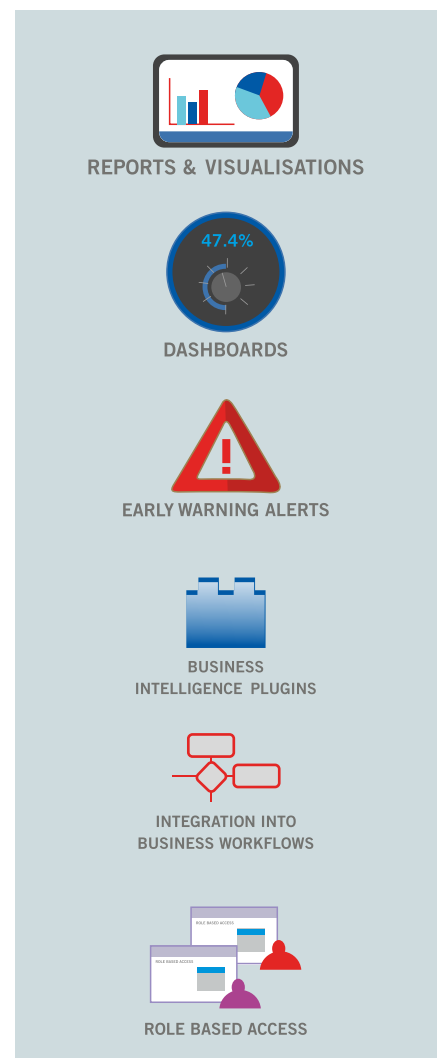
Listen & Gather Customer Conversations



Analyze to Predict & Prepare



Act & Deliver Actionable Insights



Business Value:

Don't simply listen in on customer conversations! Use advanced listening with context to analyze, predict and prepare your business.

Social referral & loyalty through gamification

Social Referral & Loyalty platform uses the Happiest Minds Gamification engine (includes points, badges, rewards, social status, leaderboards). It integrates with websites, training programs, e-learning, and customer communities as well as with enterprise applications such as CRM, CMS, ERP, etc. to increase engagement. It also transforms traditional loyalty card programs (based on transactional history or cash/discount rewards) to reward customers for social referrals and brand advocacy.

Reward users beyond transaction for brand referrals & loyalty through Gamification



Community, Website Gamification

- Reading Content
- Sharing Content
- Inviting Friends
- Repeat Visits
- Asking & Answering Questions
- Transactions
- Giving Ideas & Feedback
- Commenting & Liking
- Writing Reviews, Blogs
- Creating User Generated Content



Enterprise Gamification

- Training & Learning Management Systems
- Knowledge Management
- Onboarding New Hires
- Employee Management
- Surveys & Feedback
- Sales Collaboration
- Innovation & Idea Management
- Product Development
- Support Desk & Customer Service

Business Value:

Increase engagement, encourage more participation around brand experiences and reward users for social referrals and loyalty beyond transactions.

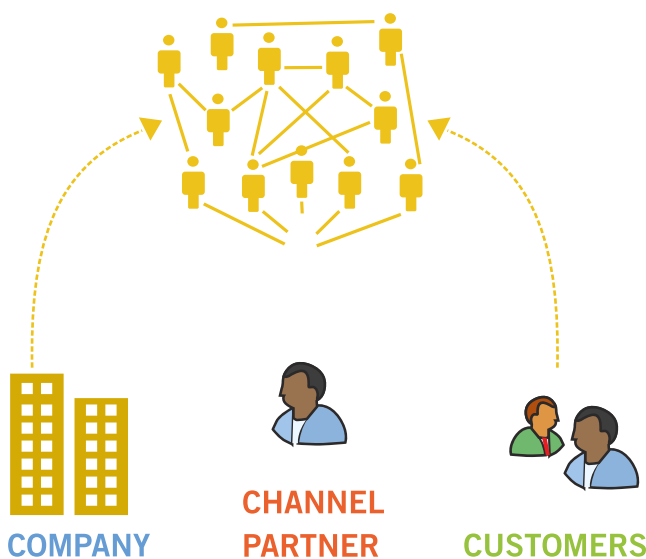
Eco-System Engagement Platforms

Ecosystem Engagement Platforms such as Customer Communities, Communities for Dealers or Agents, Crowdsourcing & Innovation Platforms, Enterprise Social Platforms can be created to drive User Engagement & Brand Intimacy.

How do I create Continuous Touch Points with my Customers & Engage them for Business Value enhancement?

CUSTOMER COMMUNITY/ NETWORK

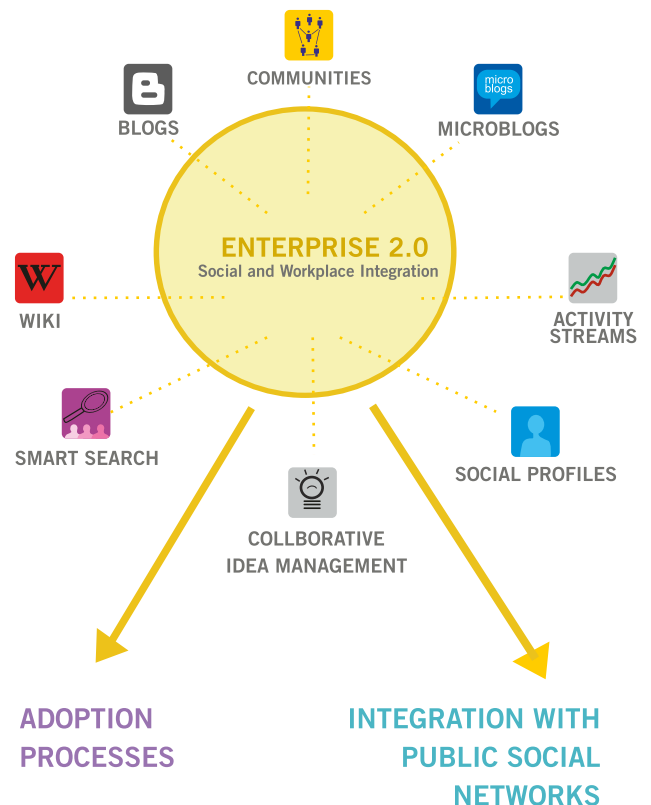
Building Brand Loyalty through Customer Delight



How do I create Organization Platforms to enable Change for Business Agility, Fostering Innovation & Collaboration?

ENTERPRISE 2.0

Social & workplace integration



Business Value:

Branded engagement platforms for customers and employees provide an intimate setting to build brand salience, conversations, foster innovation and collaboration

Case Studies

Driving Participation & Engagement On The Website Through Social Loyalty & Gamification

- **Customer Profile:** A Leader in Beer, Fashion, Sports & Lifestyle Market (India)
- **Business Need:** Revamp the existing website into a publishing platform and create and sustain a vibrant user community
- **Happiest Minds Solution:** Building an integrated gamification engine on the client's website to enable rich customer participation, conversations & engagement. Smart analytics of gamification data to understand customer loyalty & engagement on the website & other social channels

Event Based Mobile Social Experience Web Application

- **Customer Profile:** A Web Application for a Real-time Social Experience Platform and Services Company (USA)
- **Business Need:** Extending web application into a mobile platform so that the social experience platform services can be accessed through mobile applications.
- **Happiest Minds Solution:** Designed and built a mobile web application which works with native applications, is cross-mobile platform browser compatible and provides seamless integration with the social experience platform and Twitter.

Creating A Social Business Index To Collect Social Intelligence Across Industries

- **Customer Profile:** An Enterprise Social Media Management Platform (USA)
- **Business Need:** To prepare a Social Business Index for various verticals across geographies
- **Happiest Minds Solution:** Using social media crawlers to collect data from different social media channels. Used social data intelligence to collect and store data in a relational format.

Addressing Key Business Growth Requirements Of A Transaction-Driven Marketing Company

- **Customer Profile:** A leading transaction-driven marketing company (USA)
- **Business Need:** Extending the reach of its core product platform, rewards and offers to a larger pool of online users.
- **Happiest Minds Solution:** A consulting exercise to develop a social strategy and roadmap for implementation of a white-label social application on Facebook.

Technology

Analytics



Mobility



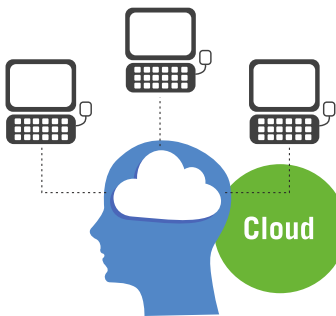
Unified
Communication



Security



Cloud



Social
Computing



BPM &
Workflow



About Happiest Minds:

Happiest Minds is focused on helping customers build Smart, Secure and Connected experience by leveraging disruptive technologies like mobility, analytics, security, cloud computing, social computing and unified communications. Happiest Minds also offers high degree of skills, IPs and domain expertise across a set of focused areas that include IT Services, Product Engineering Services, Infrastructure Management, Security, Testing and Consulting. Happiest Minds focus industries include Retail, CPG, Technology, Banking, Financial & Insurance Services, Travel, Transportation & Hospitality, Media & Entertainment and Manufacturing . Happiest Minds was launched by Ashok Soota and a team of industry experts, with the mission to create Happiest People and Happiest Customers.

For more information visit www.happiestminds.com. Write to us at business@happiestminds.com