Online Reputation Management for Indian Conglomerate

### BUSINESS REQUIREMENTS
- Manage company’s online reputation and customer interactions across multiple web channels
- Measure effectiveness of digital marketing campaigns and online customer engagement initiatives

### OUR SOLUTIONS
- One stop portal to manage online and social media marketing content, contact lists, coupons, directory listing and channel reputation
- Enable users to track customer actions across channels; extract essential statistical data by slicing and merging customer, social and campaign data
- Mobile Application for managing social media content and customer interactions on the go

### TOOLS/TECHNOLOGIES
- ASP.NET, C# and SQL Server, JQuery, HTML5, REST APIs, IIS
- Facebook and Twitter Integration, Email and SMS marketing
- Project Execution: Agile methodology with 2 weeks sprint

### BUSINESS IMPACT
- Solution enabled partnership with 100+ premium hospitality brands
- Sentiment analysis tool helped gauge customer acceptance of user campaigns and increased sales of brands across GEOs through targeted promotional strategies
- Quicker response times to customer posts, queries and comments on social channels

### ARCHITECTURE/INTERFACE DIAGRAM

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**About Us**
Happiest Minds has a sharp focus on enabling Digital Transformation for customers by delivering a Smart, Secure and Connected experience through disruptive technologies: mobility, big data analytics, security, cloud computing, social computing, M2M/IoT, unified communications, etc. Enterprises are embracing these technologies to implement Omni-channel strategies, manage structured & unstructured data and make real time decisions based on actionable insights, while ensuring security for data and infrastructure. 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.

Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore and Australia. It secured a $52.5 million Series-A funding led by Canaan Partners, Intel Capital and Ashok Soota.

For more information visit [www.happiestminds.com](http://www.happiestminds.com). Write to us at business@happiestminds.com.