

Intelligent Site Search Solution



BUSINESS REQUIREMENTS



Increase existing 3 month average **site-search** conversion rate of 6.65%



Configure product to ensure user experience meets brand requirements



Use dashboard to observe user engagement and extract insights



OUR SOLUTIONS



Input Data:
Receive real time product data in any format via a feed or platform plugins



Search Experience:
Provide predictive text and visual suggestions, based on client inputs, analytics and inventory. Allow interactive and dynamic filtering options to improve user engagement.



Reliability:
Horizontally scalable, high availability server setup to ensure performance and 99.9% uptime



TOOLS/ TECHNOLOGIES



Rails



Elastic Search



REDIS



MySQL



BUSINESS IMPACT



Improved 3 month Site-Search conversion rate from 6.65% to 8.07%

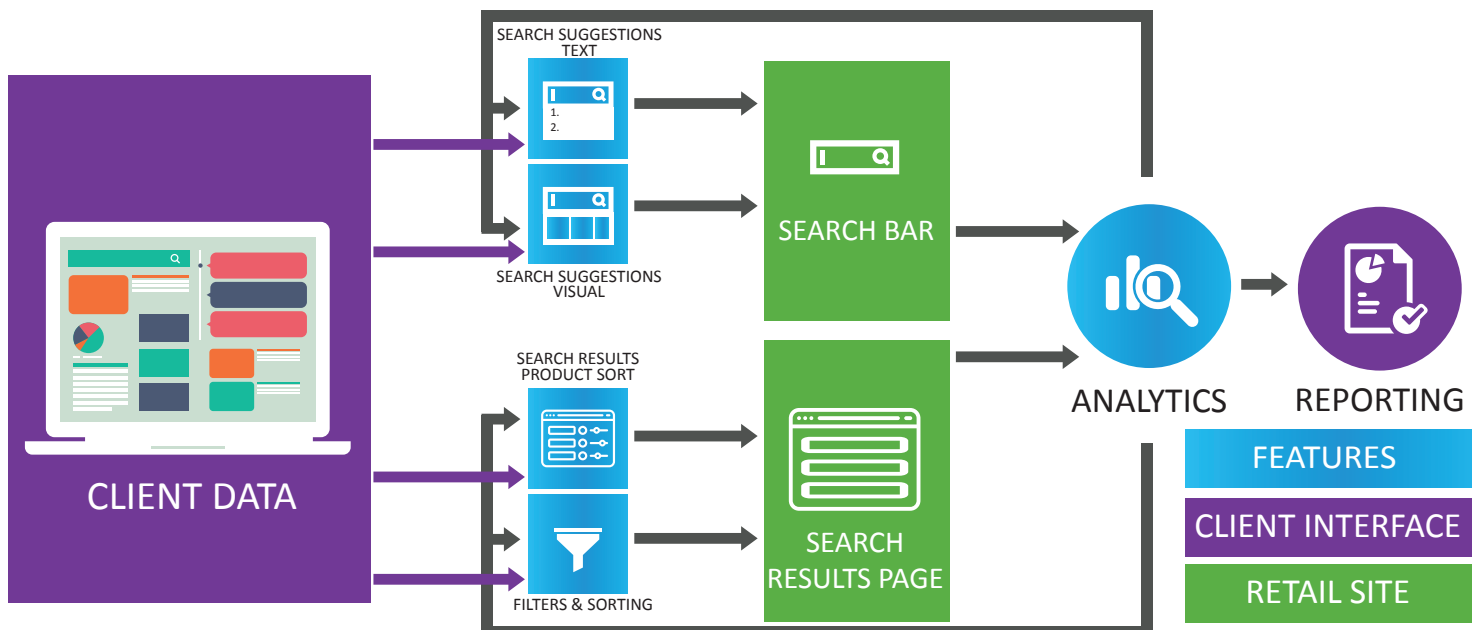


Increased monthly revenue by over \$200K every month



Improved **Site Search** CTR by 94%

Solution Overview



About Happiest Minds Technologies:

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable **digital transformation** for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data, Analytics, AI & Cognitive Computing, **Internet of Things**, Cloud, Security, **SDN-NFV**, RPA, **Blockchain**, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality. Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.