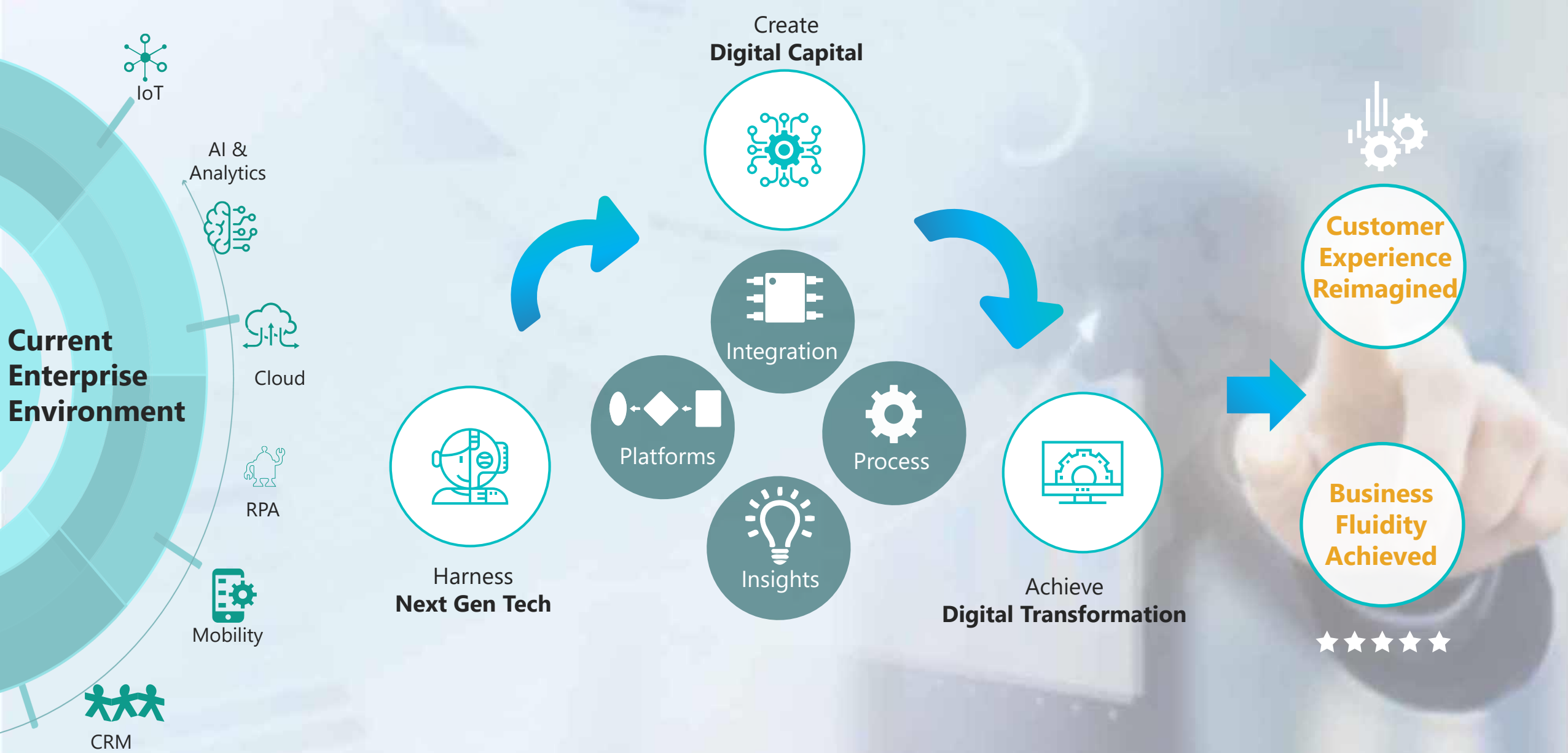


Digital Business Service

- BFSI Success Stories

Digital Business Services



AI Powered Digital Assistance Solution

For a Leading Banking and Payment Service Provider

Digital Capital Delivered



Increased relevant knowledge delivery by 55%.



Enhanced customer satisfaction by 30%.



Call center L1 calls reduced by more than 40%.



Improved business and operational efficiency by 40%.

Strategy and Objectives

- Enhance operational efficiency and value of HR systems
- Implement a self-assembling knowledge delivery platform
- Improve customer retention rate and satisfaction
- Deliver relevant and contextual knowledge in real-time

Value Chain

- Customer Service
- Website
- Enterprise Data

Enablers

- **Natural Language Processing** – for enabling a conversational chatbot
- **Digital Query Assistant** – for discovering and delivering relevant, personalized, and contextual knowledge

Automating Service Desk request resolutions and routing

For leading Claims Management Services Provider

Digital Capital Delivered



Higher customer satisfaction



Reduced agent workload



Efficient handling of service requests



Automate repeatable requests and enable seamless self-help

Strategy and Objectives

- Improved Customer Service and Engagement
- Cost Optimization
- Better Knowledge Based Service

Value Chain

- Chat Interface
- Conversation Flows
- Knowledge Engine
- Logging & Dashboard

Enablers

- Knowledge Engine Powered Service Desk Bot
- Natural Language Processing: For accessing relevant knowledge base articles, raise tickets, check status of tickets and execute remedial actions

Cognitive Virtual Assistant Improves Customer Satisfaction

For an Emerging B2C Fintech Company

Strategy and Objectives

- Develop a highly scalable, customizable AI engine
- Provide feasible solution to customer problems
- Enable personalized end user interaction
- Deliver seamless customer experiences
- Predict end user spend behaviour

Value Chain

- Customer Experience
- Data Processing
- Product Sales

Enablers

- **DQA**– Chatbot for enabling a virtual financial advisor
- **Anticipative Gamification** – for influencing the savings and spend behavior of the millennials
- **Natural Language Processing** – for creating a personalized conversational interface

Digital Capital Delivered



Improved customer saving pattern by 15%.



Improved consumer spend pattern by 20%.



Increased customer satisfaction by 40%.



Enabled more efficient and faster financial decision making.

Digital Contact Center Modernization

Largest US
Commercial Bank:
Agent AI

Digital Capital Delivered



Savings up to 61K\$ just for lookups



2880 hours agent utilization saved



Significant reduction in agent training cost

Strategy and Objectives

- Need for Single Source of truth for CSAs.
- To Increase Employee Productivity
- Increased call wait time as business increases
- Reduce high Avg. First call duration

Value Chain

- Service Desk Optimization
- User Experience
- Agent productivity

Enablers

- AI based **Agent Assistant Bot** with NLP Capabilities.
- **Self Assembling Knowledge Base** for all enterprise knowledge.
- **Intelligent Conversational Workflows** to handle common services.
- **Advanced Dashboards** to measure & visualize customer sentiments and usage.

Self Knowledge Assembly Platform Transforms Customer Service

For a Leading
Protection
and Assistance Fintech

Digital Capital Delivered



Enhanced end-customer
Satisfaction by 37%.



Reduced call resolution time by
40%.



Decreased call summarization
time by 60%.



Increased cross-sell and up-sell
opportunities by 10%.

Strategy and Objectives

- Enable next-gen self assembling digital assistance solutions
- Deliver advanced end user analytics
- Discover newer dimension of business

Value Chain

- Customer Service
- Enterprise Data

Enablers

- **mCaaS™** – for digitally assisting customer service associates
- **Advanced Dashboards** – for measuring & visualizing insights

Modernizing Desktop Application by Migrating it to Cloud

For a Financial Services Organization

Digital Capital Delivered

Strategy and Objectives

- Modernize existing desktop application
- Need to update the business context and customer requirements.
- Boost employee productivity

Value Chain

- A custom system to consolidate salary information from a wide variety of leading compensation survey and data providers based on individual position responsibilities, location, size and industry.

Enablers

- Fully featured functionalities with job evaluation
- Auto managed salary increments based on performance
- Graphically enhanced employee dashboard could access I
- Received annual updates about market figures
- Stronger security, scalability and intuitive UI



Compensation equity across the organization



Accurate and reliable salary and compensation planning tools based on current market data



Increased staff retention and productivity



Reduced HR administrative expense and Improved ROI on human capital

Digitizing Payment Process

For a Leader in
Banking &
Financial Services

Digital Capital Delivered



Improved design process and development



Reduced turnaround time for new vendors on-boarding



End-to-end process visibility



Highly improved user experience with Improved process efficiency & reduced errors

Strategy and Objectives

- Improve their Cheques and Payments processing
- To update the monitoring capability, eliminate manual intervention, risks, and bring better compliance

Value Chain

- Error Reduction
- AML monitoring system

Enablers

- Improved monitoring
- Better decision-making
- Low costs of remediating errors
- Increased operational efficiency

Happiest Minds
Recognised by
Forrester as
**'Advanced
Analytics Service
Provider Provider'**



Forrester Research,
Inc., Vendor
Landscape:
Customer Analytics
Service Providers,
Q2 2017, May 16,
2017

2017
Global
Outsourcing
Provider
Top 100



IAOP

2017 **Digital
Transformation
Provider** of the
Year



Frost & Sullivan

Top **25** Case
Study: Globally
- **AI &
Analytics** for
Home
Improvement
Retailer



ISG



About Happiest Minds

Next Generation Digital Transformation, Infrastructure, Security and Product Engineering Services Company

 Launched in
August 2011

 Raised
Series A Funding of
\$63Mn USD

 Our
Investors

J.P.Morgan



2400+ People

170+ Customers

16 Cities

8 Countries

Deloitte.
Technology Fast50

FORRESTER®
Advanced Analytics

 **2017 IAOP**
The Global
Outsourcing 100

India's Best Companies
To Work For 2016

THE ECONOMIC TIMES

NASSCOM
Tech Series 2017
Big Data & Customer
Analytics


Top 25 Case Study:
Large N. American Home
Improvement Retailer



Happiest People · Happiest Customers

Business Contact: business@happiestminds.com

Media Contact: media@happiestminds.com

India | United States | United Kingdom | Canada | Australia | Dubai