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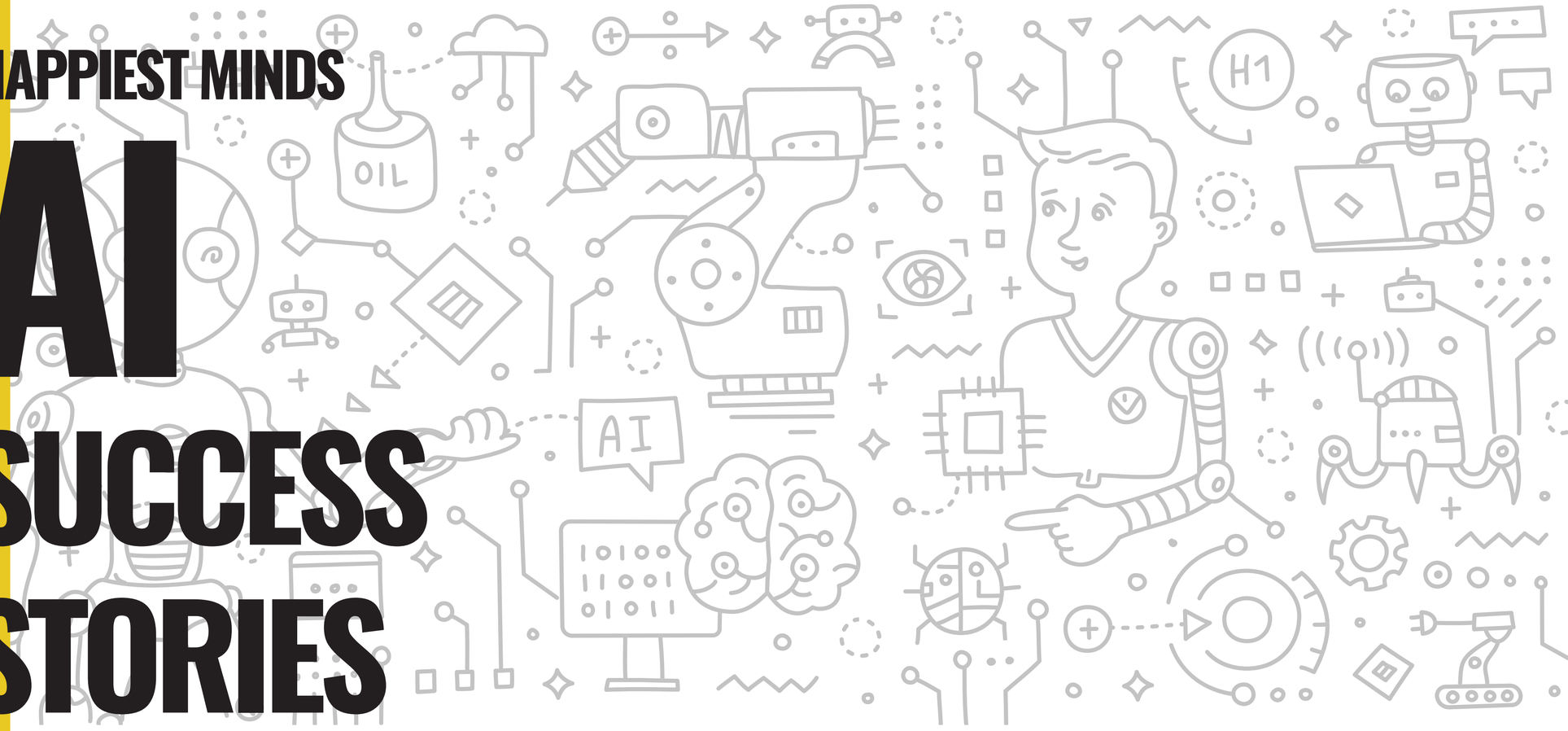
Born **Digital** . Born **Agile**

HAPPIEST MINDS

AI SUCCESS STORIES



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EDUCATION

STUDENT CHURN AND PERFORMANCE PREDICTION

The customer is a leading provider of online courses for professional certifications.

BUSINESS PROBLEM

Preventing student attrition and improving student performance.

SOLUTION

1

Used student progression data, which includes time spent on material, quizzes etc.

2

Modeled the behavior of the student and provide a probability of churn vs probability of completion, time to churn or time to successful completion, predicted performance of the student by topic.

IMPACT

Increased Student Retention

Increased Student Performance

Predictive Insights to Faculty for Intervention

Insights to Administrators on Course Curriculum and Design

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INSURANCE

CUSTOMER SERVICE DESK CHABOT

The customer is a leading technology enabled risk services provided/claims administrator.

BUSINESS PROBLEM

Customer had issues with end consumers not being able to avail the services/issues resolved in time.

SOLUTION

Developed a customer service desk bot, which provides self service for simple queries, and captures the customer's requirement using Microsoft Bot Framework, LUIS and custom built knowledge engine.

IMPACT

Decreased Social Media Resentment

Savings in Time for Customer & Service Desk Personnel

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INSURANCE

IT HELPDESK CHABOT

The customer is a leading technology enabled risk services provided/claims administrator.

BUSINESS PROBLEM

IT helpdesk had long waiting time resulting in poor employee services.

SOLUTION

Developed an it helpdesk bot, which provides self-service, triggers automation, transfers to a live agent or raises a ticket on behalf of the employee.

IMPACT

Increased Employee Satisfaction

Decreased load on IT Helpdesk for Mundane / Repetitive Tasks

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MEDIA & ENTERTAINMENT

IMAGE ANALYSIS FOR PROFANITY FILTER

Customer is a leading media and family entertainment company.

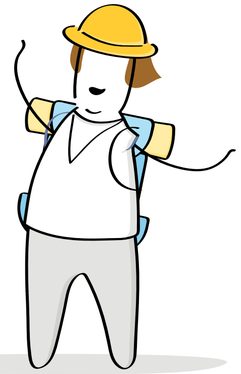
BUSINESS PROBLEM

They needed a tool to apply profanity filters on photos of visitors in the theme parks before being shown to the visitors for possible selling.

SOLUTION

Created a tensor flow based deep learning model to detect nudity and other awkward postures in pictures so that it could be filtered.

IMPACT



Reduction in Manual Effort of screening images

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MEDIA & ENTERTAINMENT

CONSUMER DATA ANALYTICS PLATFORM

The customer is a leading sports media company. They get billions of hit every day from their millions of consumers.

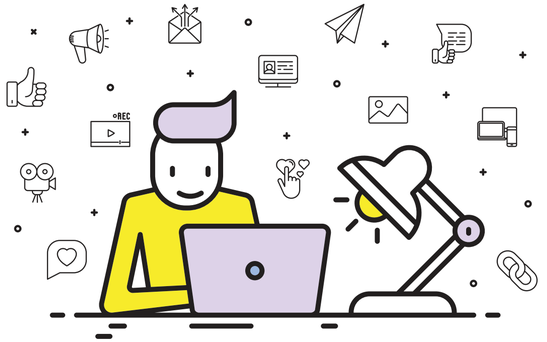
BUSINESS PROBLEM

Needed micro segmenting of users for content recommendation and ad serving at large scale

SOLUTION

A Spark ML-based algorithm, which uses users' clickstream data from the website, and mobile app to identify user's affinity towards a sport, team, league, and country was created to be used as a basis of the segmentation.

IMPACT



Better Content and Ad Serving resulting in increased Click Through Rate

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REAL ESTATE

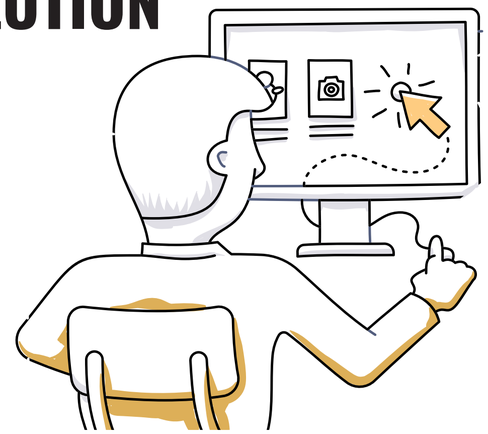
PROPERTY LEAD GENERATION BOT

A leading property development company in the Middle East

BUSINESS PROBLEM

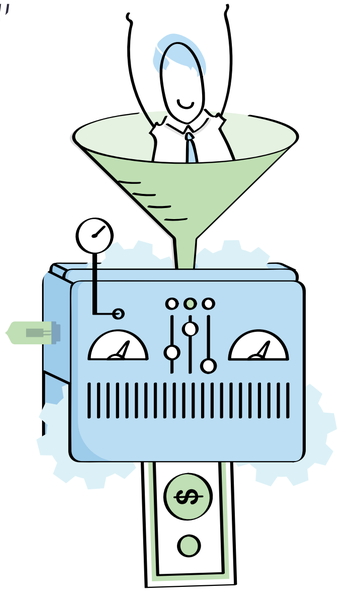
Wanted to create a natural language based chabot which will help users explore properties.

SOLUTION



An interactive chabot which understands the user's preference and helps navigate them through multiple possible options before them to provide the ones which they are interested in, thereby increasing the number of leads generated.

IMPACT



Increased Number of Leads

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INSURANCE

DAMAGE IDENTIFICATION FOR CLAIMS PROCESSING

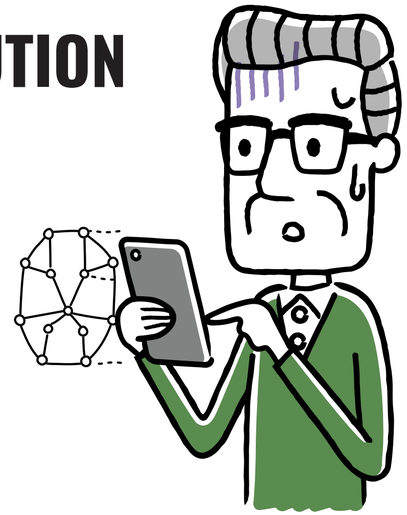
A leading mobile insurance provider.

BUSINESS PROBLEM

Wanted to automate the damage detection in mobile phones using the pictures that were uploaded.

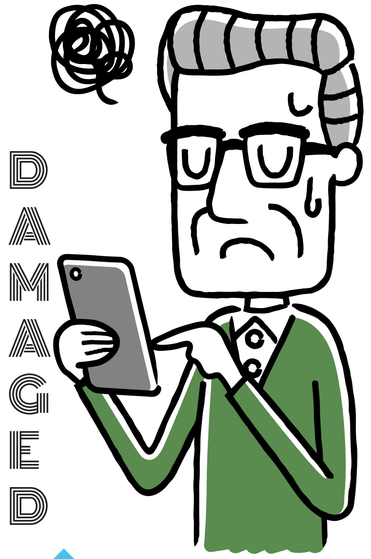
They also wanted to match the IMEI number displayed on the phone and the invoice where applicable.

SOLUTION



Tensor flow based deep learning model for identifying damages, which classified images with 90%+ accuracy resulting in many claims not requiring manual inspection of the uploaded images.

IMPACT



Reduction in Manual Effort of screening images and classifying them as damaged Vs. not damaged

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NETWORKING

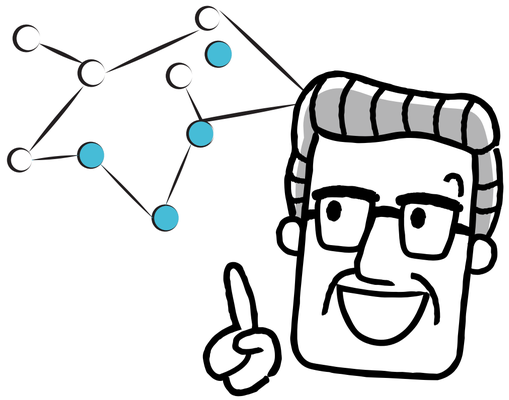
ANOMALY DETECTION ON NETWORK TRAFFIC

A leading provider of High-Performance network and application service provider.

BUSINESS PROBLEM

Wanted to identify network degradation and security threats based on machine learning.

SOLUTION



An anomaly detection platform based on Spark ML and Spark Streaming, which takes in network / firewall data and provides the most anomalous happenings without the need to define any rules.

IMPACT

- **Decreased time to identify issues**
- **Increased awareness of the anomalous activities and their reasons.**

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RETAIL CHAIN

PRODUCT RECOMMEND--ATION

A leading US Retail Chain

BUSINESS PROBLEM

A leading fashion retailer wanted to improve their recommendations, based on customers activity and preferences.

SOLUTION

A recommendation engine which takes in clickstream data to identify user preferences and recommends the most appropriate product.

IMPACT

Increase in Cross Sales
10%-12%

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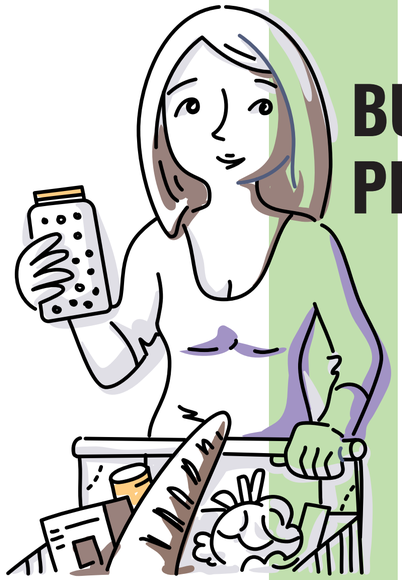
RETAILER

PRODUCT DATA QUALITY WITH IMAGE AND TEXT ANALYTICS



BUSINESS PROBLEM

The customer wanted to reduce manual effort in auditing images and texts and the data mismatch between them in the online catalog.

SOLUTION

A deep learning based solution to identify features of the products from the image, predict their price, and correlate between the various sections of text provided to highlight Anomaly.

IMPACT

The scale of error analysis and data quality coverage grew 35 to 50 times per month due to automation.

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ANALYST FIRM

INNOVATIVE CONTENT MONETIZATION

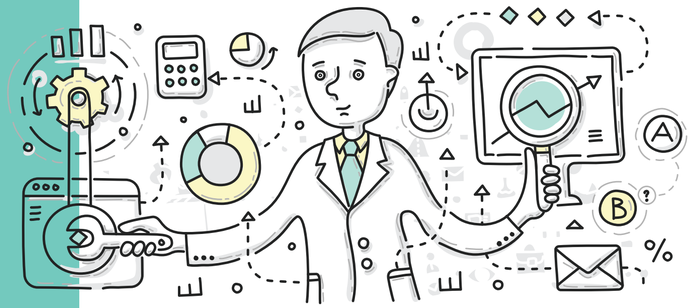
BUSINESS PROBLEM

The customer needed effective content monetization with micro-segment content, differential pricing and to increase the value of existing content by real-time enrichment.

SOLUTION

1

mCaaS™
for managing digital content and assets



2

Innovative Content Monetization
for end-to-end digital asset brokering

IMPACT

- Increased direct sales by 30-40%
- The enabled discovery of 15% more cross-sells and up-sell opportunities
- Content consumption and customer insights enhanced the efficiency of research analysts

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BACKGROUND VERIFICATION FIRM

AUTOMATING ONBOARDING

BUSINESS PROBLEM

Eliminate repetitive manual ops tasks and manual errors in checking document and authenticity.

Low productivity and output.

Reduce the high customer effort score.

Enable real-time case acknowledgement and registration

SOLUTION

1. AI-based OCR Engine for document classification
2. Intelligent entity extraction for more than 1000 different employers and educational institutions.
3. Intelligent Digital Onboarding for Employment Verification.
4. Report writing Automation

IMPACT

Up to 65% Reduction in Manual Costs in 2 yrs

Employee Efficiency Increased by 45%

Total Cost Saved by up to 37% p.a.

ABOUT HAPPIEST MINDS TECHNOLOGIES

Happiest Minds enables digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of disruptive technologies: big data analytics, internet of things, mobility, cloud, security, unified communications, SDN-NFV, etc. Happiest Minds offers domain-centric solutions applying skills, IPs and functional expertise in IT services, product engineering, infrastructure management and security. These services have applicability across industry sectors such as retail, consumer packaged goods, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in the US, UK, The Netherlands, Australia and Middle East.