CREATE EXCEPTIONAL CUSTOMER EXPERIENCES WITH
ARTIFICIAL INTELLIGENCE

5 AI DRIVEN IDEAS TO SIGNIFICANTLY IMPROVE CUSTOMER EXPERIENCE

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INTRODUCTION

CUSTOMER EXPERIENCE IS ALL ENCOMPASSING

The explosion of data and the emergence of Artificial Intelligence (AI) have been a boon in understanding user behavior in the context of each individual's journey.

The key is to leverage AI to deliver highly customized experiences across a user's most relevant interaction points.

IT'S EVEN MORE SO IN SAAS..

According to the Temkin Group, companies that earn $1 billion annually can expect to gain, on average, an additional $775 million over 3 years of investing in customer experience.

SaaS companies stand to earn the most, at $1 billion.

IT'S NOT ABOUT NEW FEATURES BUT CUSTOMER EXPERIENCE

SIGNIFICANTLY IMPROVE USER EXPERIENCE

UX stats show that every $1 invested in UX design results in a $100 return. That means that the ROI on UX investments is 9,900%.

Also, improving customer experience can raise KPIs by over 80%.

ACHIEVE TRUE CUSTOMER DELIGHT

The bar is getting higher with each passing day as 67% of customers say their standard for good experiences is higher than it has ever been.

Exceptional Customer Experience is a key part of achieving delight as 64% find the customer experience (CX) more important than price when making a purchase.

HELP USERS BE MORE SELF-SUFFICIENT

Empowering the users of your SaaS platforms with the right type of data can exponentially improve their overall experience.

Self-service is the new mantra, and 73% customers want the ability to solve product or service issues on their own.

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AI DRIVEN IDEAS

FOR CREATING EXCEPTIONAL CUSTOMER EXPERIENCES

1. Redefine your product roadmap with AI
2. Personalized User Experience with actionable AI.
3. AI based Contextual Search to power increased discoverability.
4. Self-service Analytics to empower users with insights.
5. New age Conversational AI for ease-of-use.

1
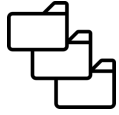
REDEFINE YOUR PRODUCT ROADMAP WITH AI

Define product roadmap by understanding user's actions and feedback. Use Trial and run to launch new features, deploy at large scale based on KPIs, collect user feedback to understand deep pain points. Organizations have significantly (about 68%) increased investment in AI in 2022

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PERSONALIZED EXPERIENCE WITH ACTIONABLE AI

Personalize your user's experience and journey. Use power of Scalable AI and user actions to understand users. AI can help in complete cycle like envisaging, creating, and experimenting personalized pages, thumbnails, content, notification etc. As per research: 89% of organizations are investing in personalization.

3

CONTEXTUAL SEARCH FOR DISCOVERABILITY

Use NLP and user context to perform better content discoverability. Contextual information is the key; organizations are investing in organizing information into entity-relationship structures and NLP to perform a better contextual search.

4

SELF-SERVICE ANALYTICS

Imagine power of on demand insights everywhere. Enable your users with self-service analytics along with data governance. Use technologies like business visualization, AI etc.

Self-service analytics is projected to grow at a CAGR of 15%

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CONVERSATIONAL AI

An evolution of the self-service model is the ability to use voice-commands to simply ask questions like "Create task for marketing team for campaign XYZ"? Conversational AI can realistically make this happen and provide better insights to asset managers while bringing in greater efficiencies and improving the performance of assets. Conversation AI is projected to grow at CAGR of 22%

OUR SUCCESS STORIES

FOR LEADING SAAS BASED KRA TRACKING SYSTEM

AI BASED COMMAND SYSTEM, AUTO-COMPLETE & TIMELY INSIGHTS

- **Solution**: Consulting exercise to find gaps in the customer journey, which resulted in recommending self-service analytics, easy search, and a command-based platform for an improved experience. Azure-based command system to reach pages rather than browse through multiple tabs/sub-tabs. Worked on Deep learning-based search autocomplete to make the searches easier and faster.

- **Benefits**: Reduced page discovery time by ~300%. Improved customer experience. Multi channel on-demand insights across Slack, Teams etc.

FOR A LEADING RETAIL PLATFORM

AI BASED DATA QUALITY MANAGEMENT FOR A UNIFIED EXPERIENCE

- **Solution**: Developed an on-cloud AI-based solution to manage the quality of products described on the selling platform managed by multiple vendors. Corrected human errors such as description mismatches and inconsistent pricing with the usage of AI. We relied on techniques like anomaly detection, pricing family classification, missing information identification and data extraction.

- **Benefits**: Automated system for data quality corrections and increased product coverage for quality review by 40 times.

FOR A LEADING ENTERTAINMENT PARK

REAL TIME USER PAYMENT INSIGHTS AND RECOMMENDATION

- **Solution**: Developed an on-cloud real-time system to detect payment failure from various POS and online systems. The system triggers automatic emails to the customer for failures. Also created a recommendation system for upselling rooms.

- **Benefits**: Calls to Customer Care reduced by 80% with a **3% increase in revenue** achieved through upselling.

POTENTIAL VALUE FOR BUSINESS

CUSTOMERS INSIGHTS

Customer analytics for actionable insights based on CLV, RFM etc

Improved data-driven Customer Segmentation

Efficiency increased by 30% for customer targeting.

CUSTOMER EXPERIENCE IMPROVEMENT

Customer journey improvement

Increased Stickiness

Stickiness improvement at least by 20%

ENRICHMENT

Greater Personalized Recommendations to users.

Auto Data enrichment and suggestions

Discoverability increased up to 40%

MORE VALUE FROM CUSTOMER

Better service offerings with AI

Reduction in churn

Greater Upsell/Cross sell opportunities

Reduce churn by 30%, revenue by 10%

ABOUT HAPPIEST MINDS

Happiest Minds Technologies Limited (NSE: HAPPSTMNDS), a Mindful IT Company, enables digital transformation for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: artificial intelligence, blockchain, cloud, digital process automation, internet of things, robotics/drones, security, virtual/augmented reality, etc. Positioned as 'Born Digital . Born Agile', our capabilities span digital solutions, infrastructure, product engineering and security. We deliver these services across industry sectors such as automotive, BFSI, consumer packaged goods, e-commerce, edutech, engineering R&D, hi-tech, manufacturing, retail and travel/transportation/hospitality.

A Great Place to Work-Certified™ company, Happiest Minds is headquartered in Bangalore, India with operations in the U.S., UK, Canada, Australia and Middle East.

Centre of Excellence (CoE) of Analytics

Analytics CoE enables organizations in their entire Digital transform journey with our competitive differentiators by delivering innovative AI powered solutions backed up with Big Data capabilities to handle large amount of data storage, real-time / batch data from multiple sources having variety of data such as structured, semi-structured and un-structured data. From providing the consulting led solution blueprinting, identifying the optimal solutions for the business problem, delivering continuous support we provide comprehensive end-end Analytics services to our customers. We have developed multiple frameworks and accelerators to help our customers in their AI journey to achieve top-line growth, bottom line optimization, experience improvement and more.

SUMMARY

Customer experience can be really rewarding, most of the market leaders have won customers by knowing their customer deep skin and creating amazing experience for it's customers. We at Happiest Minds, have led digital and experience transformation for our customers.

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