



A TRANSFORMATIONAL FUTURE-PROOF PLATFORM FOR A LEADING GLOBAL PROVIDER OF CRITICAL ADMINISTRATIVE SERVICES.

ABOUT THE CLIENT

The client provides multi-service professional services to businesses globally, corporates, financial institutions, asset managers, private equity and real estate investors, and family offices. Their clients include more than 60% of the Fortune Global 500 and FTSE 100 and almost half of the top 300 private equity firms. They have over 100+ offices in 80+ countries, with 7000+ employees servicing 8000+ clients.

THE NEED:

The customer needed a transformational future proof platform that would enhance customer experience, business efficiency, insight driven actions, self-service across offerings and business lines around the globe while keeping the core operations untouched. The ability to drive new services & products to provide a seamless customer experience across all global accounts was a cumbersome affair due to several manual processes. And the need to keep up with technology and talent to address business challenges was missing, which was essential to drive dynamic change to be relevant as a business and to connect and collaborate with customers in an effective and secure manner.



THE JOURNEY

Happiest Minds worked collaboratively with the customer. Workshops were conducted to understand the challenges on the ground and expectations from business, using Happiest Minds mindful design thinking framework. The client brought the strategic business context & domain knowledge and Happiest Minds provided the digital expertise around platform engineering, technology, including data, AI/ML/DL, and most importantly the Customer Experience.

We followed a persona driven approach to ensure that we understand not just the users of the platform but the actual people, to better understand their expectations and in turn to ensure the platform adopted and accepted by them. We interviewed different stakeholders and identified around 8 personas for the platform.

Together, the customer & Happiest Minds designed a four-layer platform which at a high level for each business unit had a (i) customer experience layer (ii) service orchestration layer (iii) business logic layer and (iv) data layer.

Leveraging a cloud native microservices based architecture, on top of an elastic and scalable infrastructure, we built an intuitive single digital client platform capable of:



01 Catering to different service lines, yet maintain a unified experience for customer

02 Faster onboarding of customers, eliminating repetitive onboarding

03 Integration with underlying enterprise application using mule soft, to ensure information and document stored in different systems is made available for users on the platform in a fast and secured manner

04 Providing visibility on services to upsell and cross-sell

05 Provide rich actionable insights, powered by a data platform built on azure data factory

06 Rich conversational interface built on AI and ML



THE DIGITAL CAPITAL DELIVERED

01

A Single Digital Client Channel for Enhanced Customer Experience and Engagement

02

Onboarded 700+ entities, across 10 customers, with close to about 100 users

03

Enabled customers with faster and more predictable compliance cycles

04

Increased customer acquisition and faster onboarding

05

Insights & Analytics based decision making

06

Improved scalability, performance, and security

07

Excel in the “local knowledge” with a “global reach”

08

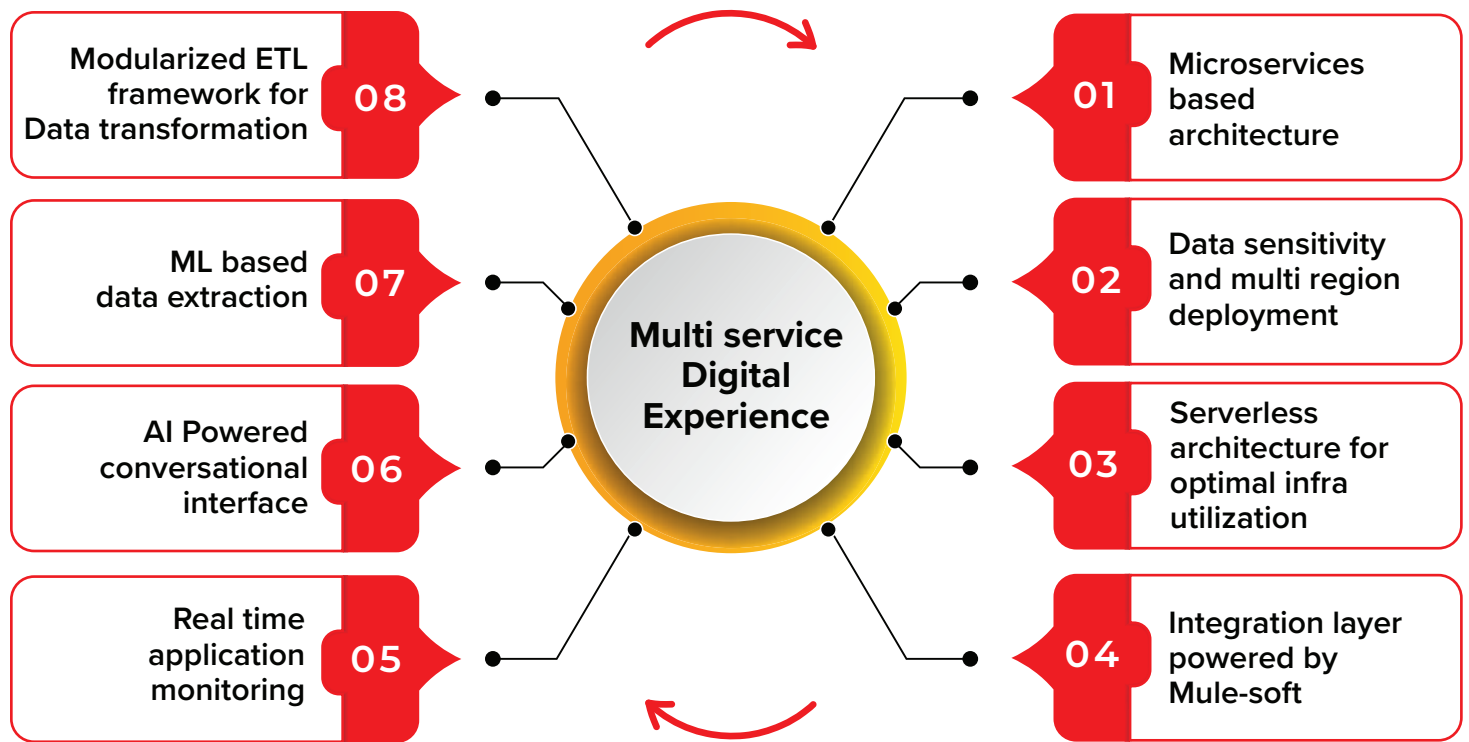
Reduced TCO and sustained business efficiency

09

Delivered a Single Seamless Service to all Business Lines enabled by AI & Automation

10

Leverage Scalable, Multi-Client, Multi-Tenant, Multi-Service Platform architecture to drive business



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.

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