







Customer Experience and Communication Platform Assessment

About Happiest Minds

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

 <p>IPO In September 2020</p> <ul style="list-style-type: none"> • Completing 10 years of existence in Aug 2021 • Strong Management Team & Corporate governance • 4 Lacs+ Investors • Robust growth and profitability 	<p>96% Digital</p> <p>'Born Digital. Born Agile'</p>	<p>93% Agile</p>	<p>180 Active clients</p> <p>53 Fortune2000 / Forbes200 / Billion \$ corporations</p> <p>90% of repeat business</p>	<p>30.7% RoCE¹</p> <p>24.7% RoE</p>
<p>Promoter</p>  <p>Ashok Soota</p>	<p>Mission Statement Happiest People. Happiest Customers</p> <p>SMILES Values Sharing, Mindful, Integrity, Learning, Excellence, Social Responsibility</p>	<p>3,538 Happiest Minds</p> <p>across 7 Countries</p> <p>Diversity 25.2%</p>	<p>Great Place To Work</p> <ul style="list-style-type: none"> • Ranked #21 – India's Best Companies to work for 2021 • Ranked #63 Asia's Best Workplaces 2021 • Top 50 Companies for Data Scientists to Work for 2021 	<p>4.3 rating on Glassdoor</p> <p>#2 for Indian IT Services</p>
   				

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Key Highlights

Happiest Minds Communication Platform will enable the phygital experience to your customer. This platform enables seem less transition from digital experience to phygital experience for your customer. Communication platform will be a good fit for any domain and scenario where customer service/experience comes in picture.

Communication Platform empower sales/customer service agent to handle to customer communication

Empowering & mobilizing
Sales Executive productivity

Enhancing sales experience
by tracking customer
experience & Co-Browsing

Products management
system integration

Bot to handle initial
conversations or calls and
scheduling call back.

Virtual consultations over
One-to-One/ One-To-Many
chat/calls.

An Enhanced
Customer experience
platform
to enable Sales
Agent/Customer with a live
retail sales & broadcast
solution platform comprising
of chat/video/audio
communication



Feature and Tools



Customer/Prospects to initiate a chat/call from website.

Leveraged Azure communication service and the platform provides rich customized user experience with API integration

Platform supports various call types such as VOIP, PSTN, One-On-One, Group call, creating rooms via API and client side SDK.

Supports bringing an expert to ongoing chat or call.

Tracking user interaction over the website via browsing experience.

Tools and Technology

- Azure Communication Service
- Azure app Service
- Azure Bot framework
- Azure Media Service
- Azure Storage

Benefits

- Increasing Sales Executive productivity and customer interaction by providing right recommendation with help of user behavior tracking.
- Helps customer to interact with Sales agent from anywhere without meeting physically.
- Improves Lead generation.

Mindful Thinking Design Framework

7. Roadmap presentation

An optimum and prioritized time-based **implementation roadmap** for new initiatives will be presented to ensure best success outcomes

6. Execution Approach Finalization

Evaluate optimum execution approach for identified **opportunities (collaborate as single Team)**

5. Technology Strategy Definition

- Detailing of technology requirement and **solutioning** to identify requirements across the technology stack (Connectivity, Device, Security, Scalability etc.)
- MVP based scoping approach will be adopted

4. Use Case Deep Dive

Identify **value creation opportunities** and deep Dive on functional and technological requirements and **business benefits**

1. Pre-Assessment Questionnaire

- Identify all **internal and external personas** and create a Pre-Assessment questions aimed at measuring the current state across Operational / Functional and Technology value chain
- The response will help identify the current levels of process excellence and system integrations

2. Stakeholder Discovery Sessions

In-person/ telephonic discussions with identified stakeholders to understand their **journey maps** and to help collaboratively visualize future state of operations and map Target state across Operations, Functions, Technology

3. Findings Review Workshop

- A summary of the findings from Pre-Assessment, Discovery Sessions and Site Visits will be presented
- The findings review aims at presenting the **identified gaps** in transitioning from current state to target state with respect to a digital roadmap



Week 1 & 2

- Conduct interviews with Business stakeholder to understand below business requirement on communication platform and deep dive into below key features requirement-
 - Identifying internal & External Personas, define user journey flow
 - Collaboration between Users
 - Enterprise System integrations
 - Identifying key Non-functional requirements
 - Data analytics & reporting
- Conduct interviews with IT stakeholders to understand current IT infrastructure
- Demonstration of Happiest minds Communication Platform solution accelerator and key features offering from azure communication service

Week 3

- User Journey Mapping & create wireframes
- Document the business requirement
- Compare the business requirement with Azure communication platform and Identify drawbacks/limitations with disclaimers and workaround
- Fitment Analysis with Happiest Minds Communication platform solution accelerator
- Studies on additional tools/services required for the solution
- Create the solution Blueprint

Week 4

- Wireframe & Business Requirement walkthrough with business stakeholders
- Solution blueprint walkthrough with stakeholders
- Define engagement and implementation Strategy

Assessment Deliverables & Outcomes

Deliverables

- Wireframes
- Business Requirement documentation
- Solution blueprint (High-Level Solution Architecture) documentation
- High level engagement & implementation plan

Outcomes

- Assessment of current Communication channels used for customer experience.
- Understanding how modern communication platform helps to improve overall customer experience.
- Roadmap helps to identify implementation steps required to transition from digital experience to phygital experience for customer.

Ask us anything

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