

Fusion AI Talos

Transforming Customer Experience

To succeed today, organisations must offer a supreme customer experience that's driven by agile, efficient processes. Fusion AI Talos enables successful processes that drive key business outcomes, these include:

- Improving the customer experience
- Ensuring data governance, including GDPR and PCI compliance
- Improving service availability
- Increasing efficiency

Let's take a look at each.

Improving customer experience

Today's customers and employees need access your products and services seamlessly across multiple channels. Providing digital services reliably and at pace, with the relevant supporting interaction and care results in a significantly improved customer experience, minimal customer turnover, and increased digital adoption and revenue opportunities.

However, customer journeys aren't simple and linear but a series of handoffs between traditional and digital channels that can vary significantly by customer type, an effective strategy requires an in-depth understanding of what customers truly want.

To excel at the customer experience, start by providing high quality self-service with supporting knowledge your customers need. But where do you begin? Define the answer with AI Talos, which analyses customer engagement to:

- Support Omni-Channel Self Service initiative by understanding customer service journeys
- Expand revenue opportunities with products available via self-service
- Improve quality of service through automated fulfilment
- Align to your customers' expectations, reducing customer turnover
- Offer customers an enriching, frictionless, enabling environment

Imagine applying Fusion AI Talos to an IT or customer service desk. Examining customer conversations, emails, service desk tickets, identification and resolution information, and more, AI Talos quickly provides insight into:

- The channels through which customers interact with the organisation
- The types of requests people make
- The levels of Service Management maturity across geographically diverse user bases

This initial baseline indicates exactly which particular sets of customer journeys are best supported via self-service channels. Now, imagine applying this fast knowledge and plan of action to other areas: supply chains, financial activities, compliance audits, and more. Rolling out a comprehensive omni-channel, self-service experience not only improves the customer experience—it reduces the spending of your cost centre.

Data governance assurance

Organisations are no stranger to industry compliance. GDPR, PCI, and other standards mandate stringent data governance, which, in turn, requires mature data processes. But most companies today are unable to analyse this data due to immature data processes that result in partial or incorrect insights.

AI Talos can analyse historical and real time data, enabling you to:

- Quickly identify and eradicate GDPR non-compliance
- Accelerate Information Security compliance and audits
- Achieve 100% visibility into data protection and privacy
- Minimise ongoing risks

Imagine automating the detection of GDPR non-compliance: AI Talos reviews the data held in any system and, either in real time or historically, determines whether it complies with internal information security standards. No more oversharing personal information, no more lengthy auditing—automated, compliance-aligned decision making enhances your audits, improves your governance, and minimises your risk.

Improving Service Availability

According to Gartner 80-85% of all incidents impacting Service availability are related to changes made to the applications and infrastructure. Many ITIL disciplines have attempted to mitigate the inherent risk of making changes to the infrastructure by introducing Change Oversight, Change Approval Board (CAB) and Software Development Lifecycle (SDLC), User Acceptance Testing (UAT) and other methods. Although these are important risk mitigation functions prior to making changes and before an incident could occur, they do not provide insight into the root-cause of incidents once they occur.

Fusion AI Talos uses the wealth of information held in IT Service Management systems across Incidents, Problem, and Change to automatically correlate incoming incidents with recently or previously made changes.

This helps you to repurpose your precious time: instead of looking for some unknown error that might be tied to a recent incident, you can understand exactly which change correlates with an incident. This ability means you can:

- Dramatically reduce time to perform root cause analysis
- Quickly know—and implement—the remediation plan
- Comply with internal change governance in real time
- Prevent future issues

When an incident renders a mission critical service unavailable, key stakeholders and technical experts gather in war rooms for hours or days to assess the incident's root cause. Imagine the time and resources saved if you could automatically assess all changes to determine which change caused the incidents. No more wasting resources on war rooms. With AI Talos, teams will know instantly which changes are related to the service outage, take the necessary remediation actions, and quickly bring the service back online. This refocused time means the team can carry out accurate incident post-mortem reporting to avoid future incidents.

Increasing efficiency

No organisation can succeed without processes that maintain agility and efficiency. Without these, any good idea will take too long to reach market, and your competition will succeed first.

The most successful organisations are those that are continuously optimising, ensuring efficiency and agility to maximise value. AI Talos supports your continuous service improvement (CSI) programme by identifying areas for improvement, including data quality, data governance, self-service, automation, improving key metrics, process maturity, and more.



The crucial part of any optimisation programme?

Measuring the outcomes. Using AI Talos Fusion has developed a unique managed service offering to analyse your data, provide recommendations on areas for improvement, followed by the implementation of these recommendations. Outcomes of these activities are then measured on a quarterly basis using AI Talos before-and-after analysis that shows exactly how implemented changes impacted key KPIs. For example:

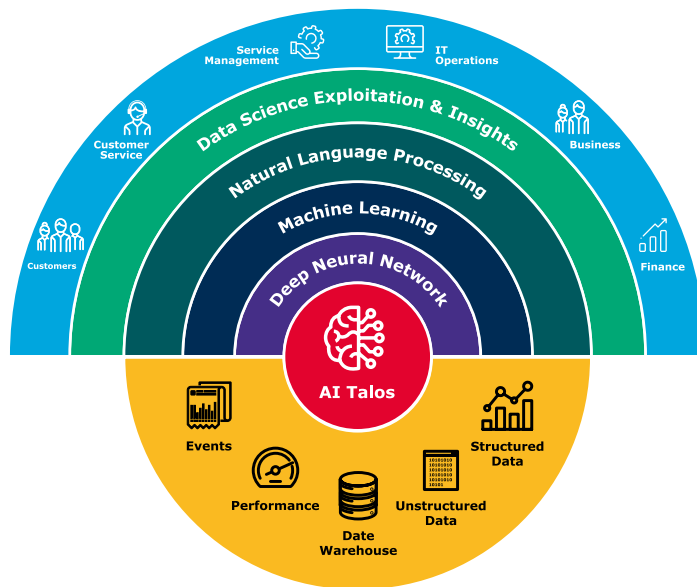
- Optimise Digital Service Management tools to support cost reduction
- Transform your internal processes to increase agility, automation, and time to market
- Reduce mean time to resolution (MTTR) for critical services or customer issues
- Expand revenue opportunities with products available via automation
- Improve change governance
- Define and maintain Service Management tooling roadmap
- Minimise overall operating costs
- Benchmark against industry peers

What is AI Talos?

Created by Fusion, AI Talos is a world leading artificial intelligence and data science platform. Fusion has utilised its core expertise of more than 20 years to develop AI Talos to quickly analyse and distil any data set into actionable insights for Service and Operations Management use cases.

Most organisations can't analyse both structured and unstructured data or handle data in real time—but AI Talos can. Delivered as SaaS or a fully managed on-premise service, AI Talos runs on structured and unstructured data, guaranteeing new data-driven processes yield efficient, positive business outcomes.

[Learn more about how AI Talos works in our technical datasheet.](#)



AI Talos Business Outcomes Summary

Accelerate Digital Service Adoption

- Making self service more relevant by offering more requestable services
- Increasing self service adoption

Reduce Costs

- Identify knowledge gap areas and utilization of existing knowledge
- Drive service improvement across inefficient processes

Improve Customer Experience

- Reducing time to fulfill by empowering self service through automation and improved knowledge utilization
- Offer services relevant to customers and customers' customers

Manage Risk

- Carry out high risk analysis (GDPR, contractual breaches, etc.) across the entire Service Management dataset
- Greater end-to-end visibility across multi-vendor Service Management ecosystems

AI Talos is just the beginning

Key initiatives are crucial to businesses today, but they can easily overwhelm IT professionals: Where do you start? What do you implement? How do you measure? What is missing? Fusion AI Talos defines the path forward.

Ready to see what Fusion AI Talos can learn about your organisation? Get your free AI Talos analysis today. Contact info@fusiongbs.com or +44 2088 144888.

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