# The FIVE STAR Challenge for FINANCIAL SERVICES

**VIA**
AIOps

## Transforming the Customer Experience
**WITH DIGITAL TECHNOLOGIES**

# The Challenge of MORE...

**CUSTOMERS:**
More of them, more diverse and more demanding when it comes to SERVICE

**CLOUD:**
Hybrid cloud, multi-cloud

**CONNECTIVITY:**
Wifi, wireless, 5G

**COMPLEXITY:**
Containers, data mesh and edge

**CUSTOMER DEMANDS based on age, income, financial goals—all rely on mobile access.**

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# The FIVE STAR Culture:

**Expectations for continuous, uninterrupted service is more intense**

As banks and insurers implement more digital services, customers are scoring response time to service impacting issues.

## SERVICE ASSURANCE REQUIRES . . .

- Consistent focus on **client needs**

- **Processes** that keep pace with the **big** and **complex** nature of digital projects

- **Implementation of AI and machine learning** to accelerate resolution of performance issues.

- **Exceptional talent management** to improve staff retention.

### LEAVE US A REVIEW
★★★★★

**Focus on the ONE METRIC you can do something about: MTTR**

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# VIA AIOps – Reduces MTTR

## BY 40% OR MORE BY UNIFYING OPERATIONS

**VIA Breaks Down SILOS: The problem with silos is they constrain operational productivity and create a lot of NOISE. VIA AIOps** monitors across tech stacks and between application domains. VIA eliminates independent teams chasing symptoms – when the root cause lies outside their visibility and control.

**VIA Monitors for and detects faults** impacting the service experience.
**VIA Determines the root cause** from the symptoms – FASTER.
**VIA Defines severity of impact** and isolates the affected customer population.
**VIA Prescribes the next best action** for service incidents.

### RESULTS:

You know about **service impacting issues – BEFORE** customer calls reach the contact center.



**OBSERVE**
*Ingest, Enrich & Structure Massive Real-Time Data Feeds*

**ANALYZE**
*Detect Anomalies in Metric Streams, Correlate Anomalies & Alerts,
Evaluate & Prioritize*

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**ACT**
*Identify Likely Cause,
Trigger Automated Actions,
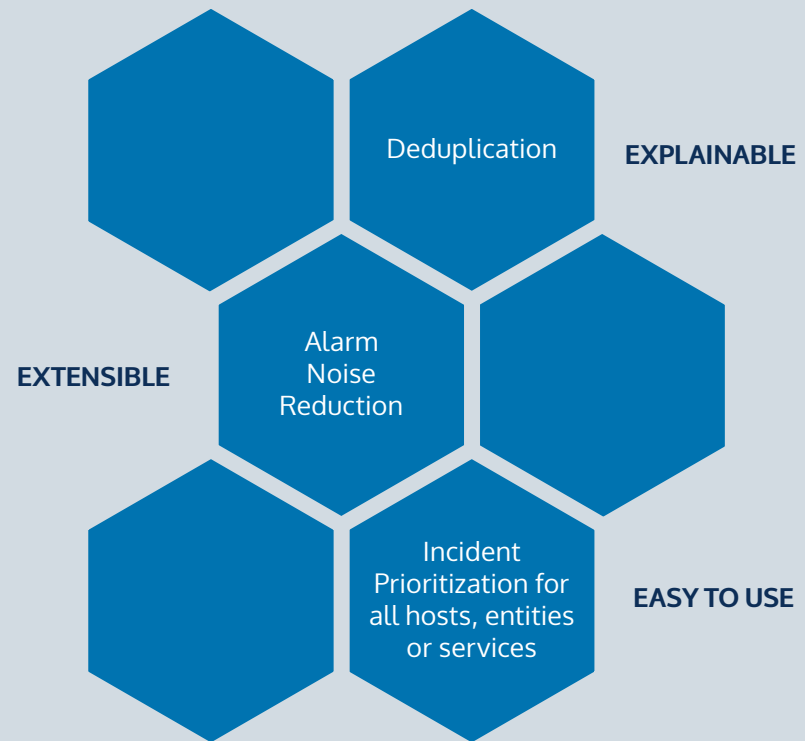Alert Responsible Parties*

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# Achieve MTTR Targets

## ONE CLIENT EXPERIENCED 99% ALARM NOISE REDUCTION ON DAY ONE

Artificial intelligence and machine learning embedded within VIA's out of the box algorithms.

**250,000**
system-generated issues

**664** ⓘ

**474**

**149**
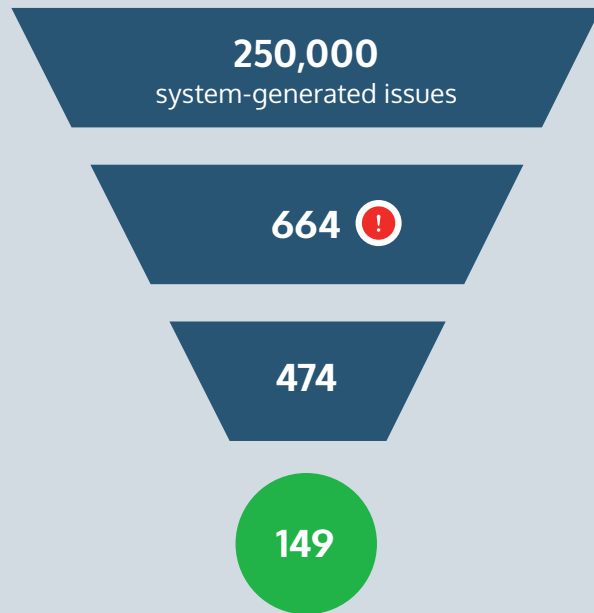
Competitive solutions would have engineers working on 664 issues **– with VIA engineers work on only 149 issues!**

Deduplication

**EXPLAINABLE**

**EXTENSIBLE**

Alarm Noise Reduction

Incident Prioritization for all hosts, entities or services

**EASY TO USE**

VIA AIOps

# Financial Services Firms
# TRUST VIA AUTOMATION

**Digital fingerprinting and relevance ranking** increase trust in suggested automation. VIA provides a feedback loop which enables engineers to determine and take remediation action faster.

DIGITAL FINGERPRINTING → RELEVANCE RANKING → FEEDBACK LOOP

## WHY DO AUTOMATION PROJECTS FAIL?  NO TRUST IN THE AUTOMATION.

**Trust in automation** is grounded in information rich incidents reflecting probable root cause, key symptoms, impacted populations plus basic information like duration and severity.

**VIA automation** models come with out of the box algorithms and use **digital fingerprinting** to enrich the data. The **relevance ranking** trains the algorithms - making them smarter. The automation **feedback loop** improves as the algorithms gets smarter.

How does VIA AIOps build TRUST?

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# Trustworthy Automation

## ARTIFICIAL INTELLIGENCE

- Users provide feedback on incidents by voting 👍 or 👎 using a dialogue box – the **VOTING** is applied to the incident.

- **DIGITAL FINGERPRINTING** counts the number of people that evaluated the incident (thumbs up or down). The accumulated data is used to create a **RELEVANCE RANK.** Relevance ranking is used to train the algorithm –making it 'smarter'.

**Digital fingerprinting and relevance ranking enable trustworthy automation.**

## HUMAN INTELLIGENCE & AUTOMATED REMEDIATION

**THE FEEDBACK LOOP:** When a previous incident looks similar to a new one; engineers can review the actions taken in the previous case. Specific actions taken on similar incidents gives the engineer the opportunity to take the same action.

**The feedback loop reduces the effort and time required to improve the accuracy of machine learning – enabling faster, trusted automation.**

### VIA AIOps Feedback Loop
Combines Human **AND** Artificial Intelligence

| CONTINUOUSLY IMPROVING ACCURACY | ENABLING AUTOMATED ACTION |

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# Achieving MTTR KPIs

**MTTR = MEAN TIME TO REPAIR**

Banks prevent errors from impacting your available balance.

Service operations can't prevent network and systems errors but can consistently **improve response and repair time.**

**Positively Impact the CUSTOMER EXPERIENCE**

**Earn 5 STARS!** ⭐ ⭐ ⭐ ⭐ ⭐

- Avoid functional silos found in IT: They limit effectiveness and add critical hours to repair and restoration of service

- Minimize manual processes: Relying on human intelligence alone is prone to errors and actions are time consuming

- Implement machine learning and prioritize automation: This accelerates fault determination and remediation

**AI for Operations – or AIOps – combines human and machine intelligence to achieve optimal MTTR.**

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## ABOUT VIA AIOPS

VIA AIOps is a next generation AIOps application that enables intelligent automation across all layers of service delivery to improve the customer experience and optimize operations. VIA AIOps provides total ecosystem observability, and explanatory AI to increase confidence in automation. VIA AIOps delivers noise reduction, correlation, and intelligent automation across operational silos to enhance customer experience and reduce operational cost by enabling more rapid issue detection, mitigation and resolution.