

# Wizu Prism



AI-POWERED CUSTOMER FEEDBACK ANALYSIS FOR MICROSOFT  
ECOSYSTEM

FUSION SOFTWARE LIMITED



## **Wizu Prism**

### **Transform Customer Feedback into Actionable Intelligence**

#### **PRODUCT OVERVIEW**

Wizu Prism is an AI-powered solution for Customer Experience (CX) text analytics, designed specifically for the Microsoft ecosystem. Leveraging advanced AI technology, Wizu Prism analyzes customer feedback data, transforming scattered comments into organized, actionable insights.

#### **The Challenge:**

CX professionals are drowning in feedback data but struggling to extract meaningful insights. Traditional analytics tools require extensive setup, training data, and technical expertise.

#### **Our Solution:**

Wizu Prism's AI-native approach provides immediate, in-depth analysis of customer feedback with no training or complex setup required. Our hierarchical model organizes insights into practical, business-focused categories that drive action.

#### **Built for Microsoft Users:**

Designed for seamless integration with the Microsoft ecosystem, Wizu Prism offers familiar interfaces, robust security, and effortless deployment through Azure Marketplace.



## KEY FEATURES & BENEFITS

### **Unique Three-Tiered Hierarchical Model**

- **Themes, Sub-themes, and Scales:** Automatically organizes feedback into a consistent, three-tiered structure
- **Contextual Understanding:** AI recognizes sarcasm, implied meaning, and emotional nuance
- **Transparent Analysis:** "White-box" approach shows reasoning behind classifications

### **Focused NPS and Survey Analysis**

- **Purpose-Built for Feedback:** Specifically designed for NPS responses and simple survey answers
- **Zero Training Required:** Works immediately with no setup or training data needed
- **Insightful Analysis:** Extracts meaningful patterns and priorities from customer comments

### **Smart Prioritization**

- **Evidence-Based Recommendations:** Backed by specific customer quotes and data
- **Impact Assessment:** Evaluates business importance, competitive positioning, and customer segments
- **Time-Horizon Planning:** Organizes actions into short, medium, and long-term priorities

### **Clear Visualizations**

- **Intuitive Hierarchical Views:** Explore feedback categories and patterns easily
- **Touchpoint Summaries:** Identify opportunities and pain points at a glance

### **Microsoft Integration**

- **Microsoft Entra ID:** Seamless authentication and user management
- **Enterprise-Grade Security:** Meets Microsoft security standards
- **API-First Design:** Easy integration with your existing Microsoft applications



## TECHNICAL SPECIFICATIONS

### Platform Compatibility

- **Deployment:** Microsoft Azure Cloud
- **Authentication:** Azure Active Directory
- **Browser Support:** Microsoft Edge, Chrome, Firefox, Safari

### Security & Compliance

- **Data Protection:** All data encrypted in transit and at rest
- **Privacy-First Design:** PII is stripped and brand names optionally removed prior to AI processing
- **Data Control:** Your data is never used to train AI models
- **Compliance:** GDPR compliant

### Integration Capabilities

- **API Access:** RESTful API for seamless integration
- **Data Import:** CSV upload or direct API connections
- **Flexible Input:** Works with various survey platforms and feedback collection methods

### Data Processing

- **AI Engine:** Powered by advanced AI models for comprehensive analysis
- **Processing Speed:** Results typically available within minutes
- **Language Support:** Multiple languages supported for feedback analysis



## PRICING PLANS

### Free Trial

- **Responses:** Up to 250 monthly responses
- **Features:** Core AI analytics features
- **Duration:** Risk-free exploration of platform capabilities
- **Ideal for:** Evaluating the platform before commitment

### Starter - \$199/month

- **Responses:** Up to 600 monthly responses
- **Features:** Core AI analytics features and prioritization tools
- **Price per response:** Approximately \$0.33
- **Ideal for:** Small teams beginning their CX journey

### Growth - \$499/month

- **Responses:** Up to 2,000 monthly responses
- **Features:** Enhanced multi-user support and additional data integrations
- **Price per response:** Approximately \$0.25
- **Ideal for:** Expanding businesses with growing feedback volume

### Scale - \$999/month

- **Responses:** Up to 5,000 monthly responses
- **Features:** Maximum AI analytical capabilities for deep insights
- **Price per response:** Approximately \$0.20
- **Ideal for:** Organizations with large feedback volumes requiring advanced analysis



## IMPLEMENTATION & SUPPORT

### Onboarding Process

1. **Account Setup:** Instant access through Azure Marketplace
2. **Data Import:** Upload existing feedback or connect to feedback sources
3. **Initial Analysis:** First insights available within minutes
4. **Customization:** Refine views and priorities to match business needs

### Support Options

- **Documentation:** Comprehensive knowledge base and user guides
- **Email Support:** Available on all plans
- **Chat Support:** Available for Growth and Scale plans
- **Dedicated Support:** Available for Scale plan customers

### User Resources

- **Documentation:** Essential guides to help you get started
- **In-App Guidance:** Intuitive interface with helpful prompts
- **Email Support:** Responsive assistance when you need it

## CONTACT INFORMATION

For additional information or to schedule a personal demonstration:

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