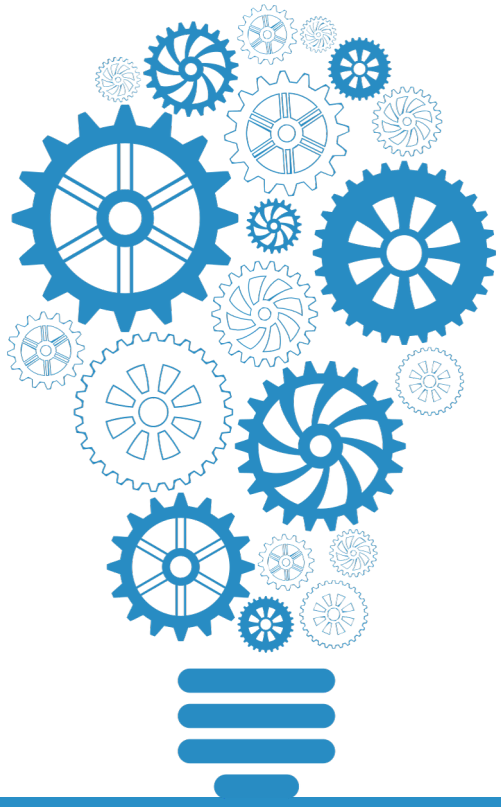
CRUSHBANK

Solutions Brief

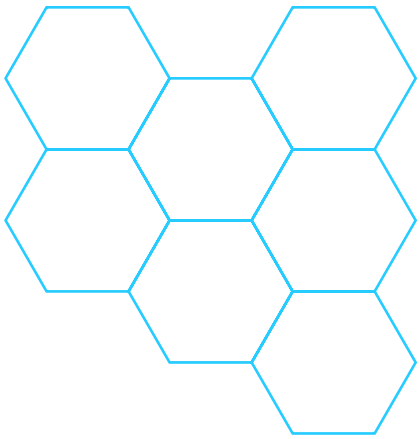
CrushBankAutomations for IT Support

Overview

CrushBank is revolutionizing how Managed Service Providers (MSPs) and IT departments deliver IT support by providing a series of smart tools designed to work from your own data, rather than relying on generalized or Internet-sourced information. This approach ensures that every automation—from ticket classification to time budgeting, and issue prioritization—is highly tailored to your specific needs. CrushBank's automation suite addresses some of the most critical and time-consuming tasks in IT support, helping support teams work more efficiently, improve ticket handling, and reduce manual labor.



SmartClassifier:
Streamlining Ticket Classification



CrushBank's SmartClassifier is a cornerstone of its automation suite. It addresses the challenge of manual ticket classification, a time-consuming task that often eats into valuable technician time. Typically, technicians must read through tickets, understand the issues, and then categorize them using specific ITSM fields. This manual process is prone to inconsistency, errors, and delays.

SmartClassifier automates this by using natural language processing (NLP) and AI to read through incoming tickets and categorize them automatically, based on the content of the ticket and historical ticket classifications. The system doesn't simply apply a one-size-fits-all model; it adapts to how your company has classified tickets in the past. For example, it understands ticket subtleties, such as custom classifications that your business might use to describe certain recurring issues or hardware-specific problems. It is also reclassifies the ticket again after the work is completed, to reflect differences in the actual work done as compared to the original ticket description.

The best part? SmartClassifier gets smarter over time. The system is continuously refined during an initial four-week optimization process. In the first week of deployment, the AI begins with an initial accuracy of around 65%, using your past data to classify new tickets. However, as technicians review and correct classifications, this feedback is integrated back into the model, leading to a rapid improvement in accuracy. By the end of the refinement period, classification accuracy can reach upwards of 90-95%, drastically reducing the time technicians spend managing ticket categories.

> *We trust CrushBank's SmartClassifier for our ticket classification, at both the beginning and end of ticket resolution. In fact, our Dispatch team no longer does any classification tasks themselves, as CrushBank takes care of it automatically. This has created direct time savings for us.*
>
> *MSP talking about CrushBank*

Auto Budgeting: Improving Time Management

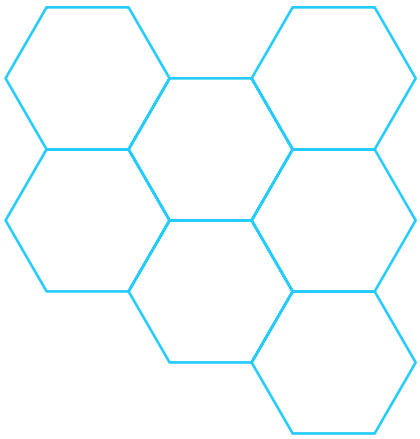
CrushBank's auto budgeting feature is designed to tackle one of the most unpredictable elements of IT support—time estimation. Typically, estimating how long a support ticket will take to resolve is based on educated guesses, leading to discrepancies in resource allocation and client expectations. In fact, the time budget field is often not filled out by the technician at all, as they see little value it for them. But for the company, it's critical to understand the time that a task should take and then compare that with the actual time taken. This feeds in to reviews of work efficiency by technician and for the service desk overall.

Auto Budgeting generates accurate time estimates based on your past tickets of a similar nature. This feature leverages historical ticket data from the private data lake built for you by CrushBank to forecast how long a particular ticket should take to resolve. By providing more accurate time estimates, auto budgeting allows MSPs to improve their planning processes, ensuring that high-priority tickets receive the attention they need and technicians aren't overbooked.

With Auto Budgeting, MSPs can make data-backed decisions about how to allocate time and resources, ultimately improving client satisfaction through more reliable delivery timelines and a smoother workflow.

> *CrushBank has positively impacted our service delivery process by helping us apply the ITSM model to ticket classification and better predict ticket time budgeting.*
>
> *MSP talking about CrushBank*

Ticket Prioritization: Focusing on What Matters Most



CrushBank's ticket prioritization feature ensures that your team is always working on the most critical tasks first. One of the challenges MSPs face is triaging support requests when volumes are high. Without a solid prioritization system, it's easy for high-urgency issues to get lost among less pressing tasks, leading to frustrated clients and prolonged downtime.

The ticket prioritization tool evaluates incoming tickets based on factors such as client urgency, issue complexity, and business impact. By analyzing historical ticket data, it automatically assigns priority levels, allowing your team to focus on the most urgent issues first. This automation not only helps in managing workloads more effectively but also ensures that clients with more pressing needs receive prompt attention, improving service delivery.

This automation reduces the need for technicians to manually assess and assign priorities to each ticket, giving them more time to focus on solving problems rather than managing them. This streamlined prioritization leads to a more organized and efficient support environment, which is essential for keeping clients happy and ensuring their systems remain operational.

> *The biggest things that I'm excited about are CrushBank classifying, budgeting and prioritizing tickets for us. Being able to put averages on things like PC deployments and see what the outliers are and where we might need training from engineers, or where a ticket went awry that took too long, are really keys for us moving forward.*
>
> *MSP talking about CrushBank*

Issue and Resolution Summarization: Making Data More Accessible

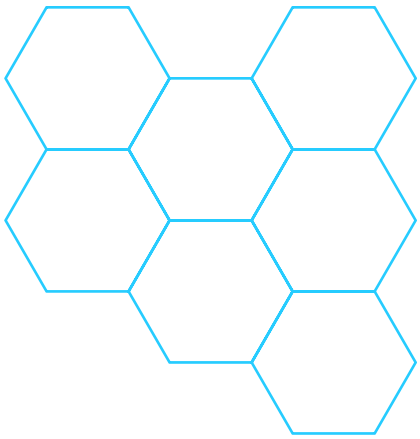
Another critical aspect of CrushBank's automation toolkit is issue and resolution summarization. These features tackle the common problem of overwhelming documentation. When technicians open a ticket, they often face long descriptions filled with client details, technical specifications, and troubleshooting steps that can be difficult to parse quickly. Similarly, after an issue is resolved, documenting what happened can be a labor-intensive process.

CrushBank automatically generates concise summaries of both the initial ticket issue and its resolution. These summaries offer a clear, high-level view of what the ticket is about and how it was addressed, allowing technicians to get to work faster without needing to sift through pages of details. For managers, the resolution summaries provide a quick way to review performance and ensure that resolutions meet client expectations. The system can be trained to customize the language used. For example, if a technician writes "I Googled the problem" you can train the system to say "I researched the problem" if that's more appropriate for something that goes to your client.

These summaries are not only valuable in real time but also create a robust record for future reference. If similar issues arise later, technicians can quickly refer back to these summaries for guidance, helping improve the efficiency of future resolutions and ensuring continuity in case the same problem reoccurs with a different technician or client.

> *We implemented CrushBank specifically to improve our service delivery level and client satisfaction. The impact was immediate and meaningful.*
>
> *MSP talking about CrushBank*

Continuous Improvement: The AI Feedback Loop



CrushBank's automation features aren't static—they improve over time through a continuous feedback loop that involves your technicians and managers. From the initial deployment of SmartClassifier to the ongoing refinement of ticket prioritization models, CrushBank is designed to evolve with your needs.

As your technicians interact with the system correcting misclassifications CrushBank takes this feedback and integrates it into its models. This learning process ensures that the system becomes more accurate and efficient as it gathers more data and refines its algorithms based on real-world usage. In essence, CrushBank's AI tools grow alongside your MSP, adapting to your business as it evolves and ensuring that the automations it provides remain relevant and effective.

Why ChatGPT and CoPilot Fall Short for MSP Needs

When it comes to ticket classification and budgeting, generic AI models like ChatGPT or CoPilot fall short in providing meaningful solutions for MSPs. These models are trained on publicly available datasets, meaning their understanding of tickets, time estimates, or workflows is based on broad, general information that doesn't necessarily reflect the unique challenges of IT support.

In contrast to CrushBank's proprietary system, which works from your MSP's private data lake, ChatGPT and CoPilot don't have access to your specific ticket history, client requirements, or internal processes. As a result, their suggestions for ticket classifications or budgeting will be based on generic industry knowledge that may not be relevant to your specific operations. For instance, a time estimate provided by ChatGPT might be based on common industry trends rather than the actual time it took your team to resolve similar issues in the past.

Similarly, these general-purpose AIs struggle with ticket classification. While they can understand broad categories, they lack the nuance to correctly classify tickets according to your MSP's particular systems, terminology, or client demands. Without access to your historical data, they may misclassify tickets, leading to inefficiencies and increased time spent correcting errors.

While tools like ChatGPT or CoPilot are useful for certain tasks, they simply don't offer the depth or customization required to make meaningful improvements to an MSP's operations. CrushBank, on the other hand, is purpose-built for MSPs, using your own data to deliver precise and contextually relevant automations that can significantly enhance your workflows and customer satisfaction.

Fully Customizable to Your Needs

One of the major advantages of CrushBank's solution is its high degree of customizability. While the system offers powerful out-of-the-box automation, it also allows you to tailor features like SmartClassifier to your unique business needs. For example, you can adjust ticket categories, types, subtypes, and items to reflect your internal terminology and organizational structure.

Additionally, auto budgeting and prioritization models can be fine-tuned based on the specifics of your business. This means that CrushBank's automations aren't just helpful—they're fully integrated into your MSP's way of doing business.

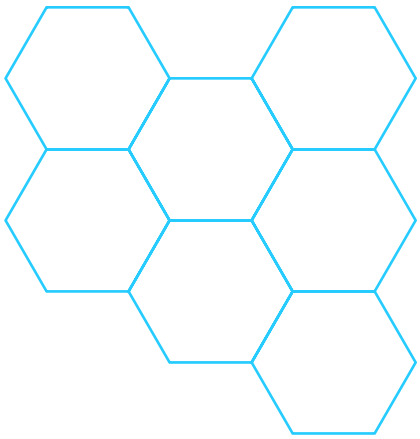
CrushBank and RPA –A Powerful Combination

CrushBank and MSP-focused Robotic Process Automation (RPA) systems are complementary tools. CrushBank is not an RPA systems, but it drives accurate classification, prioritization, and summarization, ensuring that the data feeding into an RPA system is accurate and contextually relevant. This high-quality, well-organized data is essential for RPA to function effectively.

RPA systems, which automate repetitive, rule-based tasks such as ticket creation and workflow transitions, rely on accurate underlying data to perform these tasks successfully. CrushBank provides the clean, well-structured data that allows RPA systems to operate smoothly and with greater accuracy, making both systems stronger when used together.

CrushBank enhances data accuracy and understanding, which enables RPA to automate workflows more effectively. Together, they offer a powerful automation solution for MSPs.

Data Enrichment:
The Key to Effective Automations



CrushBank's focus on data enrichment ensures that automations run on accurate, reliable data, enhancing the effectiveness of your workflows. Enriched data improves the quality, consistency, and completeness of your ticketing system, allowing automations to operate more efficiently. Here's how data enrichment empowers the key automations and workflows that you may be using through your ITSM/PSA or an RPA tool.

Accurate Ticket Assignments	With enriched data, tickets can be automatically assigned to the correct person or pod based on expertise, availability, and workload. This ensures faster and more accurate routing of support requests.
Effective Ticket Escalations	You can drive escalations based on enriched data, such as SLA thresholds or client impact, ensuring critical issues are escalated promptly and handled by the right team.
Triggering Emails and Notifications	Accurate data can trigger emails or alerts in your workflow system, keeping stakeholders informed throughout the ticket life cycle. Notifications reach the correct people with relevant information, enhancing communication.
Running Scripts	Enriched data allows automated scripts to run correctly for common issues, reducing technician workload and speeding up resolution. The system recognizes recurring problems and applies the right fix automatically.
Creating New Tickets	RPAs can generate new tickets when needed, such as when resolving one issue uncovers another. With enriched data, these tickets are properly categorized and prioritized from the start.
Changing Boards	You can automate moving tickets between boards with RPA, ensuring they reach the right teams. This improves workflow management and reduces manual ticket handling.
Applying Templates	Applying pre-built templates based on specific ticket criteria ensures consistency and adherence to processes, reducing variability and improving service quality.

CrushBank's data enrichment ensures that every automated task operates with precision. This enhances your MSP's efficiency, improves service quality, and ultimately leads to faster, more reliable IT support.

The Key CrushBank Differentiator

Built on Your Data

CrushBank's approach stands out because it operates using your own data as the foundation. This is critical because IT support is often deeply tied to specific customer needs, system configurations, and historical issues that don't fit neatly into general categorizations. CrushBank securely leverages your proprietary dataset, meaning the AI becomes progressively better at classifying tickets, predicting time estimates, prioritizing tasks, and summarizing issues and resolutions based on how your team has worked in the past.

This use of internal data contrasts with many AI solutions that are trained on information from the web, which can result in irrelevant or inaccurate predictions. By grounding its models in your specific context, CrushBank ensures that the decisions and predictions it makes are not only accurate but also reflective of how your organization operates.

Automation That Drives Success

At its core, CrushBank's automation suite is about enabling support organizations to work smarter, not harder. By automating key processes like ticket classification, time estimation, prioritization, and summarization, CrushBank reduces the manual workload on your team, allowing technicians to focus on resolving issues faster and more efficiently.

This not only improves internal operations but also enhances the client experience. With more accurate time estimates, better-prioritized tasks, and clear communication through issue summaries, your clients receive faster, more reliable service. This, in turn, strengthens client relationships and ensures your operation can scale effectively without sacrificing service quality.

In IT support, the difference between success and failure often comes down to small enhancements in efficiency. By integrating CrushBank into your technology stack, you give your team the resources they need to stay ahead of the curve, all while benefiting from automation that is built on your data and designed to grow with your business.