



FUSE UNIVERSAL

FUSE LEVERAGES INTELLIGENT SEARCH TO ENHANCE
NEXT GENERATION LEARNING PLATFORM

“Pureinsights are search engine experts and that’s why we chose to partner with them. They have helped differentiate the Fuse Learning and Knowledge Platform by allowing us to provide a superior search experience to our customers.”

Steve Dineen, Founder and President, Fuse

Introduction to Fuse

Fuse is a global learning solutions company headquartered in London. The Fuse Learning and Knowledge Platform connects people with the knowledge and expertise they need to improve their skills and perform. Used by over 150 progressive organisations worldwide, Fuse sparks active engagement for deeper learning experiences that ignite people’s performance.

An opportunity to differentiate and delight customers

Fuse recognised that improving the quality of customers’ search experience presented a key opportunity in terms of both product differentiation and customer retention. “The need to provide the very best possible search is critical to our customer needs and to what we are trying to achieve at Fuse with regards our vision for the future of learning at work,” says Steve Dineen, Founder and President. “We needed a partner that could educate us in the art of the possible and help build our roadmap for the future.”

At a Glance

Customer:

Fuse Universal

Industry:

Software Developer

Geography:

London, UK

Function:

Learning Solutions

Business Challenge:

- Lack of internal search expertise
- Accuracy of existing search engine
- Understanding the art of the possible

Solution:

- Search engine replacement
- Data acquisition and content processing framework
- Search engine scoring

Outcomes:

- Increased customer satisfaction
- Accelerated time-to-value
- Competitive advantage
- Customer retention

A new search engine and content processing framework

Phase one saw the replacement of a SOLR based search sub-system with Elasticsearch. Plus, the addition of a data acquisition and content processing framework that allows Fuse to connect the search platform to virtually any content source. "The ability to add third party content connectors is extremely important," adds Dineen. "Bringing in content from providers such as LinkedIn and then personalising this for a customer's needs is a key part of Fuse's future strategy."

Applying Artificial Intelligence (AI) services

In addition, the open architecture of the framework supports the integration of modern AI tools. These AI tools, including Machine Learning and Natural Language Processing, can be used to enrich content with additional metadata and provide a future functionality roadmap that includes features such as voice-to-text, text-to-voice, and even image search.

An enriched and enjoyable search experience

A search engine scoring system was used to improve search relevancy. This scientific and methodical approach helps answer the simple question 'how well is search performing?'. Dineen explains: "We needed a non-biased way of measuring how well the search was performing in order to make adjustments and tune the engine so that users' get high quality relevant information in their search results. Engine scoring was ideal for this."

Google-like functionality

The search engine refresh and addition of the content processing framework has given Fuse's learning and knowledge platform a new competitive edge. "The enhanced search functionality has been well received by our customers," continues Dineen. "And going forward we want to further extend search to include Google-like functionality such as Q&A, FAQ and extractive answers."

"We have built a strong and strategic relationship with Pureinsights. The team is responsive and willing to help in all areas of our business, including the building of demonstration material and providing assistance with client workshops and pitches."

Steve Dineen, Founder and President, Fuse



About Pureinsights

Pureinsights has deep expertise in building search applications using conventional search engines. Now we want to take you "Beyond Search", using knowledge graphs, machine learning, and natural language processing to build enterprise search applications that better understand user intent to deliver answers users want. "Just make it work like Google." www.pureinsights.com

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