Media Release

Talisman and Monash Business School collaborate on cognitive and behavioural analytics to improve customer experiences

Melbourne, Australia – 8 June 2017 -- Talisman Telecom (Talisman) and Monash Business School (MonBS) today announced that they will work together to develop new and innovative methods to analyse user behaviours and preferences when communicating and interacting with businesses across multiple voice and data communication channels.

This research team will work with leading businesses to explore R&D and commercial opportunities that result from the collection and analysis of high volumes of engagement and interaction data between businesses and their prospects and customers.

Talisman will contribute technology, infrastructure, and technical expertise. MonBS will contribute research expertise, data scientists and consulting services.

At the announcement, Associate Professor Yelena Tsarenko, Deputy Head of Department of Marketing noted at Monas Business School, "Talisman has the technology, infrastructure, and expertise to gather meaningful amounts of multi-channel interaction data from our business partners. Monash Business School can then apply our world-leading expertise in data analytics and predictive modelling to better understand consumer behaviour, identify best-practice, and identify potential competitive advantage."

Talisman's Mr Ananda Rao said, "Partnering with Monash Business School, among the world's leading business schools, will allow us to enhance user interfaces and workflows of our communications-enable business processes and thus provide improved customer experiences across any business voice or data communication channel."

About Talisman

Talisman is a unified cloud and mobile communications company which specialises in the design, deployment, and operation of a portfolio of cloud-based communications-enabled business processes (CEBP) that are provided to end users through telecom carriers and service providers globally. As a result, a significant volume of anonymous multi-channel buyer/seller engagement and interaction data can be readily collected.

About Monash Business School

Monash Business School is one of the region's leading business schools and is among 1% of business schools globally to achieve the 'Triple Crown' accreditation. Monash Business School's Department of Marketing enjoys national and international recognition for its research expertise with extensive experience in cutting-edge research projects using a wide range of methodologies and analytical tools. Areas of expertise include designing and undertaking complex research projects with specific focus on data analytics; statistical methodologies and analysis, including predictive modelling and big data analysis; and domain expertise in retailing and services marketing.

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