

## Fact360 launch a new side of their business; Health & Wellbeing and introduce Fountain Partnership as their first client

### SUMMARY

Fact360 is well known in the market for utilising Artificial Intelligence (AI) and Machine Learning (ML) technology to analyse the communication network (i.e. emails/live chats) to uncover critical information to an organisation or investigation.

Fact360 has launched a new side to their business, which focuses on the health & wellbeing of individuals and teams within organisations. Fact360's leading-edge technology looks at how employees communicate with each other through five key elements to support and enhance the results of face-to-face interviews and online surveys;

- Work-life balance
- Collaboration
- Sentiment
- Responsiveness
- Participation

### The Background & Process

Fountain Partnership is a digital marketing agency based around the UK and in North America. They understand that as a service-based business, the best way to deliver exceptional work is to ensure that their expert team members have the autonomy, support and working environment that they need to thrive. They also recognise that wellbeing isn't just good for people; it's good for business too. The excellent work that they produce for clients, helping them achieve their ambitions through digital growth, is driven by their culture, values, and commitment to wellbeing throughout their business.

Alice Rose, Managing Director, said: *"As a data-driven marketing agency, with a passion for our culture, we leapt at the chance to use data intelligently to access and inform decisions about wellbeing within our business".*

Fountain Partnership had a basic understanding at the start of the process with Fact360, but throughout, they have learned more, day by day.



## Fountain



Improve understanding of workforce's behaviour providing need to read or understand messages



Generate wellness insights using communication flows without the need to read or understand messages



Key individuals, events and documents identified within weeks



Objective analysis of organisational wellness

**"WE FORESEE THIS TECHNOLOGY BECOMING AN ESSENTIAL PART OF PUTTING WELLBEING AT THE HEART OF HOW WE WORK!"**

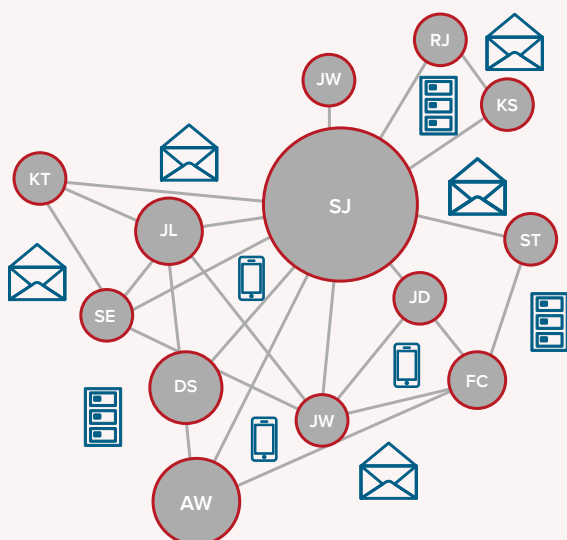
Alice Rose,  
Managing Director  
Fountain Partnership



Alice continues: *"We're extremely grateful for the insight provided to us by Fact360 for Wellness. The platform has fast become an important tool in ensuring wellbeing, collaboration and smooth communication throughout our business - which is vital in delivering exceptional services and producing outstanding results for our clients."*

Using Fact360's technology, Fountain can back up the more personal information they can gather about how individuals and teams are working together and communicating, which helps them see where

any issues may arise across their team members. It also helps them review their history, enabling them to benchmark and identify potential 'red flags' for the future.



Andy Slater, Commercial Director at Fact360, said: *"It's been a pleasure helping Alice and her team work better together. We provide customisable dashboards so Alice can better understand*

*her workforce's behaviour. Since the pandemic struck, the work-life balance has become more of a concern in organisations, and our technology can help understand this"*.

To find out more about how we can help you manage the wellbeing of your organisation and, most importantly, employees, get in touch.

## ABOUT FACT360

FACT360 is a UK company pioneering the use of AI and unsupervised machine learning to help organisations find critical information that exists within their communication flows.

Underpinned by leading edge academic research, its practical solutions generate results that are impossible to achieve in other ways.

Established in 2017, FACT360 is widely used in fraud and insider threat investigations and applies the technology more broadly through solutions such as 'Prestige'.


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## ABOUT FOUNTAIN PARTNERSHIP

Fountain is a global award-winning digital agency based around the UK and in North America. They uncover growth opportunities at every stage of the marketing funnel.

They've been helping partners reach new levels of success for more than ten years.



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