

CRM MODULES

COMPLEXICA

CUSTOMER OPPORTUNITY PROFILER

Dynamically segment and prioritise customers
Predict wallet share and customer opportunity value
AI-driven recommendations on next best conversations

CUSTOMER RELATIONSHIP MANAGEMENT

Leverage 'touchless' data entry
Recommendations and actionable insights for users
Record keeping, pipeline and opportunity management



ORDER MANAGEMENT SYSTEM

Leverage AI-driven recommendations for dynamic pricing, cross-sell & up-sell
Increase basket-size
Improve average gross margin per order