



COMPLEXICA

“Touchless” CRM

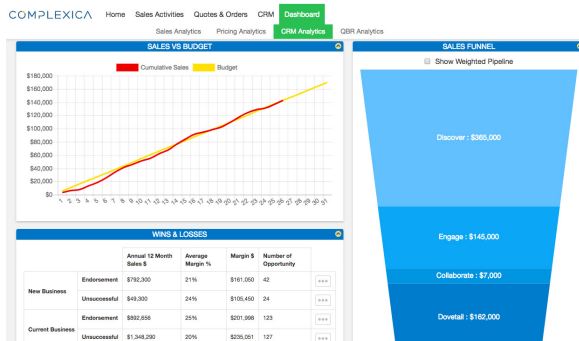
Increase return on sales resources

ABOUT COMPLEXICA

Complexica is a leading provider of Artificial Intelligence software for optimising sales, marketing, & supply chain decisions. We were founded upon the research of several world-renown computer scientists, and have developed an award-winning Artificial Intelligence platform called Larry, the Digital Analyst® that powers our enterprise software applications. Larry the Digital Analyst® was named Australian Innovation of the Year in 2018 by the Australian Information Industry Association.

WHO USES “TOUCHLESS” CRM

Some of the largest Australian B2B organisations including: **Haircare Australia** (distributor of professional hair care products, salon supplies, and hairdressing equipment with over 10,000 customers and a product range of almost 20,000 SKUs), **Bunzl Australasia** (distribution and outsourcing company with 10,000 customers and 40,000 SKUs), **Polyaire** (wholesaler and distributor of air conditioning products with 27 distribution centres across Australia).



- Increase yield on sales resources
- Automate customer & prospect research
- Increase share of wallet
- Personalise customer conversations

What “Touchless” CRM does

Complexica’s “Touchless” CRM provides a single view of each customer, a historical record of all interactions, and a variety of reports, alerts, and notifications – all without burdening end users with data entry. As sales staff go about their job, “Touchless” CRM monitors their plans, tasks, and executed activities, and automatically updates the appropriate customer record (hence the name “Touchless”). The less time that sales teams spend updating CRM, the greater their compliance will be.

Powered by Larry, the Digital Analyst®, our “Touchless” CRM can:

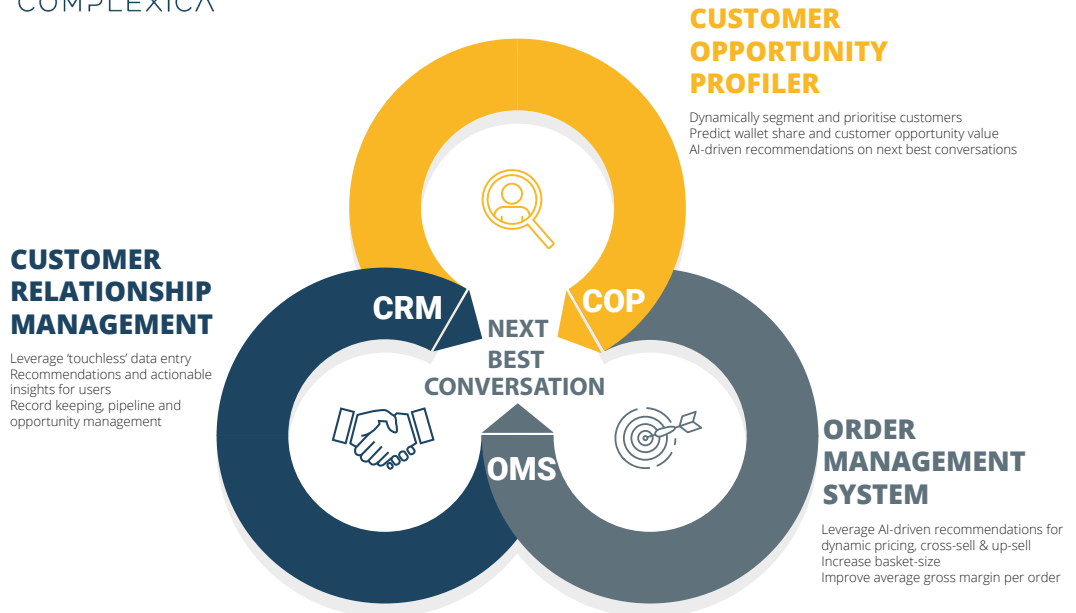
- **Increase in return/yield on sales resources** by directing sales staff to the highest-value opportunities in each territory
- **Improve “average margin per order”** through optimised pricing recommendations
- **Increase in share of wallet** by automatically estimating the opportunity value of each customer and identifying cross-sell opportunities
- **Automate customer & prospect research** to understand how a customer is trending, what they’re likely to buy, in what quantity, and at what price
- **Personalise customer conversations** by providing sales staff with Next Best Conversation™ or Next Best Action recommendations for each call or visit

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Complexica's "Touchless" CRM integrates seamlessly with Complexica's Order Management System (OMS) for generating "margin-optimised" quotes and orders, and with Customer Opportunity Profiler (COP) for optimising sales activities and tasks, personalising conversations, and determining the "next best action" for each customer:

CRM MODULES

COMPLEXICA



"After evaluating a number of software systems available in the marketplace, we have ultimately selected Complexica as our vendor of choice for sales force automation and CRM. Given the large SKU range we carry and very long tail of customers we serve, Complexica's applications are best suited to deal with this inherent complexity without burdening our staff with endless data entry."

Stephen Mooney
Group Sales Capability
Manager



Features

- Single view of each customer
- Historical record of all interactions
- Automatic capture and update of customer records
- Automatic linking of opportunities to accounts and leads
- External data analysis and revenue opportunity prompts
- Wallet share estimator and gap analysis
- Next best conversation (personalised visit checklist)

Benefits

- Increase yield on sales resources
- Reduce customer churn
- Increase number of sales calls
- Personalise customer conversations
- Reduce "non-selling time" of sales staff

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Technical Specifications

Security: implemented at both the application (Larry, the Digital Analyst®) and infrastructure layer with “least access privilege” policies

Identity management: centralised with regularly rotated access keys and passphrases (and where possible, Multi Factor Authentication). We log access to the application and infrastructure, and have automated services looking for unauthorized access attempts and block them using web application firewalls.

Encryption: incorporated at each layer, with encryption at rest using AES256 keys and encryption in transit using SHA-256 based TLS/HTTPS protocol

Infrastructure: hosted on industry standard certified ISO 27001 with shared responsibility model. Our application security follows industry best practices, with a focus on OWASP top 10 vulnerabilities

AI algorithms: at the application layer, Larry, the Digital Analyst® hosts a range of configured AI algorithms tuned for each customer to provide “AI as a service”, with continuous monitoring of use and performance to identify and correct any unintended consequences or algorithmic bias.

Integrability: Complexica has developed a set of standard APIs for Larry, the Digital Analyst® to integrate with common systems and platforms (SAP, Oracle, Salesforce, etc. as well as common external data sources like ABS, Trip Advisor, LinkedIn Sales Navigator, etc.)

Service and Support Available

Training
Technical support
Installation and setup
Maintenance

“Given we supply over 10,000 customers with an extensive product range in excess of 40,000 SKUs, there is a high level of complexity our team needs to manage on a day-to-day basis. We have partnered with Complexica to provide real time information by automating processes to reduce inherent complexity, particularly in the areas of in-field quoting and order processing. Complexica’s Larry, the Digital Analyst will provide our sales team of more than 300 with real-time analytics, insights, to empower decision making and enhanced support. This will create more time for our teams to enable them to see more customers each day and provide the Bunzl personalised experience.”

Kim Hetherington
CEO



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