



# Customer Opportunity Profiler (COP)

**Sell more at a higher margin**

## 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 worldrenown computer scientists, and have developed an award-winning Artificial Intelligence engine called Larry, the Digital Analyst® that powers our Decision Cloud®. Larry the Digital Analyst® was named Australian Innovation of the Year in 2018 and Software Innovation of the Year in 2019.

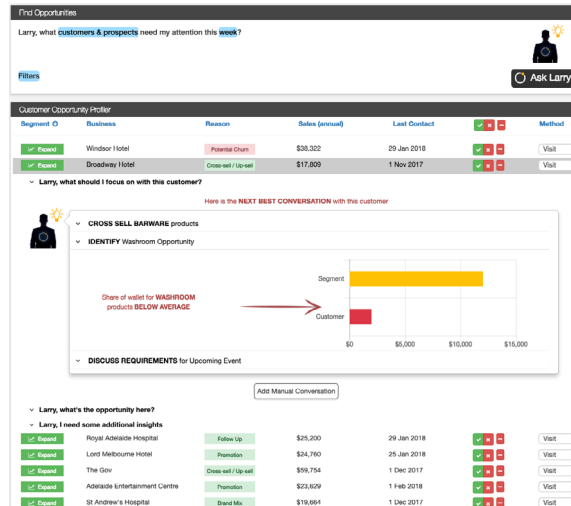
## WHO USES COP

Some of the largest Australian organisations including:

**PFD Foods** (Australia's largest privately owned food distribution company with 1.6 billion annual revenue),

**Dulux Group** (leading marketer and manufacturer of premium branded products with the annual revenue of 1.7 billion),

**Polyaire** (wholesaler and distributor of air conditioning products with 27 distribution centres across Australia)



- Increase yield on sales resources
- Reduce customer churn/leakage
- Increase share of wallet
- Personalise customer conversations

## What COP does

Complexica's Customer Opportunity Profiler (COP) can provide sales staff with optimised recommendations on what customers & prospects to visit, what personalised conversations to deliver, and what products to cross-sell and upsell for margin maximisation. Powered by Larry, the Digital Analyst®, COP can:

- **Improve yield on sales resources** by directing sales staff to the highest-value opportunities or potential problems in each territory
- **Reduce customer churn** by automatically identifying customers at risk of churn
- **Increase share of wallet** by automatically estimating the opportunity value of each customer and identifying cross-sell opportunities
- **Increase weekly number of sales calls** by optimising journey plans and automating pre-call reports
- **Personalise customer conversations** by providing sales staff with Next Best Conversation™ recommendations (cross-sell, upsell and product substitution) for each call or visit

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*"We have found Complexica's applications to be best suited for our extensive SKU range and a large set of customers, being capable of generating recommendations and insights without burdening our sales staff with endless data analysis and interpretation."*

**Aemel Nordin**  
Managing Director



*"After an evaluation process and successful proof-of-concept, we have chosen to partner with Complexica to upgrade the technological capability of our in-field sales force. The next-generation Customer Opportunity Profiler provided by Complexica will serve as a key tool for sales staff to optimise their daily activities, personalise conversations and interactions with customers, and analyse data to generate actionable insights"*

**Stephen Mooney**  
Group Sales Capability  
Manager



## Features

- Customer intelligence (market, demographics, competition etc.)
- Guided selling and Next Best Conversation (personalised visit checklist)
- Journey planner and route optimiser
- External data analysis and revenue opportunity prompts
- Wallet share estimator and gap analysis
- Automated analysis and segmentation of customers by opportunity value

## Benefits

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

## 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)

**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 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.

**Openness:** infrastructure is ISO 27001 and PCI-DSS certified, currently operating on shared responsibility model

**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

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