Powder & Industrial Coatings Division of DuluxGroup Goes Live With Complexica's Customer Opportunity Profiler

Complexica Pty Ltd, a leading provider of Artificial Intelligence software for supply & demand optimisation, announced today that its award-winning Customer Opportunity Profiler (COP) software has gone live on time and on budget within the Powder & Industrial Coatings division of DuluxGroup.

"DuluxGroup believes in providing customers with the best experience possible, along with providing world-class support, training, and tools for our sales team. Complexica's Customer Opportunity Profiler has helped other DuluxGroup business units to save time and improve sales performance through automated analytics, optimised call plans, and customer-specific Next Best Conversations, so we're naturally delighted to be going live with the software within our Powder & Industrial Coating division," said Luke Mathers, National Sales Manager, Powder & Industrial Coatings. "Our experience with Complexica has been superb, and they're clearly a business that values their customers, always going the extra mile to ensure that project delivery is seamless. On multiple occasions the Complexica suggested improvements and ideas from their years of experience, providing us with best practise improvements. The initial feedback from the sales team has been overwhelmingly positive, with the team enjoying how easy the application is to use and finding that the AI-driven recommendations are already adding value to their customer interactions."

"From our experience in working with multiple DuluxGroup divisions over the years, we have found them to be a progressive and visionary company that is always looking for ways to improve customer experience as well as empower their sales team with industry best practices. Needless to say, Luke and the Powder & Industrial Coatings team have been no exception," said Saurabh Gautam, Manager of Strategic Accounts and Partnerships at Complexica. "We're particularly pleased with feedback from the sales team, where insights on each customer's wallet share, optimal pricing tiers, sales opportunities, and churn risk is enabling them to have more meaningful and data-driven conversations. Without going through multiple spreadsheets or making calls to check inventory levels of popular SKUs, each sales rep can receive individualized insights for each customer visit and conversation through just one click."

DuluxGroup is a leading marketer and manufacturer of some of Australia's most recognised and leading brands, across paints, coatings, sealants, adhesives, garden care and other home improvement product categories. With origins dating back to 1918, the company is committed to helping consumers to imagine and create better places and spaces in which to live and work. DuluxGroup generates annual revenues in excess of $1.7 billion and employs approximately 4,000 people across Australia, New Zealand, Papua New Guinea, South East Asia, China and the United Kingdom. For more information about DuluxGroup, please visit: www.duluxgroup.com.au

Contact Profile

Complexica
Complexica is a leading provider of Artificial Intelligence software applications that can optimise sales, marketing, and supply chain decisions, particularly for manufacturers, distributors, and retailers characterised by a large SKU range and long tail of customers. We were founded upon the research of several world-renowned computer scientists, and have commercialised an award-winning Artificial Intelligence platform called Larry, the Digital Analyst® which powers our enterprise software applications. For more information about Complexica, please visit: www.Complexica.com

Matthew Michalewicz
P: 0422813898
W: www.Complexica.com
E: mm@complexica.com