

The Haircare Group Expands Complexica Software Deployment into New Zealand

Complexica Sunday, September 20th, 2020

Complexica Pty Ltd, a leading provider of Artificial Intelligence software for supply & demand optimisation, announced today that it has signed a contract with the Haircare Group for the deployment of its [Decision Cloud® Order Management System \(OMS\)](#) across the Haircare New Zealand business.

Complexica's software platform will provide Haircare's staff in New Zealand with advanced capabilities for quoting, order processing, and guided-selling, which are collectively powered by Complexica's proprietary Artificial Intelligence engine, [Larry, the Digital Analyst®](#). Complexica's [Decision Cloud® OMS](#) and CRM applications have been in production use within the Australian operation of the Haircare Group since early 2018.

"The Haircare Group is pleased to expand its relationship with Complexica, a valued partner and supplier to our business, into our New Zealand business," said Ward Gauvin, Director of Business Development. "Complexica's software will enable Haircare staff to reduce the amount of time required to generate quotes, orders, and sales insights, and focusing more on what they do best, servicing our large base of loyal customers."

Headquartered in Australia but with global operations, The Haircare Group is a distributor of professional hair care products, salon supplies, and hairdressing equipment. The company services more than 10,000 customers with a product range of almost 20,000 SKUs. For more information about Haircare Australia, please visit: www.haircareaustr.com and for more information about Haircare New Zealand, please visit: www.haircarenz.com

"The Haircare Group is a greatly-valued strategic customer of Complexica, and we look forward to expanding our relationship with this deployment into their New Zealand business," said Mike Costa, Director of Customer Engagement at Complexica. "Our AI-driven Order Management System (OMS) will enable Haircare staff to see more customers each day and provide a personalised experience on each visit."

Contact Profile

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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

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