Direct IT Services

Intelligent CRM

Uncover every hidden growth opportunity.

When customer and pipeline data sits across disconnected systems, it becomes harder to identify the strongest leads and keep opportunities moving. Direct IT brings customer profiles, sales activity and journey automation into one intelligent CRM, helping your teams prioritise opportunities and connect engagement to revenue.

Everything you need to turn leads into customers

Bring every customer interaction together

Unified customer profiles: Connect contact details, company information, interactions and transaction history in one record, giving teams a clearer view of every relationship.

Make every interaction more relevant

Segmentation and journey automation: Build targeted customer journeys using profile, behaviour and lifecycle data to deliver more relevant communications.

Focus on the leads most likely to convert

Intelligent lead scoring: Use predictive scoring and next-action recommendations to prioritise promising opportunities and focus effort where it matters most.

Recover opportunities that might otherwise be lost

Campaign and re-engagement tools: Automate follow-ups for stalled deals, abandoned journeys, renewals and inactive customers to bring opportunities back into focus.

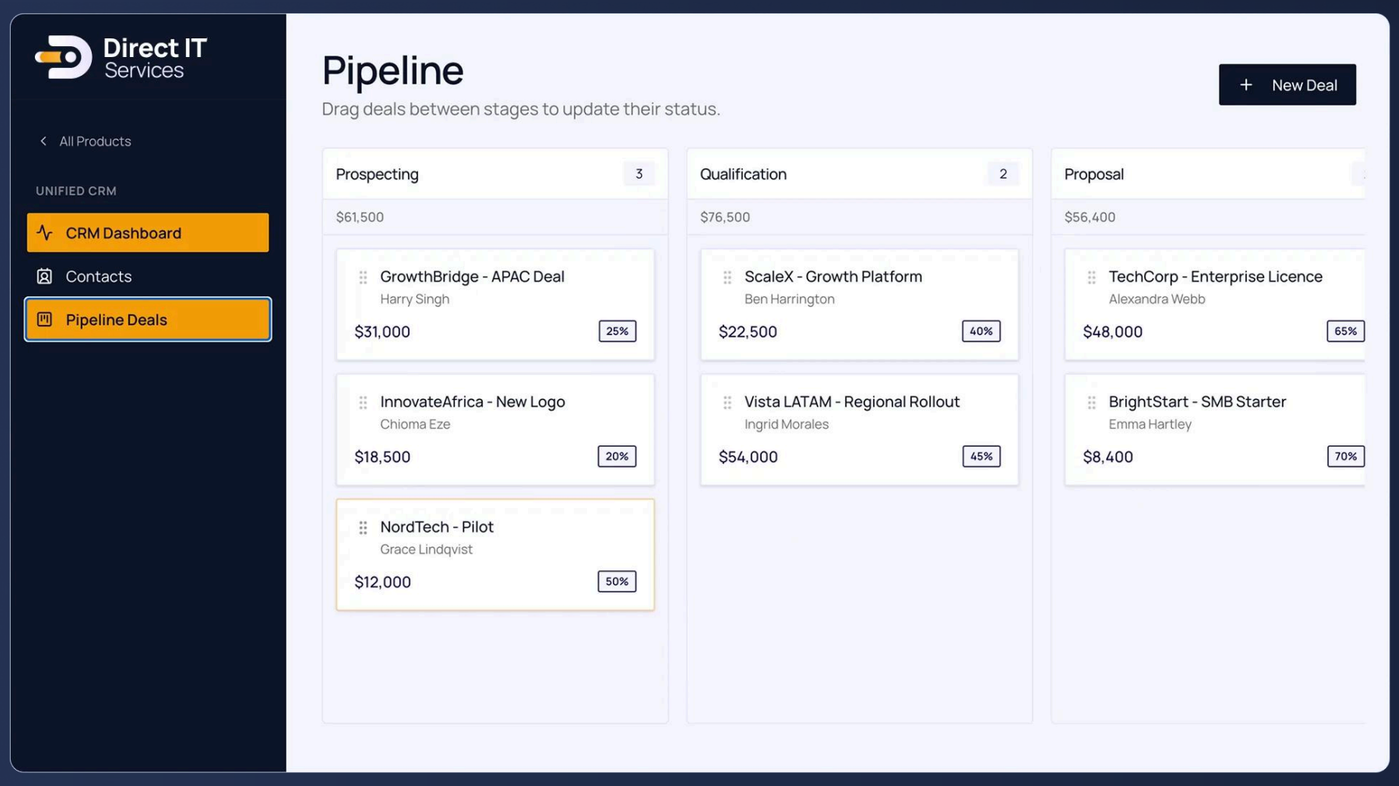
Keep your pipeline moving

Pipeline management: Define sales stages, assign ownership, track activities and automate tasks to help prevent opportunities from stalling.

Make more informed sales decisions

AI-assisted selling and performance intelligence: Summarise customer histories, recommend next steps and flag pipeline risks, helping teams act with greater context while keeping people in control.

Intelligent CRM - Product Overview

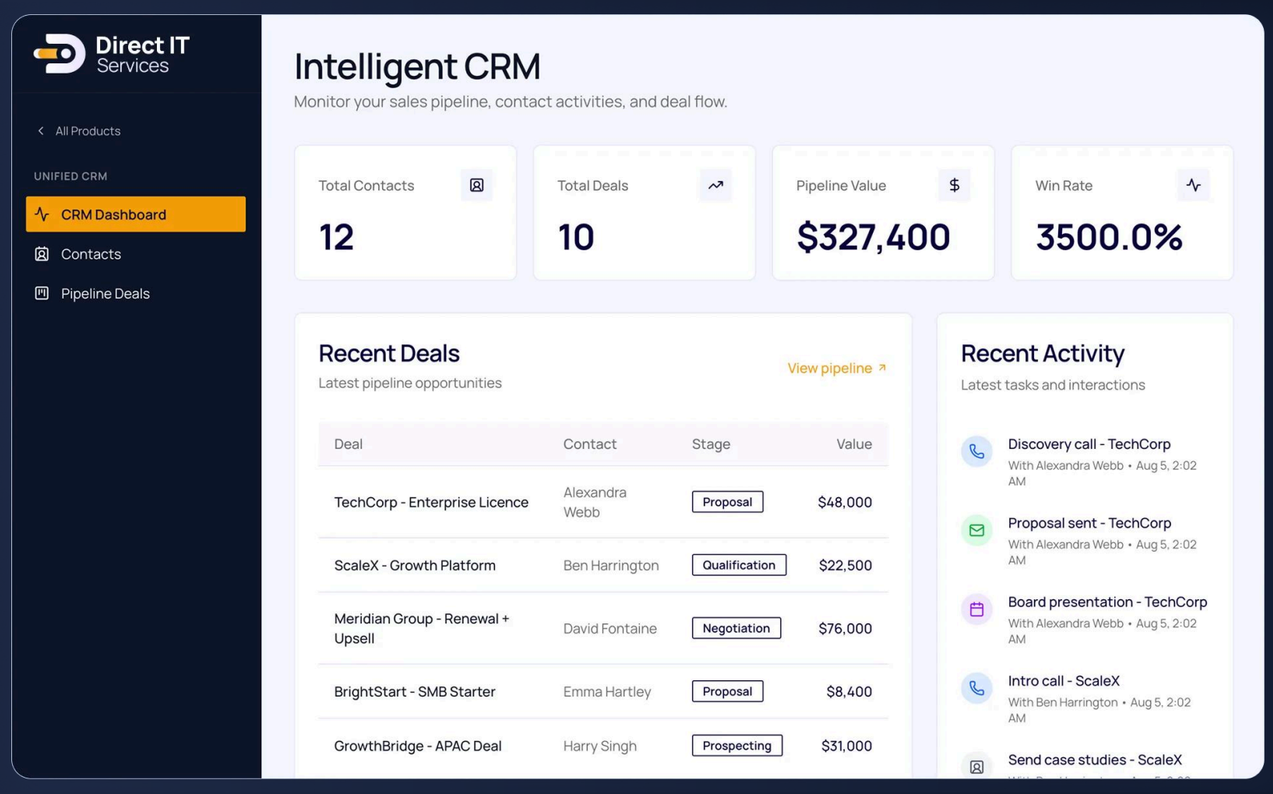


Pipeline

See the value and likelihood to close of every deal at each stage and keep your pipeline moving with drag-and-drop updates.

Intelligent CRM

Monitor pipeline value, recent deals and the latest customer interactions from one dashboard, so teams know where to focus next.



Ready to turn more demand into growth?

Three products. One Growth Engine.

Use Intelligent CRM on its own or connect it with Affiliate Management and Unified Marketing Analytics to link acquisition sources with customer progression and commercial performance.

The advantage is in the connection.

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Talk to Our Team