



CLICOLOGY SETS ITS SIGHTS ON CROWDCUBE FOR GROWTH INVESTMENT

Clicology, the innovative CRM software developed by design and digital consultancy Mosaïque, is heading to Crowdcube for major investment to fuel growth.

With plans to expand six fold inside five years, the team behind Clicology is seeking £300,000 through the pioneering investment crowdfunding platform to fully exploit the commercial potential of the system. The pitch is set to go live in November 2015.

Specifically developed to help brands track and Voice of the Customer (VoC) evaluate loyalty, the concept behind Clicology was originally developed by Mosaïque in the context of the automotive industry and was adopted by a luxury car brand to help the company monitor the performance of its global network of dealers.

Through intense development, our software has been further refined to become a stand-alone system – Clicology – with the potential to transform a brand's customer relationship management (CRM).

Clicology works by generating bespoke questionnaires on behalf of the brand for dealers and distributors, which are sent to customers via email. The software then automatically interprets the results and prompts a course of action, if necessary alerting the brand to any issues.

Initial business development for Clicology is focusing on the markets where companies sell through distributors and third parties, such as the automotive industry, window and door market and garden and leisure sectors. These manufacturers are reliant upon dealers and intermediaries to deliver hard-won brand values to customers.

Currently, contractual discussions for Clicology are in their final stages with a major automotive manufacturer and five further companies in the sector are looking to embed it in their processes to strategically enhance their CRM.

"We are really excited by the reception we have received from clients about Clicology and what the software could deliver for them to better understand their customers," explains Paul Carter, Chairman of Mosaïque.

"They know that customer loyalty is reflected in increased sales and profitability and so they are keen to ensure their CRM systems are both thorough and robust. Clicology delivers on both counts."

Paul added: "We now want to make a step change with our plans for Clicology to make sure we exploit the opportunities we've identified. The investment will help us accelerate our business development programme and set us on our journey to produce a handsome return for investors.

"Crowdcube is recognised as a leader in its field for crowdfunding investment opportunities and we are delighted to announce our listing."

For information about investing via the Crowdcube visit

www.crowdcube.com/pg/investing-your-money-1513

For more information about Clicology visit

www.mosaicque.co.uk/work/clicology and Clicology on Linked In

www.linkedin.com/company/clicology

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