

PRODUCT OVERVIEW · CRM AI SOLUTIONS

The answer is already in your CRM — it just needs to be uncovered.

Most companies' CRMs are full of data: customers, quotations, won and lost opportunities, and the complete history of sales activities. The answer is often already in the CRM — but no one uncovers it. Omnit adds an AI layer to your existing CRM that reveals sales opportunities, risks, and priorities.

Segmentation, churn prediction, up-sell, cross-sell, and lead scoring from your existing CRM data. AI recommends — the salesperson decides.

existing CRM

no migration

better decisions

not intuition

AI insights

explainable recommendations

data readiness

built on clean data

An Implementation Partner, Not a Consultancy

We build systems that solve real business problems — tailored to existing operations, sustainable in the long term, for mid-sized and large enterprises. We do not pursue the most fashionable solution; we pursue the best value for money.

Three Pillars, One Partner

AI Factory

Practical AI for enterprise environments: document processing, automation, customer service, image and video analytics, prediction, intelligent search.

Data Solutions

Reliable reporting starts with well-managed data: ETL, BI, master data management, migration, Data Governance.

Custom Development

Business applications, system integrations, process digitization — from frontend to backend, cloud and hybrid.

What Makes Us Different

- **The team that assesses the project also builds it** — from the first workshop to production.
- **We build systems, not disconnected APIs** — frontend, backend, databases, integrations.
- **We start from real operations, not templates.**
- **Modular approach** — complete systems or individual components.
- **We specialize in projects where the challenge is difficult to define.**

KEY MESSAGE

We start with assessment and finish with a working system — and the same team carries the project from the first workshop to production.

Practical AI with Real Business Value — Not Hype

A generic AI subscription is not the same as AI built around a specific business problem, measured and integrated into enterprise operations. We build the latter: complete AI processing pipelines from your data, testing multiple models on the same dataset and selecting the best value-for-money solution.

Core AI Capabilities

- **Document Processing** — invoices, forms, contracts (typically 80% processing time reduction).
- **AI Automation** — replacing repetitive manual processes.
- **Customer Service & Contact Centers** — AI-assisted responses in Hungarian.
- **Image & Video Analytics** — manufacturing and visual quality control, performance measurement.
- **AI Prediction** — quality and behavioral forecasting.
- **Intelligent Search (RAG)** — enterprise knowledge search with source references.

Ready-Made AI Products

- **AI Invoice Posting** — rule-based, audit-ready coding from images and PDFs.
- **AI Conveyor Monitor** — video analytics for operational performance.
- **Intelligent Chatbot** — hallucination-free, RAG-based knowledge assistant.
- **Intelligent Search Engine (RAG)** — answers from documents, not lists.

Every product and service at a glance

AI Factory brings together AI services; Data Solutions creates order in enterprise data; Development builds custom systems. Every journey starts with a fixed-price assessment.

AI Factory ARTIFICIAL INTELLIGENCE

ENTRY AND LEVELS

AI Opportunity Check

€1,450 • 1 week

★ ENTRY

AI Compass Audit

From €4,950

ADVANCED

AI Pilot

From €7,950

ADVANCED

CAPABILITIES

Document Processing · Automation ·
Customer Service & Contact Center · Image & Video
Analysis · Predictive AI · Intelligent Search (RAG) · AI
Agents & Assistants · Customer Behavior Analytics ·
Anomaly Detection · AI Consulting & Training ·
CRM Solutions

READY-MADE SOLUTION

AI Invoice Posting · AI Conveyor Monitor ·
Intelligent Chatbot · Intelligent Search Engine

Data Solutions DATA MANAGEMENT

ENTRY

Data Assessment

From €1,450 • 2–3 weeks

★ ENTRY

CAPABILITIES

Data Preparation & Processing (ETL) · Business
Intelligence & Reporting · Data Cleansing & Validation ·
Master Data Management · Data Migration Management ·
Data Analytics · Oracle & Database Expertise · Specialized
Data Project Management · Data Governance

READY-MADE SOLUTION

CER — Material Master Data Gateway: SAP master
data framework (45 days → 4.5 days)

Custom Development CUSTOM DEVELOPMENT

ENTRY

Solution Concept

From €1,450 • 2–3 weeks

★ ENTRY

CAPABILITIES

UI/UX Design & Business Application Development ·
System Integration · Document & Workflow Management ·
Cloud & Hybrid Solutions · Data Protection & GDPR
Compliance · Handwriting & Form Digitization

READY-MADE SOLUTION

DOCMAN: Enterprise Document Management (Case
Management, QES, Company Gateway)

An AI layer for your existing CRM — uncovering sales opportunities and risks

Identifies sales opportunities and risks hidden in your CRM data — serving three roles at the same time.

1 Reveals

Uncovers sales opportunities and risks hidden in your CRM data.

2 Prioritizes

Customer segmentation, lead scoring, and churn prediction — based on value and probability.

3 Recommends

It does not make decisions instead of the salesperson. It prioritizes and recommends — who to call, what to offer, and what deserves attention.

IMPORTANT DISTINCTION

CRM AI Solutions is not a new CRM system. It is an AI layer built on top of your existing CRM that uncovers opportunities and risks hidden in your existing CRM data. The answer is often already in your CRM — it simply has not been uncovered. The system does not decide instead of the salesperson; it prioritizes and recommends.

Three situations where CRM value remains untapped

1

A CRM full of data, left unused

Years of customer data — while the opportunities and risks hidden within remain undiscovered.

2

Customer churn, recognized late

The behavioral pattern of a customer about to leave is already visible — but only recognized after they are gone.

3

Hidden sales opportunities

Up-sell and cross-sell opportunities already exist in your customer base — but no one identifies them in time.

BOTTOM LINE

Untapped customer data, late recognition of customer churn, and missed up-sell opportunities already cost businesses money today — while the answer is often already in the CRM.

Three perspectives, one solution — and where the impact is measurable

It delivers the greatest value where the CRM has been collecting customer data for years, yet the opportunities and risks hidden within remain unused. The purchasing decision is typically made by sales leadership.

Sales Management

Prioritized customer lists and uncovered opportunities directly support better sales performance.

CRM / Sales Ops

Data cleansing, lead scoring, and churn prediction deliver the greatest value.

Salesperson

Actionable recommendations on who to call and what to offer — supporting day-to-day sales activities.

Where results become measurable

More opportunities uncovered

Up-sell and cross-sell opportunities within your existing customer base finally become visible.

Fewer customers lost

Churn prediction identifies at-risk customers before they leave.

More focused sales

Lead scoring and AI recommendations focus attention where the highest potential exists.

What it does in practice — core capabilities

Customer Segmentation

Analyze and rank your entire customer base based on value, potential, and behavior.

Churn Prediction

Identify customers who appear likely to leave — before they actually do.

Up-sell & Cross-sell

Uncover hidden sales opportunities within your existing customer base.

Lead Scoring

Rank incoming prospects by their likelihood to purchase — so attention goes where the best opportunities are.

CRM Data Cleansing

Remove duplicates, fill missing fields, and update outdated data — because reliable analysis starts with clean data.

Sales Recommendations

The system prioritizes and recommends who to contact, what to offer, and what deserves attention.

WHAT MAKES IT DIFFERENT · THE THREE BUILDING BLOCKS

Three principles — existing CRM, clean data, human decisions

1

Built on your existing CRM

Not a new system — an AI layer built on your existing CRM and customer data.

2

Built on clean data

Reliable analysis starts with clean data — which is why data cleansing is part of the solution.

3

Recommends, not decides

The system prioritizes and recommends, while the final decision always remains with the salesperson.

WHY IT MATTERS

The solution builds on your existing CRM instead of replacing it. Clean data enables reliable analysis, while AI provides recommendations and the salesperson makes the final decision.

Proof of expertise

The three building blocks

Existing CRM data

We do not introduce a new CRM. We build on your existing CRM data, adding an AI layer to your current system without migration or a new interface.

AI analysis

AI identifies patterns, opportunities, and risks hidden in your CRM data. It helps prioritize what deserves attention so that valuable opportunities do not remain hidden.

Decision support

The system provides recommendations, but the final decision always remains with the salesperson. AI supports salespeople — it does not replace them.

What makes it different

Built on your existing CRM

Not a new system — an AI layer built on your existing CRM data.

The opportunity is already there

Your CRM is full of data — the opportunities and risks simply need to be uncovered.

Built on clean data

Data cleansing is part of the solution — reliable analysis starts with clean data.

Recommends, not decides

The system prioritizes and recommends — the salesperson decides.

ABOUT PRICING — HONESTLY

There is no fixed price list. Pricing is project-based, depending on your CRM system, data volume, and integration complexity. The real question is not the project cost, but the cost of untapped customer data, late customer churn detection, and missed up-sell opportunities — all of which an AI layer can significantly reduce.

— NEXT STEP

How much untapped potential **is in your CRM?**

In a 30-minute consultation, we review your CRM data and show you where AI can create the greatest business value first. If the solution is not the right fit, we will tell you that honestly.

Uncovers

Uncovers opportunities and risks in your CRM data.

Proof: the opportunity is already there.

Prioritizes

Customer segmentation, lead scoring, and churn prediction.

Proof: based on customer value and purchase likelihood.

Recommends

Who to contact, what to offer, and what to prioritize.

Proof: the salesperson makes the final decision.

WEB

omnit.hu

SERVICE

CRM AI Solutions · churn
· lead scoring · up-sell

COMPLIANCE

ISO 27001 + 9001

[Request a consultation →](#)

