

KiKoi-PaKoi

 **Fix Me!** A1 proofreading not yet effective for this page. In the meantime, you can ask any questions on the [forum](#).

A funny name for a computer program! It's easy to explain: KiKoi-PaKoi displays customers who have bought something, but not something else: for example, customers who have bought a printer, but have not bought any toner.

We've added to this original concept, and it can now display the list of customers for such-and-such a product, of such-and-such a product or not such-and-such a product, and so on.

The resulting list can be used to send out direct mailings or geolocated lists.

(Screen developed from an original idea by Raymond Maury +)

How to use the screen

Access : *Statistics* → *Kikoi-PaKoi*

[illegible]

You can select a date range, a geographical area or a professional sector.

For all or some of the customers concerned, you can :

- send an e-mail, a letter or a pre-printed letter
- geolocate the selection
- export addresses
- assign to a communication group



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