

Alcatel Lucent Enterprise

A leader in communications, networking and cloud solutions, serving over 830,000 customers worldwide.



Alcatel·Lucent

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QuickTapSurvey reports showed us the types of visitors, opportunity values and highest performing booth staff on a daily basis.”

Manish Punjabi,
Channel Marketing Manager

The Challenge

Instantly capture & qualify leads at a major trade show attracting 150,000 visitors

- Replace laborious, error-prone method of paper lead gen
- Work with unreliable internet access at venue
- Reduce post-show follow up time
- Measure trade show ROI
- Be noticeable despite being located in area dominated by larger competitors

The Solution

- Use QuickTapSurvey on iPads and Android tablets
- Capture and qualify leads while offline
- Send leads to Salesforce for speedy follow up
- Easily calculate cost of lead acquisition to measure ROI
- Create a beautifully branded mobile experience, different from competitor offering

The Results

Reduced lead capture process from 3 weeks to a few days

- Complete setup took just a few hours
- Booth staff were trained in 15 minutes
- Dramatic increase in lead generation rates vs. paper
- 100% survey completion rate
- Sales teams quickly recognized platform benefits
- Overall satisfaction led to adoption by Italian country office. Reported similar success

Key Customer Benefits

- Ease of Use
- No Internet Required
- Affordable Pricing

Read More!

“Lead Gen & the Role of Exhibitions”
by Manish Punjabi