

Breakthrough Lead Management

Learn how four exhibitors have broken the barriers to attendee engagement.



ITN INTERNATIONAL

ITN is touch

A leader in innovation, ITN increases the value of B2B events by providing corporate event producers, tradeshow managers and exhibitors cloud-based event- and lead-management applications and analytics.

The data driving those applications and analytics are captured by a suite of mobile apps that use near field communication (NFC), a form of short-range wireless which connects the physical and digital worlds through touch.

Rapid qualifying

Ericsson wants tons of info from attendees, but doesn't want data gathering to get in the way of sales conversations. So the company tasked us to build a tool that assured it could quickly capture lots of lead data of the utmost quality.



Ericsson's reps were provided product-specific questionnaires on smartphones, plus paper cards they used for note-taking. Within an hour, in a back office in the booth, the lead data captured on the cards was appended to the data captured on the phones.

All leads were then reviewed and scored for accuracy by the exhibit manager. Missing or inaccurate information was added or corrected by the reps on the spot and the clean leads posted to the CRM system.

Self-service kiosks.

Harris' reps get so busy, they can't help every attendee. So the company tasked ITN to create self-service kiosks where attendees could order collateral after completing a qualifying questionnaire. The touchscreen kiosks increased lead generation by 25%.



Smart desk

SES' business lines are so vast, attendees feel lost. So the company tasked us to provide the ambassadors at its reception desk a tool to help attendees connect with the right sales rep. The tool also boosted the reps' productivity and effectiveness.



Precision qualifiers

IBM encounters attendees who know what they want. So the company tasked ITN to create product-specific qualifying questionnaires enabling each of its reps to deep dive into attendees' requirements. The app also eased note-taking—crucial to recording the details of every conversation.



Transform your event the easy way. Contact ITN International today.

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