

SUCCESS STORY

An Automation Partnership:
Streamlining Event Success

OVERVIEW

Engineering Innovation, Inc. (Eii), develop solutions that work for any size fulfillment, returns, mailing, and shipping operation.

As part of their marketing efforts, Eii attend several events a year, and they needed a consistent method of capturing leads. They primarily collected business cards at these events, but the sales reps struggled with differentiating between leads and remembering conversations in the booth. This slowed their lead follow-up and post-show marketing efforts.

Eii entered the partnership with iCapture with three major goals:

1. Eliminate Manual Entry
2. Sort Leads as Hot or Cold
3. Reduce Lead Follow-Up Time



CHALLENGES



Manual Entry

Eii would collect business cards at events which would result in hours spend manually entering them into their system.



No Lead Sorting

Since Eii would collect business cards, they struggled with differentiating between leads and remembering conversations in the booth.



Delayed Follow-Up Time

Due to having to manually enter all their leads, they experienced delayed follow-up times.

INDUSTRY

ENGINEERING/TECHNOLOGY

LOCATION

UNITED STATES

SOLUTION

Since partnering with iCapture, Eii has seen more value from their trade shows, especially larger events, where they can capture greater amounts of leads.

Along with speed of follow-up during and after the show, Keener explains that an added benefit of iCapture is the customer service and support. When she needs any technical assistance, the iCapture team responds quickly, even over weekends during Eii's busy shows.

"Anytime I've called for Customer Support, I got help right away, and lots of explanation, and I've seen how iCapture's Back Office has become more user-friendly and added more features. I really appreciate it. It makes our life easier."
As for the Eii booth staff and sales team, Keener says that they "love it."



**Eliminated
Manual Entry**



**Sort Leads During
Capture**



**Reduced Follow-
Up Time**

With the positive response both inside and outside the booth, Keener says she would recommend iCapture to "anybody who I knew was going to a trade show. You almost have to have some sort of capture system at those big shows. I would recommend it to anybody because it works for us."

Donna Keemer - Business Development and Customer Success Manager