



SUCCESS STORY

Capturing Conversations and Qualified Leads.

OVERVIEW

Excel Dryer, an American manufacturer of high-quality hand dryers, has the aim of streamlining handwashing with fast, efficient, eco-friendly products.

In previous years, they used a lead capture system that slowed their processes and made it harder to reconnect with leads immediately after shows.

Excel Dryer entered the partnership with iCapture with three major goals:

1. Faster Follow-up
2. A consistent and automated process
3. Help sales reengage with relevance



CHALLENGES



Delayed Follow-Up

In previous years, they used a lead capture system that slowed their processes and made it harder to reconnect with leads immediately after shows.



Inconsistent Lead Capture Solutions

They had been using trade show scanners that were expensive and collected inconsistent data.



Lack of Relevant Follow-Up

For Excel Dryer's sales reps who work at the booth, it was crucial to adopt a system that would enhance their ability to make meaningful conversations.

INDUSTRY

MANUFACTURING

INTEGRATED SOFTWARE

PARDOT

LOCATION

UNITED STATES

SOLUTION

With iCapture, Excel Dryer can qualify and segment while scanning leads. Since they often display multiple products, having a system in place to separate leads by product interest simplifies the process.

Another important element of Excel Dryer is the human factor behind the software. Hoffman explains that in the busy trade show world, unexpected problems sometimes arise. But even if something unexpected materializes off-hours or over the weekend, he can always jump on the phone with a team member at iCapture.

iCapture has helped the sales team make connections outside the booth. At dinners, cocktail parties, and other social networking events, the sales reps find iCapture to be “extremely useful.” With iCapture on their phone, they can scan business cards during after-hour events as well.

With an automated, streamlined, and integrated system, hot leads pipe straight into Excel Dryer’s CRM. Bypassing manual entry, reps can now immediately contact the hottest leads rather than taking up to a week to reach out post-show.



Reduced Follow-Up



One Consistent System



Increase Lead Quality and Lead Info

“I recommend iCapture to anybody who sells a product, and who wants to measure or closely monitor the return on investment of their shows as well as other marketing efforts. It just makes good sense.”

Rick Ritacco - Director of Marketing