



PLANMECA

# SUCCESS STORY

## Consistency and Simplicity Wins at Trade Shows

### OVERVIEW

Planmeca Oy is a global leader in many fields of healthcare technology, with products distributed in over 120 countries worldwide. As the world's largest privately held dental equipment company, Planmeca attends a variety of events each year to reach its audience. Previously at these shows, they switched between different show-specific lead retrieval systems. As a result, they had no standardized approach. It also left their team with tedious manual entry after each event.

Planmeca entered the partnership with iCapture with three major goals:

1. Eliminate Manual Entry
2. Create a Seamless Salesforce Integration
3. Use One Consistent System



### CHALLENGES



#### Manual Entry

Because of the use of badge scanners, the Planmeca team was left with tedious manual entry after every event.



#### No Integration Into Salesforce

After each show, the Planmeca team would be sent a list of leads. They would then have to manually enter them into Salesforce and some would fall through the cracks.



#### Inconsistent Processes

Every single trade show was a different lead management system. Their reps had to learn systems over and over again. They were pretty vocal about constantly having to learn something new.

INDUSTRY

HEALTHCARE

INTEGRATED SOFTWARE

SALESFORCE

LOCATION

UNITED STATES

# THE RESULTS

## SOLUTION

Since partnering with iCapture, the Planmeca team has eliminated manual entry and adopted one system across events. The team no longer needs to worry about arranging lead capture systems for different show types and sizes. Previously, they struggled capturing the valuable lead data at smaller events that lacked lead retrieval systems.

In addition to simplifying the process for the booth reps, iCapture's automation has helped stop leads from falling through the cracks. With the direct integration, Planmeca's leads route straight into Salesforce after capture. Then reps from various territories can follow up with prospects right away.

Along with a secure and automated lead capture process, Planmeca has also set up questionnaires through iCapture. These questionnaires capture key qualifying information, such as product interest and timeline, in the booth. As a result, the reps following up post-show have quality information to start a conversation



**Eliminated  
Manual Entry**



**Leads Integrate With  
Salesforce**



**Once Consistent  
System**

“The reps in the booth like that iCapture takes leads through a series of questions that will make it easier for the next rep that will be following up,” says Leak. “By having these questionnaires in an easy format, they are basically able to capture information, almost like talking to that person before they even give them a call.

**Robin Gateman - Trade Show and Special Events Manager**