



# SUCCESS STORY

## Improving Lead Quantity and Quality.

### OVERVIEW

TriZetto Provider Solutions provides world-class information technology solutions to make better healthcare happen.

Before partnering with iCapture, TPS used handwritten lead forms or rented scanners to capture leads. The marketing team would then spend a significant amount of time manually entering leads. They also lacked a method to track ROI. Without visibility, they poured money into events but could not prove that these events generated revenue or added value.

TriZetto entered the partnership with iCapture with three major goals:

1. Eliminate Manual Entry
2. Add visibility and track ROI
3. Create a consistent system that integrates with their workflow



### CHALLENGES



#### Lead Capture Inconsistency

TPS used handwritten lead forms or rented scanners to capture leads. This resulted in hours of manual entry.



#### Delayed Follow-Up

Because of their lead retrieval systems, the marketing team spent a significant amount of time manually entering leads, resulting in delays.



#### No Proof of ROI

TriZetto lacked a method to track ROI. Without visibility, they poured money into events but could not prove to company leadership that these events generated revenue or added value.

INDUSTRY

HEALTHCARE

INTEGRATED SOFTWARE

SALESFORCE & PARDOT

LOCATION

UNITED STATES

## SOLUTION

Since working with iCapture, Sandvig reports, “Almost everything has changed for the better and for good reason.”

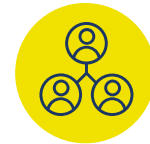
A few of those positive changes included a boost in both the quantity and quality of leads. Sandvig explains that they have increased the overall number of leads captured by at least 25%. With a more efficient system, they can capture more leads and conversations at booths, and the sales team takes greater interest and ownership in generating new leads.

Along with a greater quantity, the TPS booth staff can qualify leads during capture with customized questionnaires. During capture, each lead instantly qualifies as either a SQL or MQL and routes to sales and marketing respectively.

TPS has also seen a huge improvement in timing and speed of follow-up. With captured leads instantly synced into Salesforce, the sales team can now reach out to hot leads right away. Instead of lead follow-up taking days and sometimes weeks, TPS now follows up within hours.



**7x Faster  
Follow Up**



**One Consistent  
System**



**Increase Lead  
Quantity by Over  
15%**

“We have already begun using iCapture data to lower our costs of attending shows. We have been able to eliminate 2–3 people based on traffic data, saving hotel and per diem costs by knowing we need less staffing the last few days of the show when we can see that far fewer leads come to the booth.”

**Michael - Marketing Communications and Event Manager**