



SUCCESS STORY

A Better Way: Quality Leads and Relevant Reengagement

OVERVIEW

VoIP Supply, North America’s leading voice over protocol provider, attends a variety of events each year. At these events, they primarily relied on collecting business cards to capture lead information. After the show, manually entering leads into their CRM ate up valuable time for both marketing and sales. Once the team did start following up, they lacked clear direction or prioritization to identify which leads mattered most.

VoIP entered the partnership with iCapture with three major goals:

- 1. Eliminate Manual Entry
- 2. Qualify Leads While In The Booth
- 3. Introduce Consistency Across Events

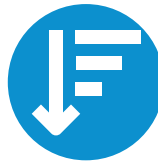


CHALLENGES



Manual Entry

VoIP was collecting business cards in a fish bowl. After their shows, manually entering leads into their CRM ate up valuable time for both marketing and sales.



No Lead Sorting Process

Once the team did start following up, they lacked clear direction or prioritization to identify which leads mattered most.



Inconsistency Across Events

VoIP lacked a consistent process for capturing leads and they would have to train the reps on different leads scanning equipment for every event.

INDUSTRY

INTRGRATED SOFTWARE

LOCATION

TECHNOLOGY

HUBSPOT

UNITED STATES

THE RESULTS

SOLUTION

After implementing iCapture, VoIP Supply noticed immediate improvement. Before, it took VoIP Supply's team months to follow up with the leads from a show. They also lacked segmentation to know which leads they should prioritize and contact first. With iCapture, VoIP Supply's reps receive the hottest leads first to reengage with. Plus, with the automated lead capture and elimination of manual entry, their reps can follow up immediately after the show instead of months later. Through this, they can target the best leads before the leads lose interest or buy from a competitor.

VoIP Supply lacked a consistent process for capturing leads from show to show. Cheney explains that she worried about having to train reps on different lead scanning equipment for every event. However, with iCapture, the reps can familiarize themselves with a single solution that works at every show.

Ultimately, one of the biggest improvements for VoIP Supply is the number of quality leads they capture at events. The team previously measured success by the number of leads, regardless of whether the lead was hot, warm, or cold. Now they can more accurately measure event success based on the quality of conversations during and after the show.



**Eliminated
Manual Entry**



**One Consistent
Process**



**Qualify Leads In
the Booth**

"iCapture has helped us understand it's not necessarily how much we are capturing, but who we are capturing and the quality of those leads. It has helped change our mindset at trade shows. It's not just about scanning and getting that lead. It's about scanning that lead, qualifying that lead, and then investing the time and the team prior and after the show."

Mary Cheney - Marketing Supervisor