



SUCCESS STORY

The Power of One Consistent System

OVERVIEW

Meet HiBob, a modern and global HR platform that enables mid-sized businesses to create remarkable work experiences.

With a presence at around 15 trade shows nationally and countless worldwide each year, HiBob encountered many challenges with the lead capture solutions offered by event organizers.

HiBob entered the partnership with iCapture with three major goals:

1. Standardize their lead capture process
2. Increase trade show efficiency
3. Gain visibility into their events



CHALLENGES



Inconsistent Systems

HiBob tried many different lead capture solutions but nothing could be consistent across all their events.



Inefficient Processes

HiBob spent a lot of time training on multiple lead capture solutions, and trying to collect consistent data across their events.



Lack of Visibility

Like many others, HiBob struggled to gain visibility into their event performance.

INDUSTRY
HR TECH

LOCATION
GLOBAL

THE RESULTS

SOLUTION

Since adopting iCapture, life at HiBob events has become significantly easier. Lora enthuses, "It has made our lives so much easier!" iCapture provides a consistent process across all events, leading to a considerable amount of time saved across various departments at HiBob. The marketing team no longer has to facilitate the setup of a different lead capture solution at every event and the booth reps don't have to endure frequent lead capture system training. The team is now confident in ensuring that no valuable information falls through the cracks. The marketing team has embraced the efficiency it brings to their jobs, and now, the company enjoys enhanced visibility into their events performance. Lora appreciates the ability to monitor real-time progress at a show, even when she's not physically present.

Lora's confidence in iCapture is unwavering. The app has become an indispensable tool for HiBob's trade show lead capture, streamlining processes and empowering them to thrive in the dynamic world of modern trade shows.



Increased Efficiency



Increased Event Visibility



One Consistent System

"iCapture was exactly what we needed, as if we created it ourselves. I can't imagine not using it at any of my future events."

Lora D'Amico - Sr. Field Marketing Manager