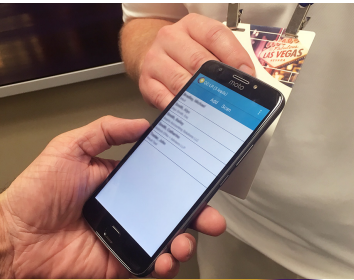# HOW LEAD RETRIEVAL CAN HELP YOU

Increasing ROI with exhibitor lead capture.

No more collecting business cards and manually typing them into a CRM! Using rental badge scanning devices or a software installed on your own mobile device, Lead Retrieval eliminates this process, provides a user-friendly scanning method & delivers your leads in your own exhibitor portal, exportable to a CRM friendly format. This allows for a quicker/easier sales follow-up process post event.

Simple Collection, Great Experience

The scanning process is as simple as tapping "scan" on the device and pointing the device's camera at the QR code on the badge. The scanner automatically scans the barcode, which significantly speeds up the capture process. The aim is to make the scanning as unobtrusive as possible, so you can focus on what matters – the interaction.

Maximizing Your Investment to Exhibit

We understand how much time and effort goes into exhibiting your brand, which is why generating quality sales leads is so important. Lead Retrieval software allows you to seamlessly capture all the most recent contact information to update your CRM.

Use your own device or rent one

Rental devices help save battery life, and can be shared amongst team members. Or simply download the app to your own device and start scanning.

Fast capture of contact information

Capturing a lead is as simple as pointing the camera at the badge.

Expedited lead delivery/sales agility

Receive your own personalized URL and download your leads in a spreadsheet format within 48 hours of show-close, so your sales team can promptly start follow-ups.

Qualify leads

Optionally, use custom questions to qualify your leads and show who needs immediate follow-up, or information on a specific product.

Add notes

Attach freeform notes at any time to a lead to further assist your sales team.

Real-time syncing to avoid loss of data

Syncing your captured leads to the cloud ensures no loss of data if device is lost/damaged.

Improved customer interactions

The collection of contact information is so quick/easy, you can now focus on the customer interaction!

Don't miss out on opportunities, start capturing leads!

capture
technologies