Lead Scan Function

The MEA offers an integrated management of the mobile lead capturing as an optional feature. Those leads will be saved in the CMS of the MEA and can be exported later in various forms.

1 Lead Scanning

You can decide which users can see the lead scan button in the app menu. Usually those are exhibitors of an event or the staff. With the help of the scanner one can scan the QR-Code of the event guest and be redricted to the respective participant detail.

2 Lead Capturing

In the participant detail the Lead-Scanners can see an additional action button, with which they can note the lead. The conversation with the interested party can be supported with a questionnaire. This questionnaire can be created beforehand. Exhibitors or operators can set the kind of questions.

3 Lead Evaluating

That can be question to the sales follow up or in which the lead is especially interested. The answers are saved in the CMS and can be only seen by certain persons (usually the event organiser) and be forwarded to the exhibitors.