KLIPSO LEADS

Mobile scanning and lead management application

leni EVENT TECH

SIMPLE USE BY STEP

Process

1. Before the event

- The indispensable
- Your Exhibitor Area: “Badge reader” menu

2. During the event

- Flash a participant
- Qualify a participant
- Synchronize a participant

3. After the event

- Download the list of my contacts

PROCESS

BEFORE EXHIBITION | DURING EXHIBITION | AFTER EXHIBITION

1. I connect online to my exhibitor space
2. In the "Badge reader" tab, I set up my Leads qualification questions
3. I get my activation code - License Key in the "Badge reader" menu
4. I download the application **SANTEXPO 2020** on my smartphone

Download on the App Store | ANDROID APP ON Google play

5. I set up a Code - License Key by smartphone
6. I scan the QR codes of the badges of my contacts at the exhibition
7. I qualify my contact on the application at any time and synchronize them
8. I retrieve the list of my qualified contacts from my exhibitor space

1. BEFORE THE EVENT

The indispensable

Klipso Leads is an IOS and Android compatible application that allows you to qualify visitors during an event.

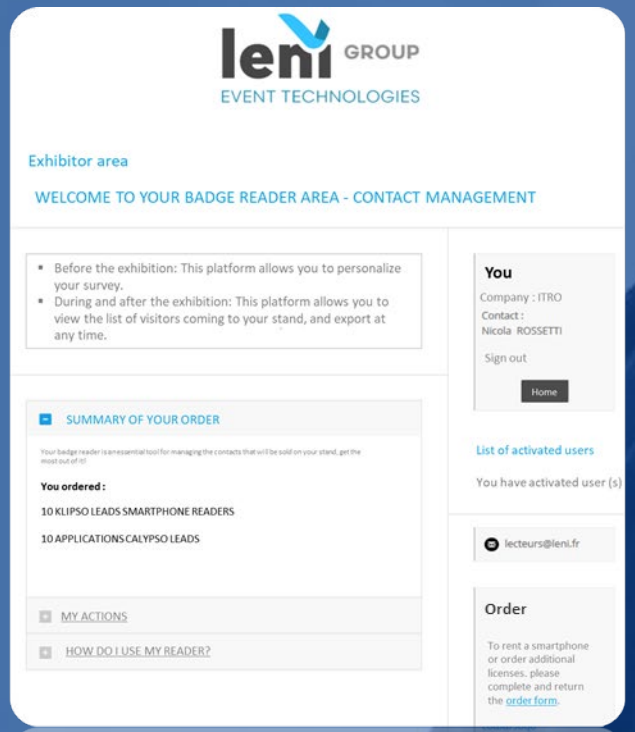
An"Off-line" operation mode is also available so that you are not dependent on the mobile data.

Above all, I make sure that:

My license (s) is / are included in my stand or that I have to order it / them.

I have a smartphone equipped with an autofocus camera to flash the QR CODE on the badges of the participants. If not, you can rent one with preinstalled app.

I have in my possession the link to my exhibitor platform.



Connection to your web exhibitor space

And download - Activation of your Klipso Leads App

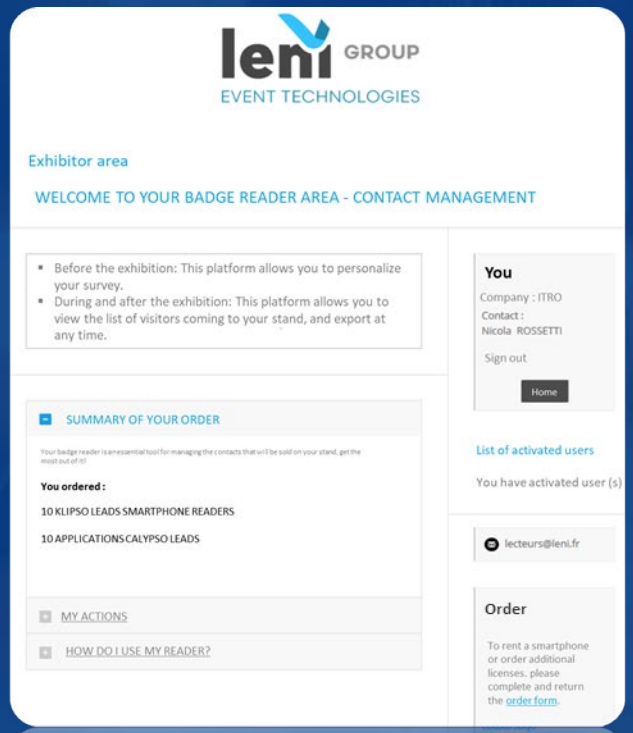
leni GROUP

leni EVENT TECH

IMPORTANT

I SET UP MY QUESTIONS FIRST

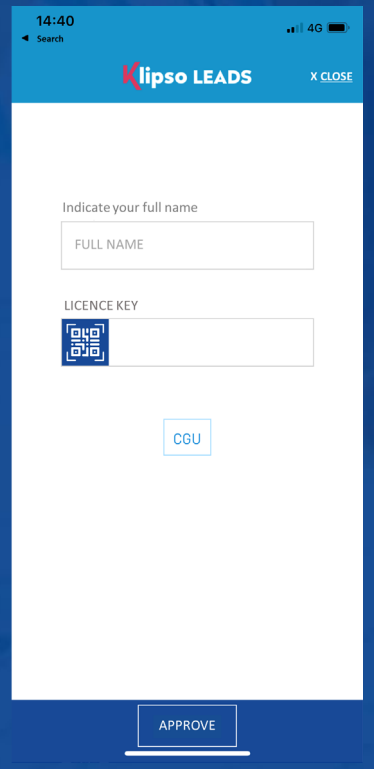
On my online exhibitor space



THEN I ACTIVATE MY LICENSES

On my klipso leads application

integrated into the SANTEXPO 2020 application



1. BEFORE THE EVENT

Your Exhibitor Area: “Badge reader” menu

Click on "Badge reader":

I make sure that the order meets my expectations, I download my order form and I send it by email or by post to LENI.

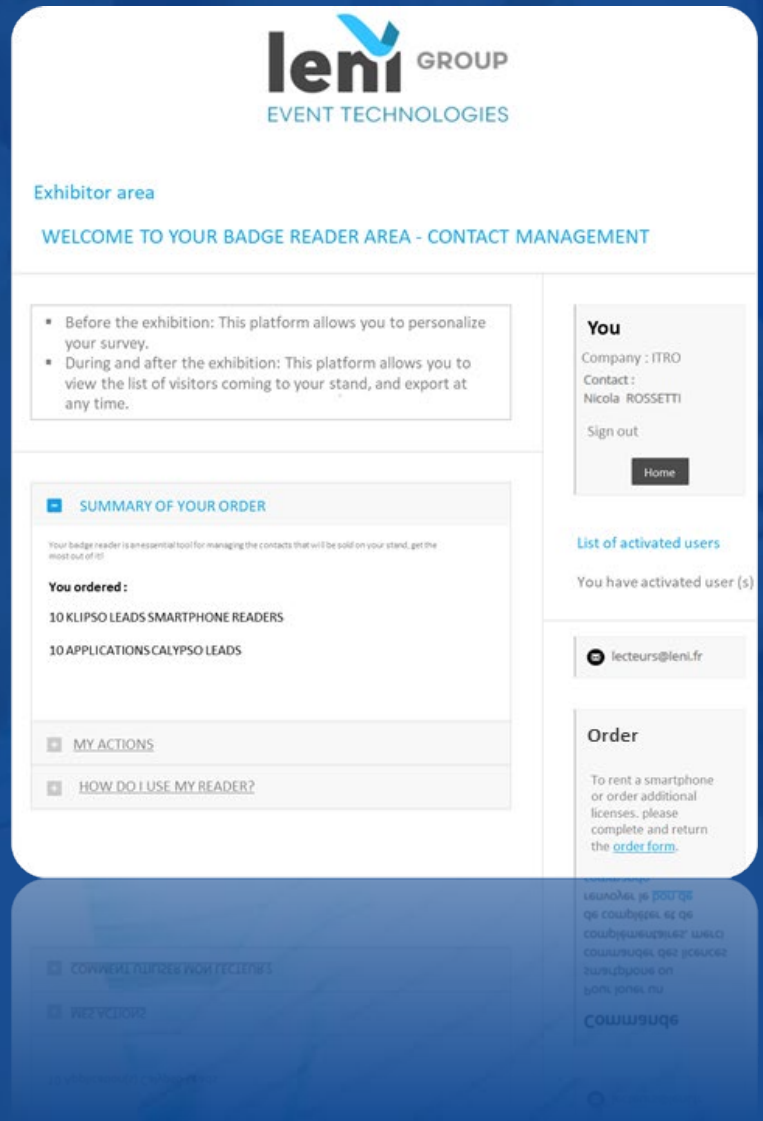
I also access the reminder of the actions I have to take (survey settings, application download, date, time and place of recovery / return of the reader).

Configuration and management:

Define your qualifying questions via the survey configuration module (free text or questions of your choice)

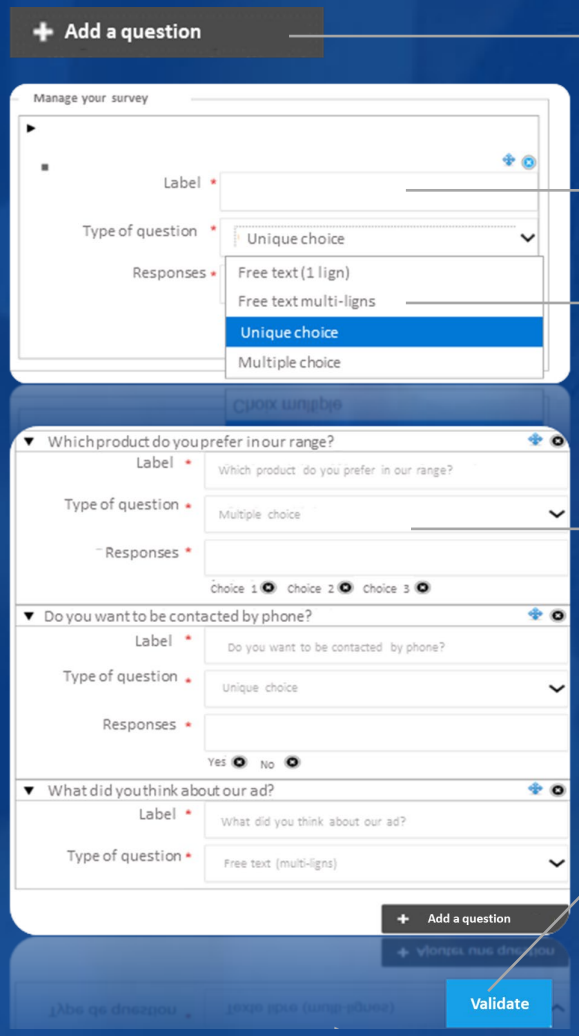
Copy my license key. To be entered on my application once my survey is configured

On this page, I will access the list of attendees that I scanned at my booth once I have synchronized my data.



1. BEFORE THE EVENT

Create my questions



I click on "Add a question" to start my configuration.

I enter the "wording" of my question

I choose one of my 4 possible question formats

For all the optional questions, I press enter between each answer to add more

Once I have finished I click on the "Validate" button. You can return to your form as you wish to make changes.

But be careful, once you download your license on a smartphone any modification will be blocked.

Our recommendations

The wording of your questions should not exceed 50 characters.

- Between 8 and 10 questions maximum
- Between 8 and 10 answers maximum / question

A short and concise qualification for your teams will be more effective

Contact the organizer if you have any doubts about the data presented by default when you scan a contact, Ex:

- The full contact details of each participant
- Profile information (activity, function, center of interest, etc.)

4 free pre-configured fields are already available

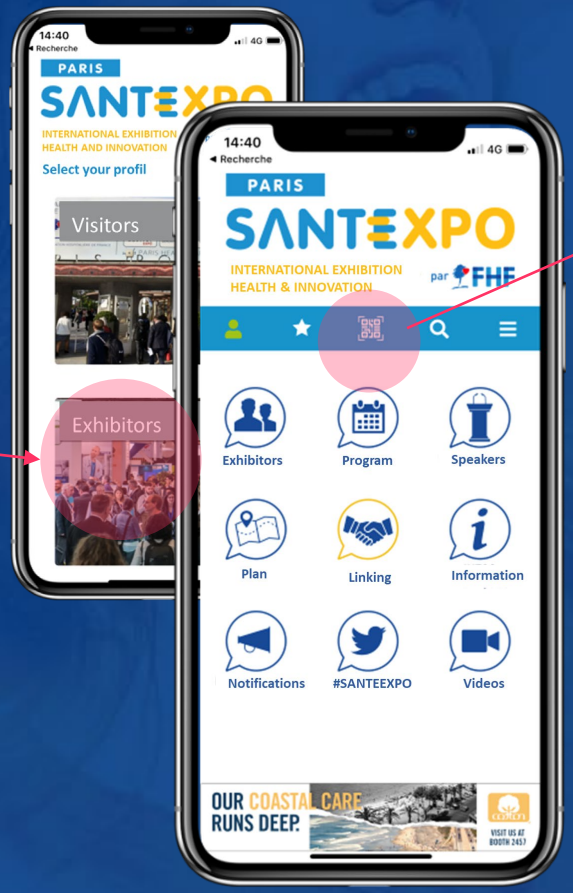
- Other name
- Other Company
- Other Email
- Remark

1. BEFORE THE EVENT

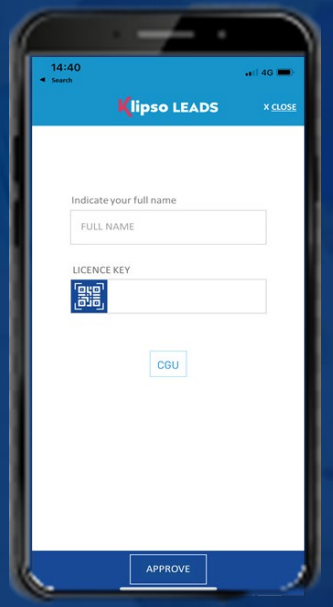
Download and configure my application (s)

On my smartphone, I go to my Play Store for Android or my App Store for Iphone to download my application

I launch it and select the EXHIBITOR profile



then access the Klipso Leads function by pressing the "QR-code" button



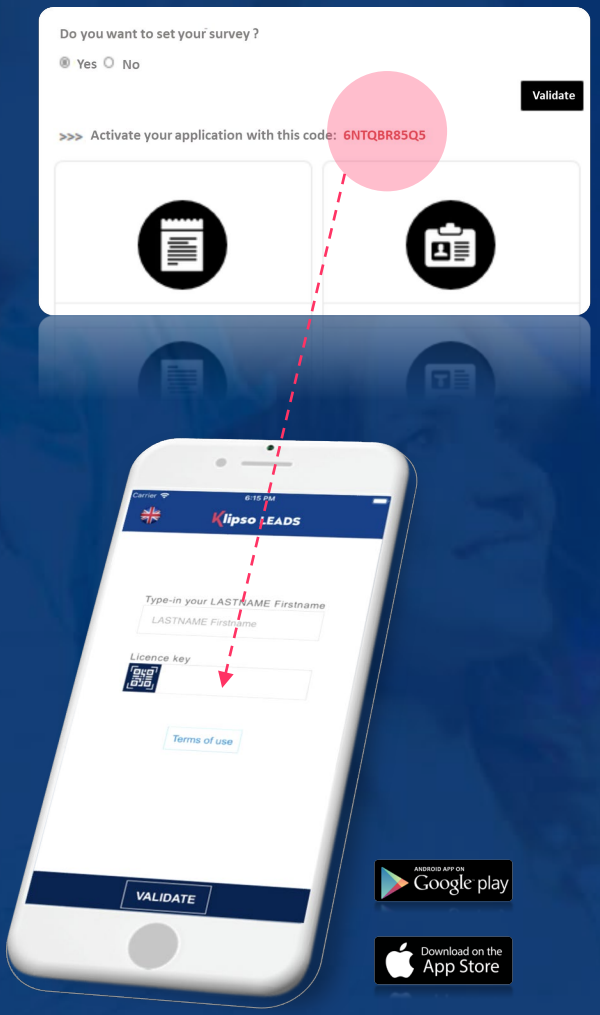
Next slide activation

1. BEFORE THE EVENT

Before activating my license key, I make sure that my survey settings are complete.

- If I order multiple licenses I will only have one key which will be communicated on the Exhibitor platform.
- An activated license key = a smartphone
- If I order 5 licenses, 5 people on my team will each be able to activate it on their smartphone only once.
- I enter my First name and last name. This allows the global file to reconcile the scanned participants with the license users.
- I enter my license key specified on my Exhibitor platform, respecting the case. (upper / lower case)
- I validate

Exhibitor space



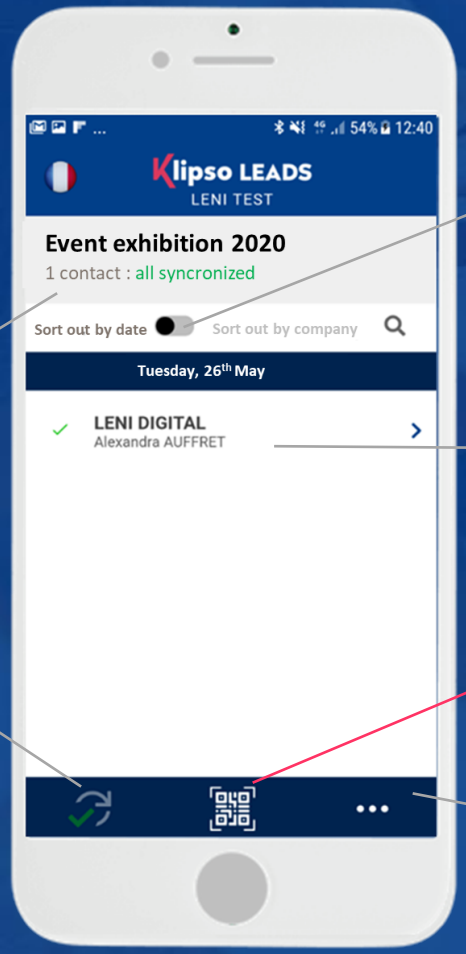
HOW TO USE

DURING THE EVENT

leni EVENT TECH

2. DURING THE EVENT

Once the license key has been registered, I'll be on the page that will allow me to scan the QR CODE on each badge worn by participants.



The list of scanned participants. It is sorted by date or by company name. I can if I wish search by a first name, last name, email, company.

Number of scanned contacts and synchronization status

Access the qualification sheet for each contact

Synchronize my data so that I can find my scanned participants in my Exhibitor Space

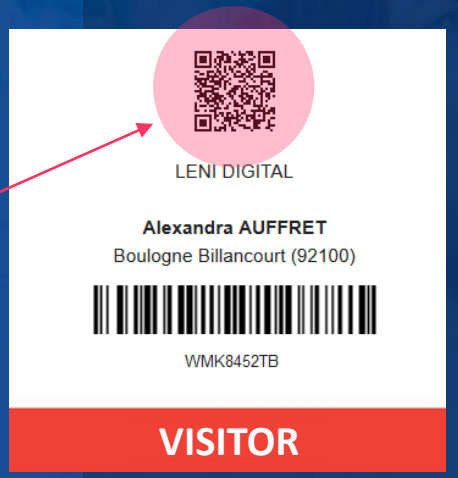
Flash the QR CODE on a participant's badge (open the smartphone camera)

Access my license parameters and the T & Cs.

Why am I flashing the QR CODE?

Because it allows me in offline mode to obtain the following data live:

- The company
- First and last name
- Email
- Number phone



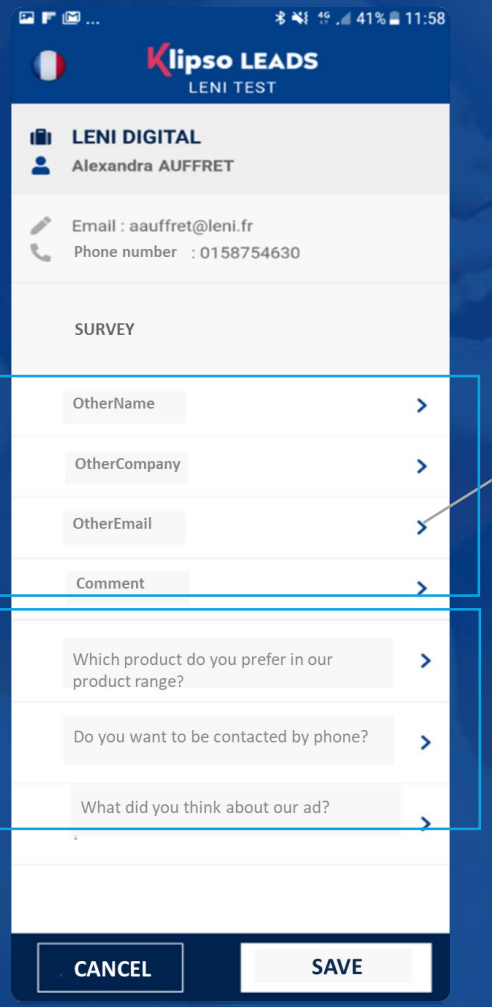
2. DURING THE EVENT

Qualify a participant

On this page I will be able to qualify the participant using either:

only the free fields that LENI makes available to me

or by completing the survey that I will have previously configured in my Exhibitor Area.



I just have to click on each arrow at the end of the line to access each question and qualify it.

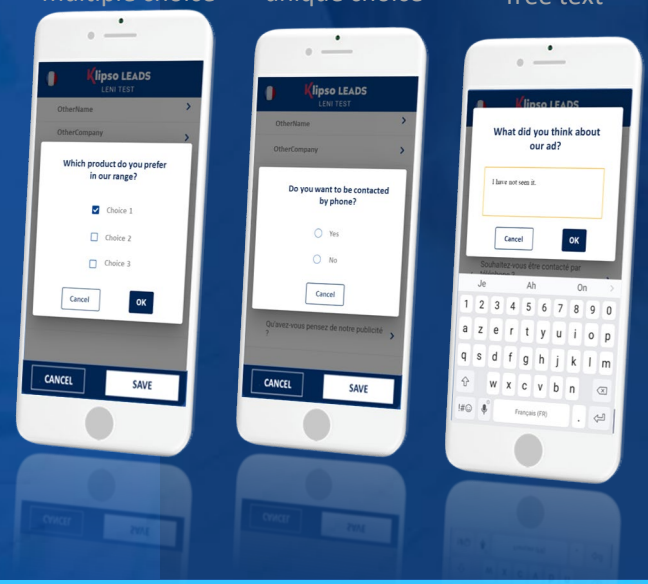
Be careful, I don't forget to click on SAVE when I'm done.

Good to know :

At any time, from the home screen, I can come back to a participant's file to modify it or simply consult it.

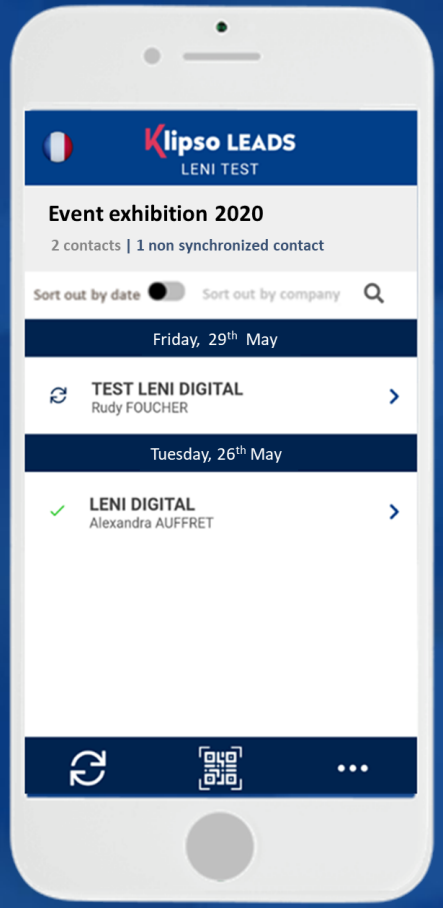
Example of survey rendering

multiple choice | unique choice | free text



2. DURING THE EVENT

Synchronize my participants



When I use my Klipso Leads application, I can if I wish cut my mobile data and operate in "offline" mode.

This imperatively implies data synchronization with my Exhibitor Area as soon as I go back to “On-line” mode.

What does the word synchronized mean?

It is quite simply the uploading of the data recorded in your mobile to your Exhibitor Area.

How do I identify a synchronized participant?

if I have the icon:

my participant has been synchronized

my participant has not been synchronized

How do I synchronize my contacts?

I click on the icon at the bottom left of my home page.

AFTER THE EVENT

Retrieve your leads

leni EVENT TECH

2. AFTER THE EVENT

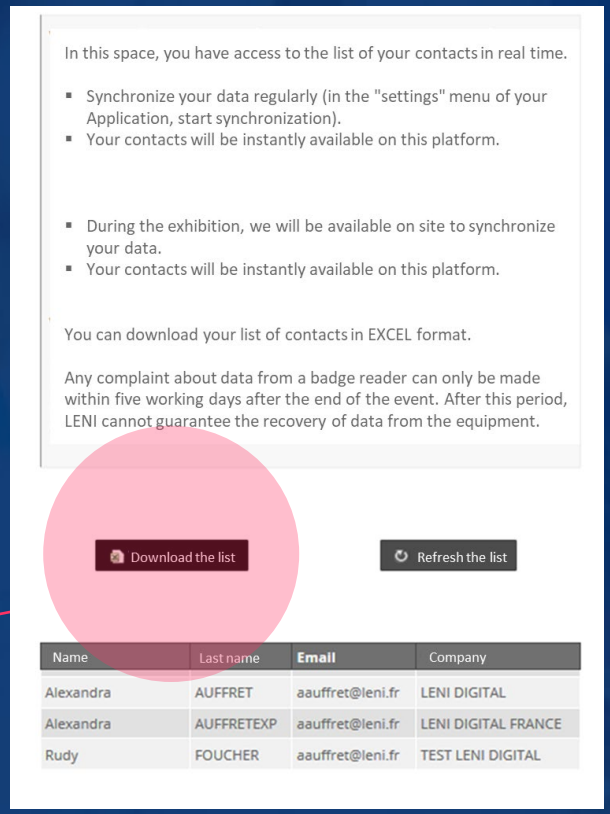
Synchronize my participants

Once all my contacts have been synchronized, I go to my Exhibitor Area to download my file in xls format (Excel).

I will find in my file:

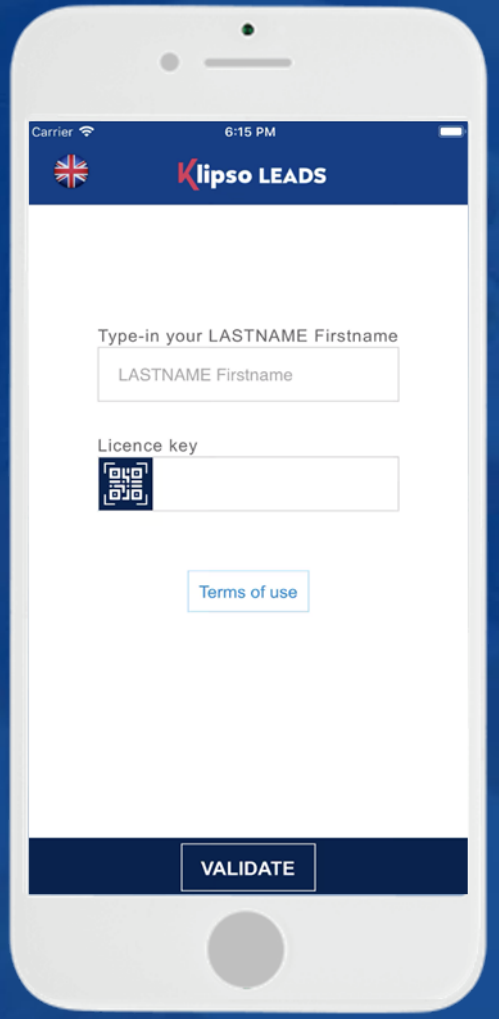
- Participant's contact details.
- Some profile information collected on the pre-registration form.
- The answers to the questions (set by default or configured).

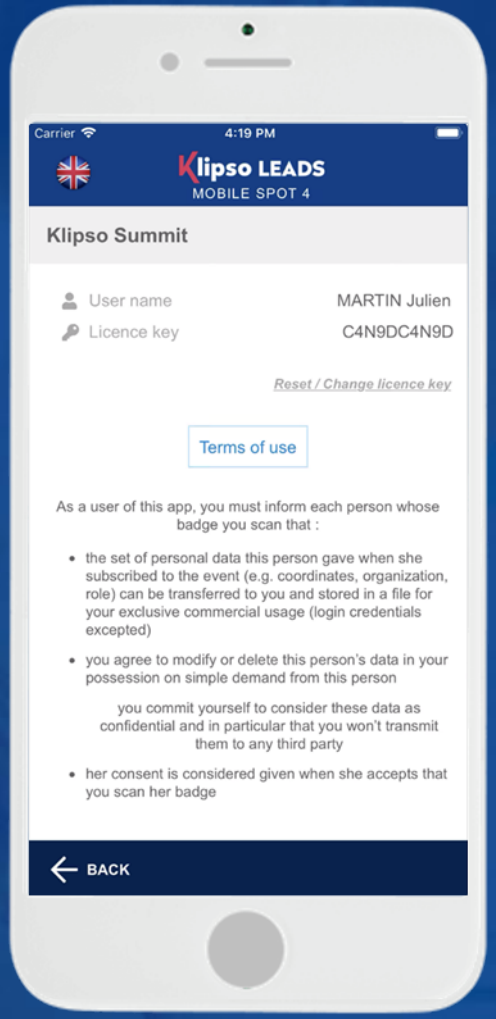
Download your contacts

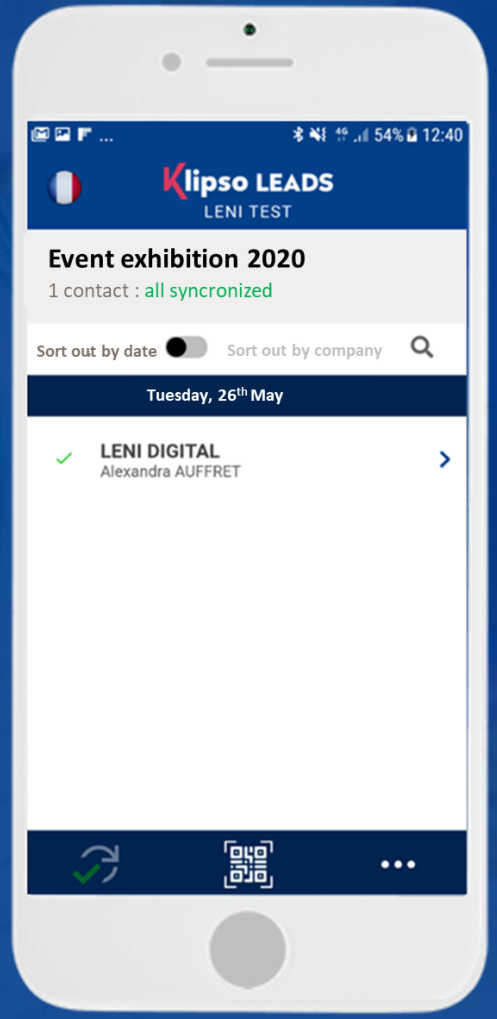
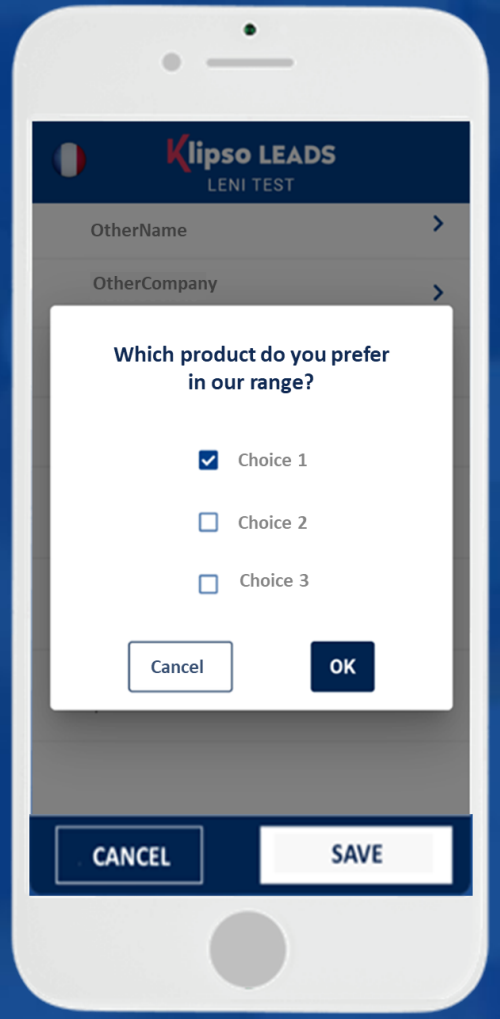
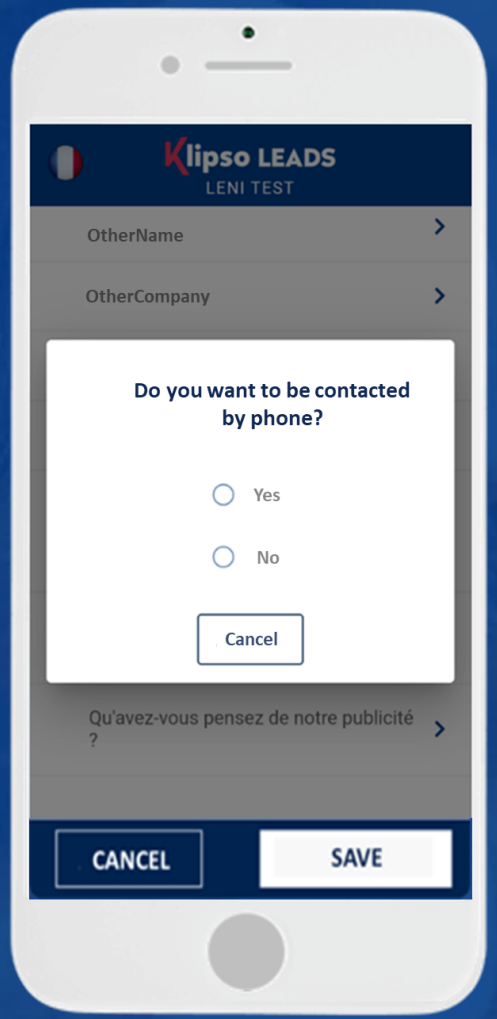
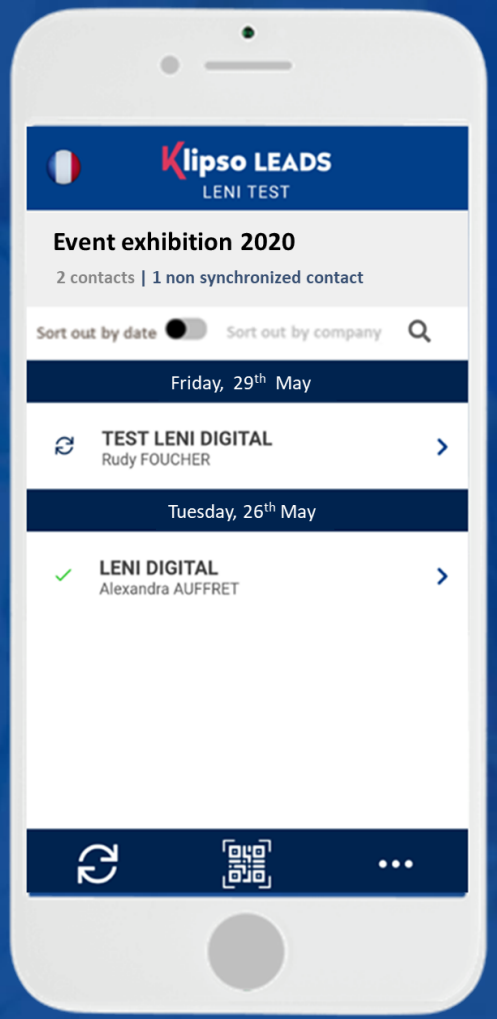


APENDIX

SIMPLE USE PER STEP







SIMPLE USE PER STEP