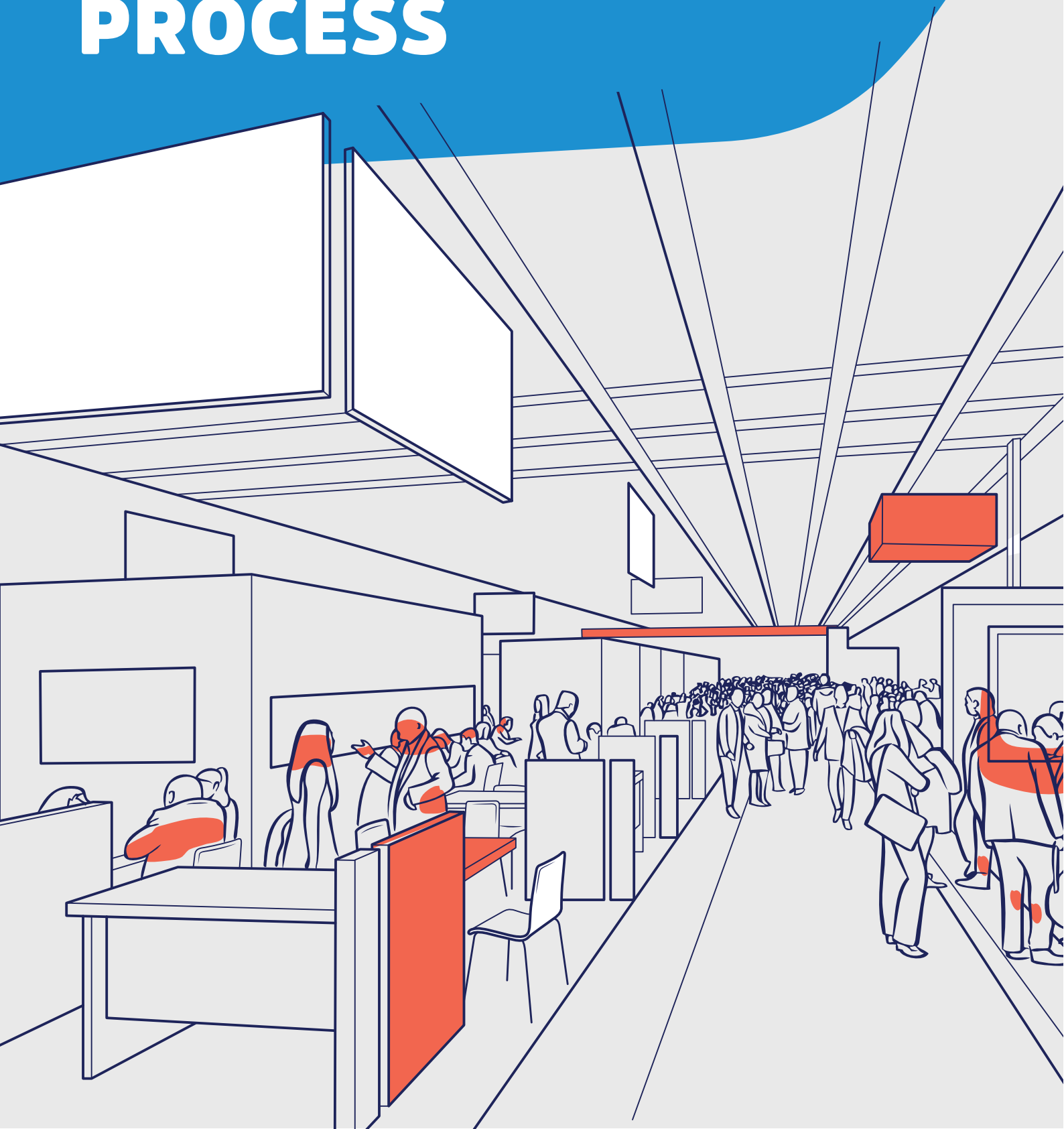
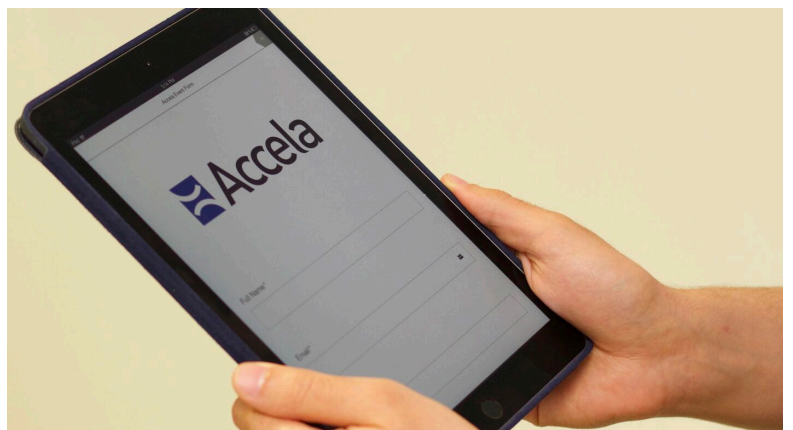


# HOW ACCELA MODERNISED THEIR LEAD CAPTURE PROCESS





Accela is a fast growing SaaS business which is helping governments transform the way they serve their communities. Attending over 60 events each year, ranging from a mixture of small to large US-based government-centric conferences, these types of trade shows bring certain challenges to the team; a key problem being the frequent lack of any type of lead retrieval solution.







## EXISTING LEAD CAPTURE METHODS WERE HAMPERING SALES

Stapling a prospect's business card to a lead form, then completing the form manually was becoming cumbersome and time consuming for both the sales and the events team. The main drivers for change were the time spent typing up leads, which contributed to a slow sales process. This process was further slowed down due to handwriting errors and missing information. Finally, due to the nature of their customers and conversations, an overarching concern was the security of data storage during and after events.

Aila Brookins, Tradeshow & Events Manager at Accela, knew that there had to be a better solution, one that could help her improve the overall process of collecting leads at events.

“

We needed a new lead capture solution which the sales team would adopt easily and fit with our existing systems and processes.


Aila Brookins, Trade Show & Events Manager at Accela

”

# THE SOLUTION WAS AKKROO

The Akkroo solution allows Accela to create forms with any type of question, pull-down lists and checkboxes, at any time before the conference, giving complete flexibility and control over forms. The delight from using Akkroo didn't stop at events, Aila and her team also found the solution to be exceptionally useful post event.

World Technology Conference

 **Accela**


Event Lead Capture Method

☐ Manual Entry

☒ Business Card Scan

☐ Event Badge Scan

Ask a question...







“

Akkroo provides everything we need to capture all important sales leads at every conference. It takes a picture of the business card and then transcribes it, eliminating misspelled names and missing phone numbers.

Aila Brookins, Trade Show & Events Manager at Accela

”

Implementation of Akkroo was simple and the sales team found the app's user interface very easy to use. Features like the ability to scan badges meant accelerated adoption due to the time saved for each lead captured at an event.

Finally, concerns over security of data collected at events were alleviated, thanks to the progressive security programme put in place by Akkroo.



“

The best part is after the show.  
I can review the collected leads quickly  
and upload them to our database  
within minutes, instead of days.

Aila Brookins, Trade Show &  
Events Manager at Accela

”



“

## THE RESULTS

Utilising the Akkroo dashboard, event success was easily determined in terms of number of leads collected per event, with the ability to view live figures during a tradeshow, as well as individual team member performance. This made it incredibly easy to extract quantitative and qualitative data to make informed decisions for future events. The positive impact of Akkroo has also been noticed outside of the marketing team, notably by the sales team who have seen direct results.

Every year the sales team give out a place on their Presidents Club to a member of the company who sits outside sales and makes a significant impact on the sales process. Akkroo has helped me make that impact and now I'm off to Hawaii!

Aila Brookins, Trade Show & Events Manager at Accela

”



# GET TO KNOW AKKROO WATCH OUR PRODUCT TOUR

CLICK HERE TO WATCH

No more unqualified and lost leads. No more delays in follow up. Used by organisations globally to:



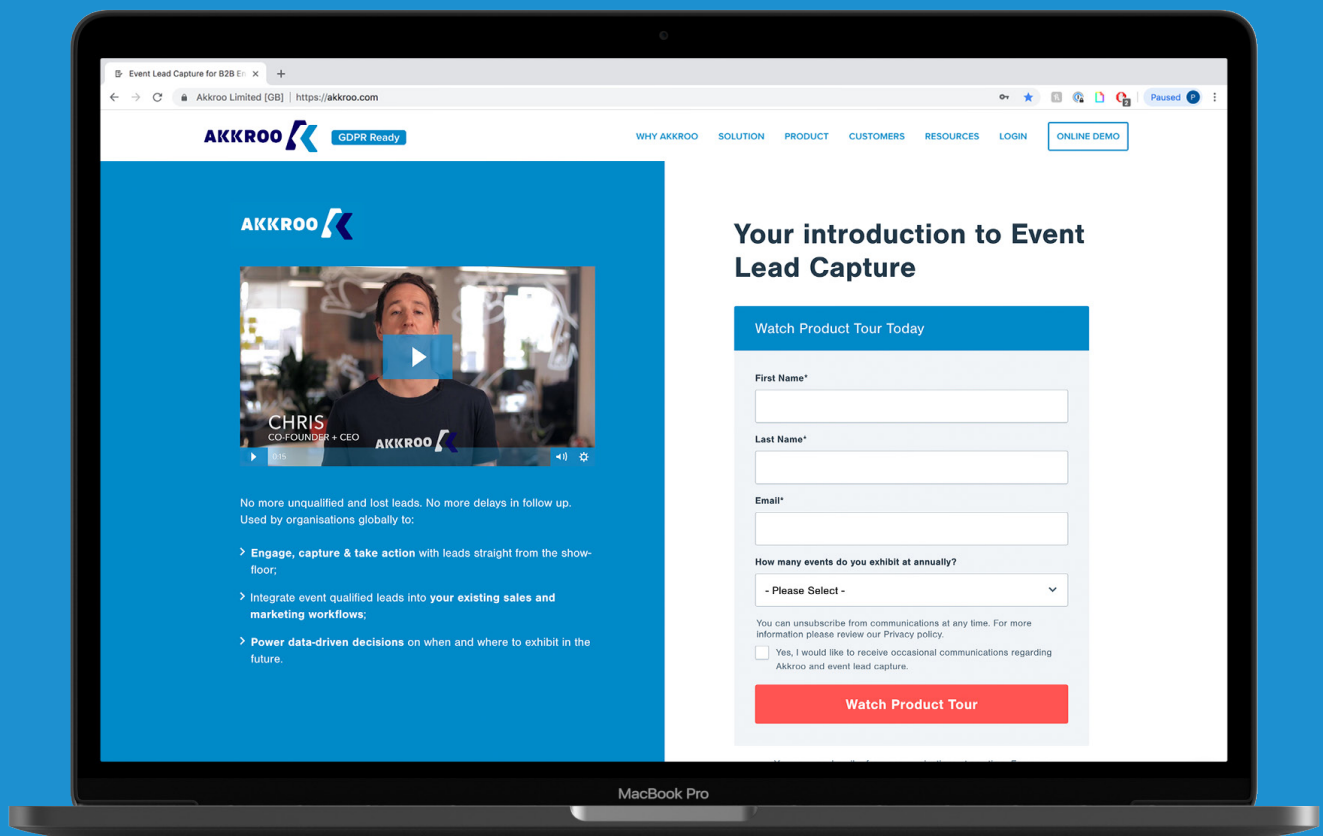
Engage, capture & take action with leads straight from the show-floor;



Integrate event qualified leads into your existing sales and marketing workflows;



Power data-driven decisions on when and where to exhibit in the future.







# AKKROO



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