SPAL Automotive: "Post-trade show lead management has become more agile and organized"

SPAL Automotive, a leader in automotive cooling solutions, has streamlined trade show lead management with snapADDY VisitReport. The app enables seamless lead capture, real-time processing, and effortless sharing across international branches. Its international scope made it necessary to find an innovative and sustainable tool for managing and sharing leads acquired during trade shows.

We interviewed Laura Morselli and Matteo Reato to find out why the implementation of **snapADDY VisitReport**, an efficient and intuitive tool, proved to be the ideal solution for SPAL's marketing team.

SPAL Automotive's trade show stand

The need for a structured trade show lead management

Before the introduction of snapADDY VisitReport, "lead collection was not easy; there was no shared system for capturing and storing leads across our international branches," explains Matteo Reato, Marketing Manager at SPAL, highlighting a common issue for many companies attending international trade shows: the lack of a unified and efficient system for managing trade show leads. snapADDY VisitReport digitizes the entire process of lead acquisition, processing, and distribution in real time, ensuring an efficient and seamless conversion.

The Solution: snapADDY VisitReport and Its key features

The implementation of the snapADDY VisitReport app met SPAL Automotive's needs, improving and simplifying:

- contact collection during events,
- lead sharing among different international branches.

The adoption of VisitReport was positively received by the 50 SPAL employees who regularly use the app.

VisitReport's numerous features facilitate work at the trade show booth, including:

- scanning participant business cards;
- completing dynamic, customizable, and intuitive questionnaires;
- creating structured reports ready for post-event analysis;
- sending follow-up emails and
- managing digital signatures integrated into the app

Laura Morselli, SPAL's Marketing Representative, emphasizes the importance of dynamic questionnaires and the app's ease of use: "The ability to create dependencies between questions allows us to collect relevant and detailed information instantly. The interface is intuitive, and the process is simple for both the questionnaire creator and the respondent."

Implementation: A success driven by online support & training

The implementation of snapADDY VisitReport was simple thanks to the continuous support from the snapADDY team. "Matthias and Julia were always responsive and ready to assist us at every stage of the process," say Laura and Matteo.

To facilitate the adoption of the tool, SPAL organized online training sessions, integrating video tutorials available on the snapADDY website. "Thanks to the videos and continuous support from the snapADDY team, the transition was smooth and fast. The user-friendly interface and the app's simplicity allowed all colleagues to use it, improving the accuracy and efficiency of our work," explains Laura.

Results of digital lead capture: Instant organization & sharing

With the adoption of snapADDY VisitReport, SPAL Automotive has digitalized trade show lead capture, significantly improving and accelerating contact data management and sharing. After each trade show, the company can:

- Create an organized database of collected leads
- Easily share leads with international branches
- Analyze trade show performance in a targeted manner

"Post-trade show lead management has become more agile and organized. The process of sharing contacts at the end of the trade show is now much simpler and faster. We now have all data centralized and structured, easily shareable with all branches via an Excel file," states the SPAL marketing team.

Additionally, thanks to the ability to use the app in English, international teams face no language barriers and can interact effectively, further facilitating the acquisition, management, and sharing of trade show leads.

With a well-established process and widespread user satisfaction, SPAL Automotive looks confidently to the future: "We are satisfied with the app and will continue working with snapADDY VisitReport," concludes Matteo.

We thank SPAL Automotive for sharing their experience and for their valuable contribution to this success story!