



Success story

Get in touch faster with mQuest® Lead

Digital lead capturing and follow up acceleration

HMS Industrial Networks from Sweden is one of the world's leading providers of industrial communication solutions. HMS relies on mQuest® Lead and individual forms to capture new customer leads digitally and paperless at international fairs. Customer and prospective buyer data are digitised using the OCR feature, enriched with important information and automatically

send to the back office. Annoying typing of contact data and notes is obsolete. Fair-related performance metrics and insights help the team to get better day by day. Data gets directly exported into the in-house CRM system, so that follow-up processes can be initiated right during the fair. So you are always one step ahead to close the deal.

Deployed product: mQuest® Lead

Business cards are digitised via integrated OCR

Provision of ready-to-run devices

Automatic PDF reports to the back office

Forms fully adoptable to the context of different fairs or products

Secure and up to date upload of contacts via Wi-Fi or mobile networks

Services



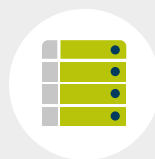
Integrated OCR
(Text recognition)



Training courses
by cluetec



Support



Hosting

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From the acquisition of contact data at the trade fair to its handover to the back office, the complete lead process has been digitised with mQuest®. Maximum data quality as well as shortened response times increase the customer satisfaction sustainable.

Gundula Schulze,
Marketing Communication Manager
HMS Industrial Networks

Further information about the customer
www.hms-networks.com

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www.mQuest.eu