

SVCapture™ Guided Demo

Transform
Your
Trade Show
Lead Capture
Program

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SVCapture™ Guided Demo

Purpose

This Guided Demo is intended to let you experience SVCapture's features on your own device rather than show you a canned demo video. We'll take you step-by-step through the features but you are always free to explore the app on your own. You can also use this guide as a **TRAINING DOCUMENT**.

Introduction

SVCapture is a lead capture app that offers trade show badge scanning and lead qualifying surveys *plus* some key differentiators. In addition to **Lead Lookup**, **Voice-to-Text Notes**, and **On-Demand Statistics** to track booth performance, we offer a feature set you will only see in our SVCapture app:

INSTANT LEAD SCORING — know immediately when a booth visitor is a “hot lead”

VIP ALERT — identify targeted attendees when they enter your booth

DYNAMIC LITERATURE FULFILLMENT — send only the attendee requested information

PHOTO CAPTURE — to include an image of (for example) a solution created by a demo person addressing an attendee requirement

CUSTOMIZED CRM FILE — conforms to your CRM field & data requirements

LEAD PROGRESS METER — enter your lead goal, then view your progress from any device or the portal

Additional features

BADGE TYPES — read 2D barcode, QR Code, or NFC badges and get full demographics

SURVEY SKIP LOGIC — show or hide questions based on previous question selections

REASSIGN LICENSES — simply release a license from a device to use it on another device

All these features are included at **no additional cost!**

Note: If you are viewing this Guide on the device you will be using for the demo, we recommend you either print a copy or open the Guide on another device. You will need to scan two QR Codes during the demo.

Setting Up the Demo

This is a two-step process:

1. Download the **FREE** SVCapture app. Visit the App Store or Google Play and *Search* for SVCapture.



2. When SVCapture has finished installing, launch the app by tapping the icon on your device. You will then scan a QR Code to load the SVCapture settings for the Demo Event.



Load the Demo Configuration *(loads the Survey, VIP Alert, and interface software for reading the badge)*



Tap to scan the QR Code provided by ShowValue.

Scan

Tap Scan



SVCapture Demo

Scan this QR Code *(you can scan a screen image)*

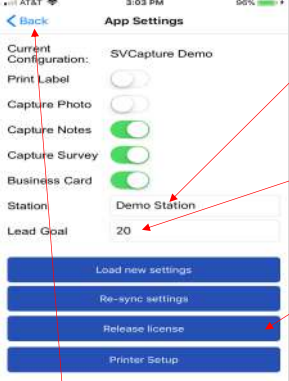
Success

Event settings loaded.

Okay

The demo configuration is now loaded.

Tap **Okay** to continue.



Set the Device ID here to identify who captured the lead information.


Set your Lead Goal here.

You can Release the license for this device and re-use it on another device.

Note the identification of the:

- Event
- Company Name
- Device ID

Tap **Back** *(twice)* to return to the Main page

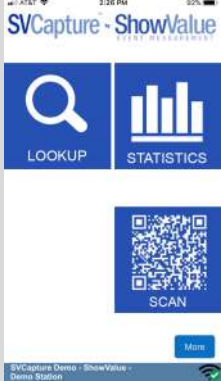


Note the identification of the:


- Event
- Company Name
- Device ID

SVCapture Demo—ShowValue—Demo Station

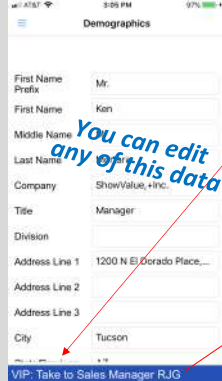
Scan a Badge *(Scan barcodes, QR Codes, or read NFC badges)*



Tap the SCAN icon



Scan this QR Code *(you can scan the screen image)*



Attendee Demographics


You can edit any of this data

VIP: Take to Sales Manager RJG

Note that this attendee has been designated as a **VIP** based on an email address or domain match. The booth staffer who scanned the badge is directed to take the attendee directly to Sales Manager RJG.

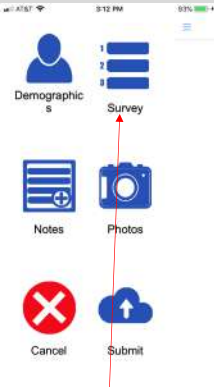
Capture Qualifying Data *(let Sales know whether this lead is qualified before the follow-up call)*

Demographics Page



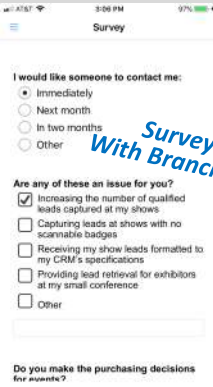
Tap to open the **Options Page**

Options Page



Tap Survey

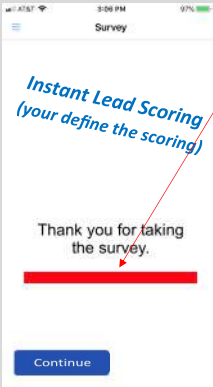
Survey Page



Survey With Branching

Your Qualifying Questions
(scroll down and tap Continue)

Lead Scoring Page



Note the colored bar.

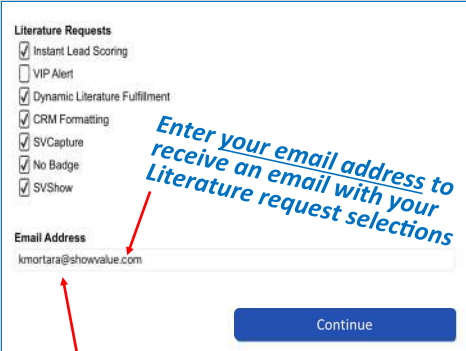
Based on the question selections, this is a:

- **Hot Lead**
- **Warm Lead**
- **Cold Lead**

Only the booth staff know the color codes so attendees don't get the wrong impression.

Scored Lead

Dynamic Literature Fulfillment *(send only the information requested)*



Enter your email address to receive an email with your Literature request selections

Email address from the badge is auto-filled. You can change it as desired.

How it works...

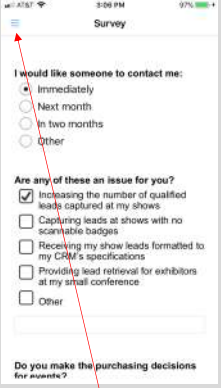
You create all messaging including Subject, From, Reply To, and BCC

The attendee selects the topics of interest. SVCapture creates an email with:


- A salutation
- An opening paragraph
- A paragraph for each topic selected
- A closing paragraph

Benefit: The attendee gets only the information requested!

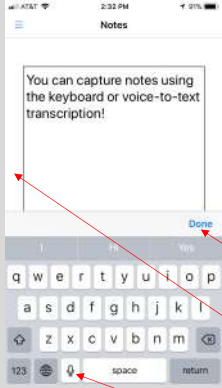
Capture Notes *(for capturing information not included in the Survey)*



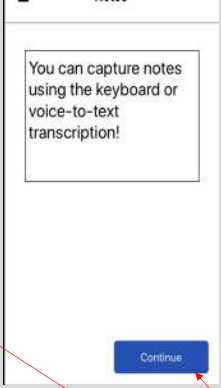
Tap to open the **Options Page**



Tap Notes



Type or dictate Notes
(Dictated notes are instantly transcribed)



Tap DONE (or in the whitespace) then tap CONTINUE to open the **Options Page**

Capture Photos *(capture sketches, drawings, the Attendee's photo, or whatever you want)*

Tap to open the **Options Page**

Tap Photos

Tap to take a photo.

When done, tap to open the **Options Page** (Or, you can Cancel at any time.)

Tap Submit when you're done.

Lookup Feature *(to make edits to demographics or the survey, add Notes, or add a photo)*

Tap LOOKUP

Select from the latest scanned badges from this device (if any)

OR

Enter a few characters in the Search bar to search in First, Last, or Company name from all devices.

Tap to open the **Options Page**

Select an Option and make changes

On-Demand Statistics *(easily answer the question, "How are we doing?")*

	This Device	Event Total
Total Scans	13	18
Today's Scans	13	18
Unique Scans	11	11
Today's Unique Scans	11	11
Leads Target		101

Tap STATISTICS

Lead count for this device.

Lead count for all devices in the booth.

Your lead goal for the show.

Progress towards your goal.

You can get the Event Statistics at any time from any device or the portal.

Don't forget, **all these features** are available for your event...**at no additional cost!**