

# Calypso Reader

«Scan - Qualify - Retrieve»

Leads management solution on your booth



*Optimal for booths (not recommended for satellites)*

- ⇒ A specific app developed in order to qualify your contacts.
- ⇒ An offline mode allowing to use the device even when you are out of reach of an internet connection (not to be dependent on a Wi-Fi connection)
- ⇒ A dedicated online platform, secured and synchronized with the app. You access your data live once synchronized. It is not necessary to wait until the end of the exhibition to get your leads.



## EXHIBITOR'S AREA

**Prior to the congress :** Create your own survey

**During and after the congress :** View your contacts' list and download your leads anytime



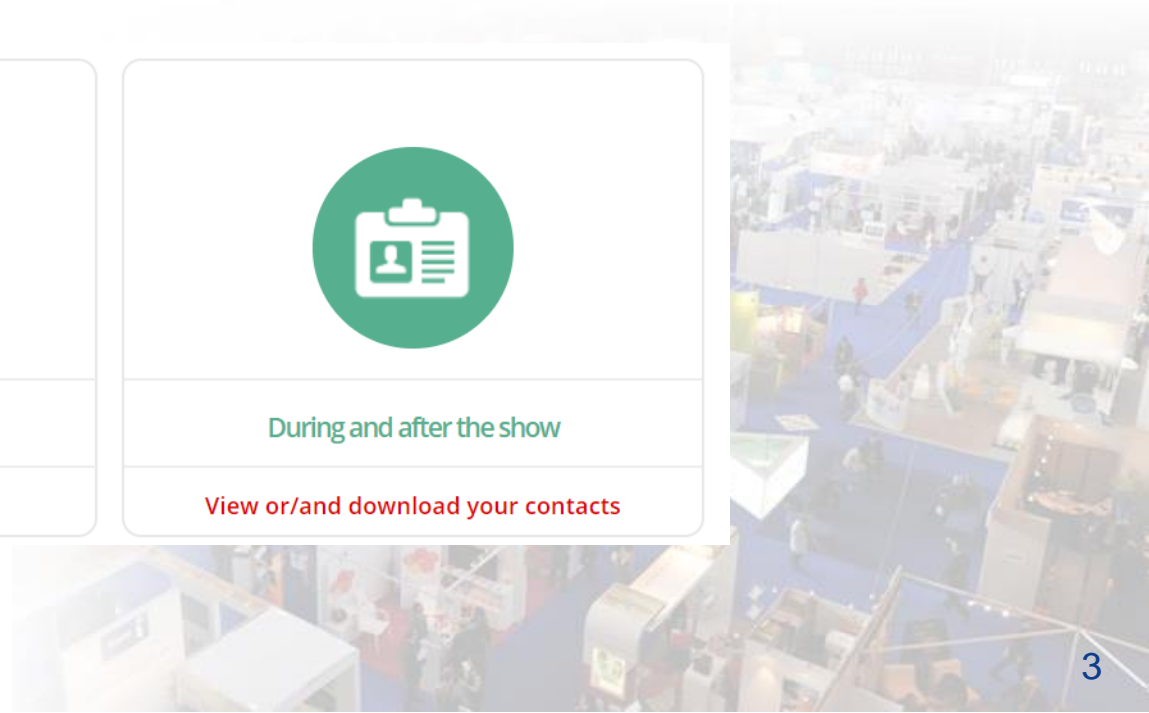
Prepare the show

Set your questionnaire



During and after the show

View or/and download your contacts



## SURVEY CREATION

Edit questions, answers, qualifications in order to enhance your leads during the event.

Manage your form

▼ Visitor Type

Label \* Visitor Type

Question type \* Unique choice

Answer(s) \*

Customer

Supplier

Prospect

Other

▼ Action

Label \* Action

Question type \* Multiple choice

Answer(s) \*

Make an Appointment

Factory Visit

Send Catalog

+ Add question

To create your survey, 4 types of questions are available :

- Open-ended question (single line)
- Open-ended question (multiple lines)
- Closed-ended question
- Multiple choice question



These settings will save precious time in analyzing your data.

Identify criteria and actions that will be easily exploited by your team.

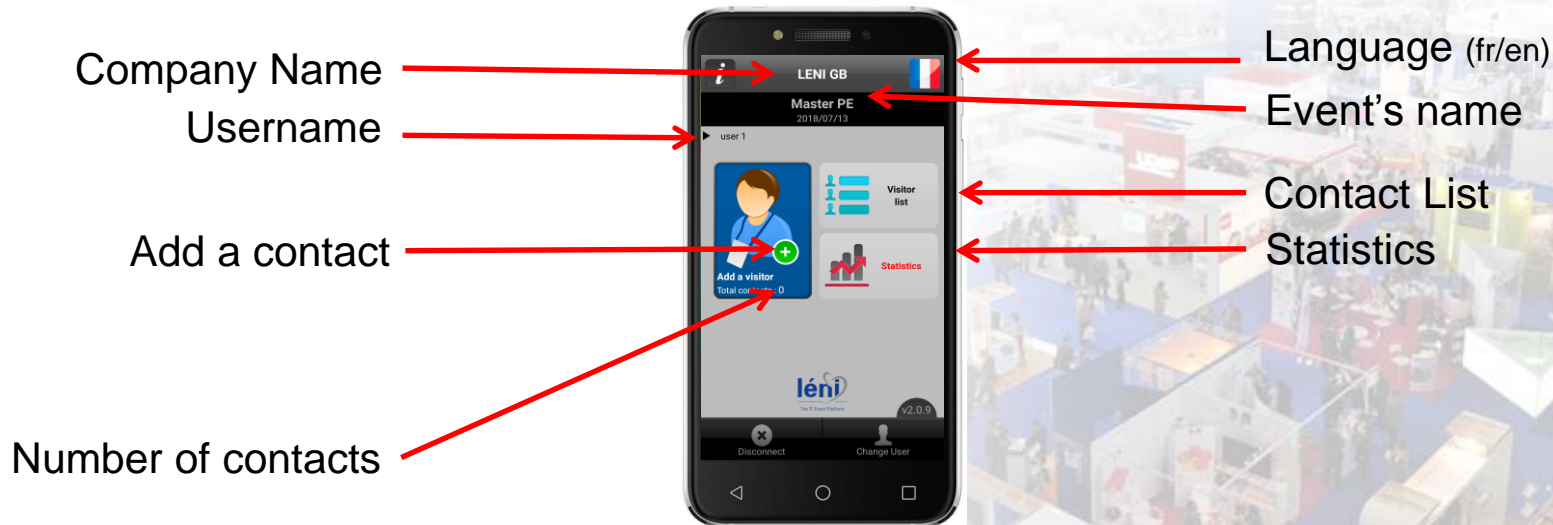
\* There is no limit for the number of questions though, for reading confort, we recommend a maximum of 8 questions

### CALYPSO APP



The app will be customized with your information : company name, event's name, survey.

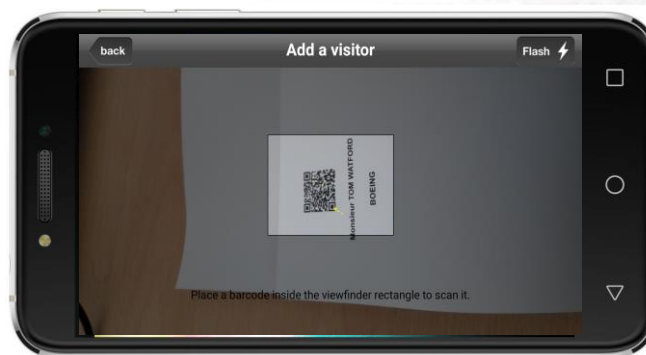
Once you have signed in, the app is actived and ready for use!





### ADD A CONTACT

Scan the printed barcode on the visitor's badge and save it as a new contact.



A barcode is printed on every badge. It is automatically read by the CALYPSO app when you scan and add a visitor.  
*\* Landscape mode recommended*

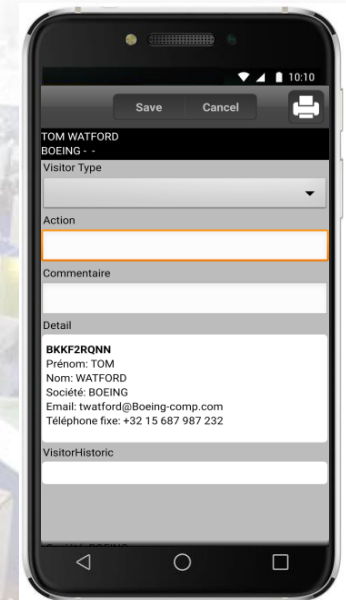
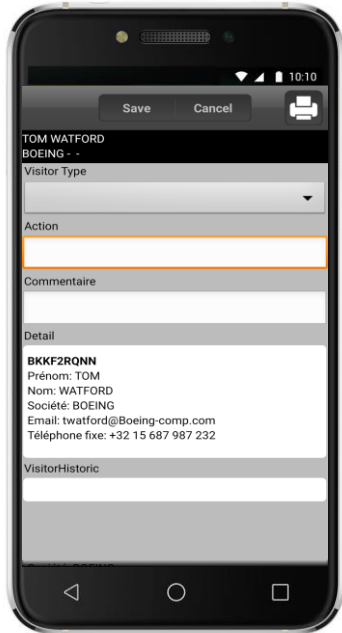
## QUALIFY YOUR CONTACTS

### 1/ View visitor's full details:

- Barcode / Date / Time
- Reader's Name
- First Name
- Family Name
- Postfix
- Workplace
- Interest
- Activity
- Department
- Institute
- Complete postal address
- ZIP Code / City / Country
- Phone Number / Email

### 2/ Qualify each visitor by instantly adding notes

### 3/ Return on the form at any time to amend or complete it.



### DATABASE

Your data will be synchronized on site anytime (internet connection required)  
Your contacts will be instantly available in your personal area.

A complete list (XLS file) is downloadable including the following :

- ✓ Visitor's details
- ✓ Answers to the survey

