

Complex offers at the push of a button

State-of-the-art mobile solutions can be used for eventful presentations, they combine lead- and offer management and make follow-up work after trade fairs almost redundant

Visits to trade fairs can be hectic from time to time, for the visitor as well as for the exhibitor. And while the visitor can focus on other tasks again once the trade fair is over, the exhibitor needs to take care of the follow-up work, which is also very time-consuming. After all, he parted from his potential customer with an obligation: the promise to provide information matched to the customer's needs, and an individual offer – and to do so as fast as possible, of course! The following case study describes the application and the benefits of a mobile solution for presentation, which facilitates the trade fair work of sales teams considerably due to integrated lead management and quotation configurator, and offers a clear bonus in terms of service and speed for the customer.

Recent study results prove that the professional use of tablet PCs for sales teams and sales representatives continues to be on the rise. In a recent study carried out in April 2012, the US market researchers Forrester Research predict that by 2016, tablet manufacturers will have sold around 365 million devices worldwide. Until then, an installed basis of 760 million devices is expected. One third of the devices will be in use for business purposes in enterprises alone.

Company	Dr. Heinrich Schneider Messtechnik GmbH
Sector	Industry, mechanical engineering in the area of optical and multi-sensor measuring technology
Project	Mobile product presentation with integrated lead- and offer management for sales purposes
Solution:	catalogueapp® for Apple iPad with a module for lead- and offer management – a product of cluetec GmbH

Task:

Dr. Heinrich Schneider Messtechnik GmbH had already been looking for a convenient, eventful and mobile presentation method for their complex products from the area of optical and multi-sensor measuring technology for some time. Since the company participates in a couple of dozen trade fairs worldwide every year, the solution envisaged had to be also capable of facilitating lead management and offer preparation by mapping internal workflows. The follow-up work after trade fairs in particular was supposed to take less time and customers were to be provided with an individual offer more quickly. Once it was clear that it was not possible to realize this solution in-house and no mature application within a reasonable budget could be found on the market, the contact with cluetec GmbH eventually lead to a joint pilot project, the result of which turned out to be very successful for all involved. In the process, cluetec GmbH combined two of their products - catalogueapp®, an app for the mobile presentation of multimedia contents (images, texts, videos,

panorama views, 3D animations) on iPads and Android tablets, and mQuest®, a survey software for mobile use - resulting in a universally applicable sales tool that can present complex products eventfully, capture leads and configure offers.

Uwe Keller, CMO Dr. Heinrich Schneider Messtechnik GmbH:

„catalogueapp saves our sales team two weeks of work, as the follow-up work after trade fairs has become mostly redundant. Instead of combining a large number of hand-written notes taken by sales representatives and the customer requirements in order to prepare an offer, product configuration is now performed digitally together with the customer on the trade fair stand, and the offer can then be generated and sent at the touch of a button. After the lead has been captured at the fair and the customer's requirements have been entered, the system automatically sends a thank-you e-mail. The customer receives this e-mail as soon as he has left our trade fair stand. This gives a very professional and innovative impression, is also extremely practical and our customers are pleasantly surprised every time.“

Modern means of communication positively support the corporate image

For Dr. Heinrich Schneider Messtechnik GmbH, one of the leading providers worldwide in the area of optical and multi-sensor measuring technology, innovations in their own product portfolio play an important role. After all, Dr. Heinrich Schneider Messtechnik GmbH has been awarded the TOP 100 innovators prize as one of the most innovative German SMEs in 2009 and 2010. To make this innovation competence clearly visible to the outside and to potential customers, it is very important for the company to leave an innovative, modern and overall coherent impression at all points of contact with the customer. Thus, for the mechanical engineer from Bad Kreuznach modern means of communication are not only practical, but also contribute to a positive and modern corporate image.

Sales process has become smoother and more structured due to central sales tool

Instead of explaining the products to the customer at the fair or in day-to-day business by means of various print catalogues, PowerPoint presentations, web applications and other lists, Dr. Heinrich Schneider Messtechnik GmbH now only uses one medium: a tablet with catalogueapp for multimedia product presentation. With integrated 3D models, videos, animations, PDF documents and a lot of graphical material, the sales team can access all information centrally and present it in an entertaining way – even in the desired language. The sales team is also delighted by the low space requirements of tablets during trade fairs. While it sometimes used to be hard to find sufficient space on the trade fair stand for an extensive presentation, it is now possible to switch to the nearby cafeteria if necessary – a small table is enough to provide the customer with all information required for gaining a comprehensive first impression.

In addition to the improved options for the presentation of the products, it was also important to Dr. Heinrich Schneider Messtechnik GmbH to be able to structure sales and presentation processes in a more consistent way. Determined by the structure and the navigation of the presentation on the tablet, it is now assured that all sales representatives present the products in a way the company management approves of.

Closer to the customer due to surprising service and quicker response times

Customers at trade fairs who are interested in the products of Dr. Heinrich Schneider Messtechnik GmbH have a specific need and usually very individual requirements. After the visitor's business card has been scanned, all contact data is available in the lead capture of the iPad. Together with the customer, the sales representative can now digitally configure a concrete solution directly at the fair with the cluetec application, resulting in an offer. Thus, instead of noting the requirements with pen and paper and bringing them together for an offer after the fair, a back office employee can generate a complete offer based on the entered data already during the trade fair. This means a two weeks' gain for the sales team of Dr. Heinrich Schneider Messtechnik GmbH!

As another service treat, the cluetec application automatically generates and sends a thank-you e-mail for each trade fair visitor after the lead has been captured at the fair and the customer's requirements have been entered – including the desired product information as a download link as well as the contact data of the responsible sales representative, who will, just like the back office employee, receive a copy of this e-mail. With this information, the customer can easily build on the conversation at the trade fair and access his contact person if necessary.

At the same time, the internal sales team receives an e-mail as well, containing all information and details about lead capture and product configuration, in order to initiate and advance the internal sales process as quickly as possible. This procedure saves a lot of time, is immensely practical and leaves the customer with the impression of being extensively informed.

More independence and reduced costs with easily editable catalogue and questionnaire

The user can easily create, maintain and publish questionnaires and catalogues via an editor. For Dr. Heinrich Schneider Messtechnik GmbH, this facilitates the preparation of trade fairs and events immensely. After all, products, features and prices are changing very fast these days and thus should be adaptable at short notice and autonomously. With catalogueapp, Dr. Heinrich Schneider Messtechnik GmbH is independent in this respect, which creates a cost benefit in addition to the time savings.

Close cooperation for a successful pilot project

The sales team of Dr. Heinrich Schneider Messtechnik GmbH is very pleased with the newly created application. The wishes of the company and the products and experiences of cluetec GmbH resulted in an innovative solution which also leaves plenty of room for further application ideas. New ideas are being discussed and implemented at the moment.

Thomas Rieger, director and co-founder cluetec GmbH:

“We see a great deal of potential in catalogueapp. Especially the combination with lead management module and quotation configurator offers various benefits and possible applications for sales departments. With mQuest we created the perfect basis for any kind of questionnaire – regardless of whether you gather opinions for market research purposes or customer's requirements in order to configure a machine. Both from a single source, at this level of maturity, is available nowhere else on the market.”

Conclusion: Major benefit for Dr. Heinrich Schneider Messtechnik GmbH

- Two weeks saved as the follow-up work after trade fairs becomes almost redundant

- Customer receives specific offer very quickly after the fair
- Sales process smoother with only one medium needed for presentation
- Customer gets a very good impression of the company's professionalism and innovation competence
- Multimedia based, eventful and consistently structured product presentation
- Time and cost benefit due to self-developed product presentations and less printed documents

About cluetec

cluetec GmbH is an IT specialist for mobile software solutions. The company based in Karlsruhe was founded in 2000 and currently has 35 employees. cluetec develops and distributes mQuest®, the leading mobile survey software for market and opinion research as well as transport research. Since 2012, the product portfolio of cluetec is complemented by catalogueapp, an application for the presentation of digital product catalogues on tablet PCs. In addition, the company offers customer-specific software development in the areas of mobile solutions, Java EE and web 2.0 for market research and industry. cluetec's customers include renowned companies from the automotive industry such as ZF Friedrichshafen, Peugeot and Volkswagen as well as leading market research institutes such as GfK, Ipsos and TNS Infratest.

About Dr. Heinrich Schneider Messtechnik GmbH

Founded in 1947, Dr. Heinrich Schneider Messtechnik GmbH is a company rich in tradition, and one of the world's leading providers of high-precision optical and multi-sensor measuring technology. From Eastern Europe to the US, from Hamburg to Tokyo: Innovations from Dr. Heinrich Schneider Messtechnik GmbH are in use worldwide and in virtually every sector. Renowned customers all over the world appreciate the expertise, experience and innovative strength as well as the outstanding quality standards of the company from Bad Kreuznach. Dr. Heinrich Schneider Messtechnik GmbH currently has 75 employees.

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