SIEMENS

mQuest
ein Produkt von **cluetec**

Success Story

The early bird catches the customers

Lead capture and follow-up processes digitised smartly with mQuest®

To sustainable maximize future trade-fair appearances, the global marketing services from Siemens AG counts on a full digitised lead process. All relevant customer data is directly recorded according to specific demands and transmitted prioritized afterwards. Simultaneous, the lead process is initiated in the back office. Response times are minimized. Not only the quality but also the costumers satisfaction is increased massively and sustainably. Follow-up activities are automatically initiated.

Deployed product: mQuest® Lead

Several 100 recorded leads per trade-fair

Business cards are digitised via integrated OCR

Integrated customer database facilitates the matching of recorded contacts

Use of photo documentation

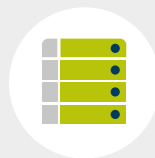**Daily upload of customer data via Wi-Fi and mobile network**

Services

Integrated OCR
(Optical character recognition)

Training by cluetec

Support

Hosting

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Technology at trade fairs must be very reliable, fast and intuitive to operate, with data security being the top priority. mQuest® meets our requirements 100% and guarantees an efficient, digitised lead process.

Christoph Pavel,
Senior Consultant at Global Marketing Services of Siemens AG

Further information at
www.siemens.com

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www.mQuest.eu