



KLIPSO LEADS

Mobile scanning and lead management application

SIMPLE USE BY STEP

Process

1. Before the event

- The indispensable
- Your Exhibitor Area: “Badge reader” menu

2. During the event

- Flash a participant
- Qualify a participant
- Synchronize a participant

3. After the event

- Download the list of my contacts



PROCESS

BEFORE EXHIBITION DURING EXHIBITION AFTER EXHIBITION

1

I connect online to my exhibitor space

2

In the "Badge reader" tab, I set up my Leads qualification questions

3

I get my activation code - License Key in the "Badge reader" menu

4

I download the application
SANTEXPO 2020
on my smartphone



8

I retrieve the list of my qualified contacts from my exhibitor space

7

I qualify my contact on the application at any time and synchronize them

6

I scan the QR codes of the badges of my contacts at the exhibition

5

I set up a Code - License Key by smartphone

1. BEFORE THE EVENT

The indispensable

Klipso Leads is an IOS and Android compatible application that allows you to qualify visitors during an event.

An "Off-line" operation mode is also available so that you are not dependent on the mobile data.

Above all, I make sure that:

My license (s) is / are included in my stand or that I have to order it / them.

I have a smartphone equipped with an autofocus camera to flash the QR CODE on the badges of the participants. If not, you can rent one with preinstalled app.

I have in my possession the link to my exhibitor platform.



Exhibitor area

WELCOME TO YOUR BADGE READER AREA - CONTACT MANAGEMENT

- Before the exhibition: This platform allows you to personalize your survey.
- During and after the exhibition: This platform allows you to view the list of visitors coming to your stand, and export at any time.

SUMMARY OF YOUR ORDER

Your badge reader is an essential tool for managing the contacts that will be sold on your stand, get the most out of it!

You ordered:

- 10 KLIPSO LEADS SMARTPHONE READERS
- 10 APPLICATIONS CALYPSO LEADS

MY ACTIONS

HOW DO I USE MY READER?

You

Company: ITRO
Contact:
Nicola ROSSETTI
Sign out

Home

List of activated users

You have activated user (s)

lecteurs@leni.fr

Order

To rent a smartphone or order additional licenses, please complete and return the [order form](#).

Connection to your web exhibitor space

And download - Activation of your Klipso Leads App



IMPORTANT

I SET UP MY QUESTIONS FIRST

On my online exhibitor space

The screenshot shows the 'Exhibitor area' dashboard for the 'leni GROUP EVENT TECHNOLOGIES'. The main heading is 'WELCOME TO YOUR BADGE READER AREA - CONTACT MANAGEMENT'. A text box explains the platform's purpose: 'Before the exhibition: This platform allows you to personalize your survey. During and after the exhibition: This platform allows you to view the list of visitors coming to your stand, and export at any time.' Below this is a 'SUMMARY OF YOUR ORDER' section, which lists '10 KLIPSO LEADS SMARTPHONE READERS' and '10 APPLICATIONS CALYPSO LEADS'. There are also sections for 'MY ACTIONS' and 'HOW DO I USE MY READER?'. On the right side, there is a user profile for 'You' (Company: ITRO, Contact: Nicola ROSSETTI) with a 'Sign out' button and a 'Home' button. Below the profile is a 'List of activated users' section showing 'lecteurs@leni.fr' and an 'Order' section with a link to an 'order form'.

THEN I ACTIVATE MY LICENSES

On my klipso leads application

integrated into the SANTEXPO 2020 application

The screenshot shows the 'Klipso LEADS' mobile application activation screen. The top bar displays the time '14:40', a search icon, and the signal strength '4G'. The main heading is 'Klipso LEADS' with an 'X CLOSE' button. The screen prompts the user to 'Indicate your full name' with a text input field labeled 'FULL NAME'. Below this is a 'LICENCE KEY' section with a QR code icon and a text input field. At the bottom, there is a 'CGU' button and an 'APPROVE' button.

1. BEFORE THE EVENT

Your Exhibitor Area: "Badge reader" menu

Click on "Badge reader":

I make sure that the order meets my expectations, I download my order form and I send it by email or by post to LENI.

I also access the reminder of the actions I have to take (survey settings, application download, date, time and place of recovery / return of the reader).

Configuration and management:

Define your qualifying questions via the survey configuration module (free text or questions of your choice)

Copy my license key. **To be entered on my application once my survey is configured**

On this page, I will access the list of attendees that I scanned at my booth once I have synchronized my data.

The screenshot shows the Lemi Group Exhibitor Area dashboard. At the top, the Lemi Group logo and 'EVENT TECHNOLOGIES' are displayed. Below the logo, the text 'Exhibitor area' and 'WELCOME TO YOUR BADGE READER AREA - CONTACT MANAGEMENT' is visible. The dashboard is divided into several sections:

- Exhibitor area:** A section with a list of actions:
 - Before the exhibition: This platform allows you to personalize your survey.
 - During and after the exhibition: This platform allows you to view the list of visitors coming to your stand, and export at any time.
- Summary of your order:** A section with a heading 'SUMMARY OF YOUR ORDER' and a sub-heading 'Your badge reader is an essential tool for managing the contacts that will be sold on your stand, get the most out of it!'. Below this, it lists the items ordered:
 - 10 KLIPSO LEADS SMARTPHONE READERS
 - 10 APPLICATIONS CALYPSO LEADS
- My actions:** A section with a heading 'MY ACTIONS' and a sub-heading 'HOW DO I USE MY READER?'. Below this, there are links for 'CONVERT LEADS FROM TECHNIQUES' and 'RETRIEVE'.
- You:** A section with user information:
 - Company : ITRO
 - Contact : Nicola ROSSETTI
 - Sign out
 - Home button
- List of activated users:** A section with a heading 'List of activated users' and a sub-heading 'You have activated user (s)'. Below this, there is a list of users with a search icon and the email address 'lecteurs@leni.fr'.
- Order:** A section with a heading 'Order' and a sub-heading 'To rent a smartphone or order additional licenses, please complete and return the [order form](#).'

1. BEFORE THE EVENT

Create my questions

+ Add a question → I click on "Add a question" to start my configuration.

Label → I enter the "wording" of my question

Type of question → Unique choice

Responses → Free text (1 lign)
Free text multi-ligns
Unique choice → I choose one of my 4 possible question formats
Multiple choice

Which product do you prefer in our range?
Label → Which product do you prefer in our range?
Type of question → Multiple choice → For all the optional questions, I press enter between each answer to add more
Responses →
Choice 1 ● Choice 2 ● Choice 3 ●

Do you want to be contacted by phone?
Label → Do you want to be contacted by phone?
Type of question → Unique choice
Responses →
Yes ● No ●

What did you think about our ad?
Label → What did you think about our ad?
Type of question → Free text (multi-ligns)

Validate → Once I have finished I click on the "Validate" button. You can return to your form as you wish to make changes.

But be careful, once you download your license on a smartphone any modification will be blocked.

Our recommendations

The wording of your questions should not exceed 50 characters.

- Between 8 and 10 questions maximum
- Between 8 and 10 answers maximum / question

A short and concise qualification for your teams will be more effective

Contact the organizer if you have any doubts about the data presented by default when you scan a contact, Ex:

- The full contact details of each participant
- Profile information (activity, function, center of interest, etc.)

4 free pre-configured fields are already available

- Other name
- Other Company
- Other Email
- Remark

1. BEFORE THE EVENT

Download and configure my application (s)

On my smartphone, I go to my Play Store for Android or my App Store for Iphone to download my application

I launch it and select the EXHIBITOR profile



then access the Klipso Leads function by pressing the "QR-code" button



Next slide activation

1. BEFORE THE EVENT

Before activating my license key, I make sure that my survey settings are complete.

- If I order multiple licenses I will only have one key which will be communicated on the Exhibitor platform.
- An activated license key = a smartphone
- If I order 5 licenses, 5 people on my team will each be able to activate it on their smartphone only once.
- I enter my First name and last name. This allows the global file to reconcile the scanned participants with the license users.
- I enter my license key specified on my Exhibitor platform, **respecting the case.** (upper / lower case)
- I validate

Exhibitor space

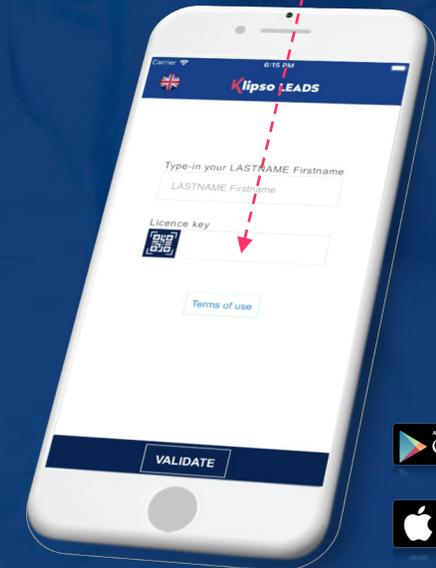
Do you want to set your survey ?

Yes No Validate

>>> Activate your application with this code: 6NTQBR85Q5







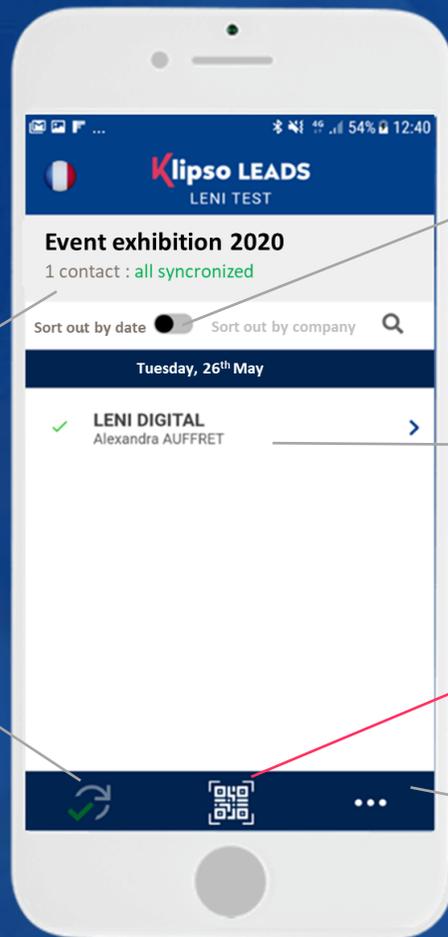
HOW TO USE

DURING THE EVENT



2. DURING THE EVENT

Once the license key has been registered, I'll be on the page that will allow me to scan the QR CODE on each badge worn by participants.



Number of scanned contacts and synchronization status

Synchronize my data so that I can find my scanned participants in my Exhibitor Space

The list of scanned participants. It is sorted by date or by company name. I can if I wish search by a first name, last name, email, company.

Access the qualification sheet for each contact

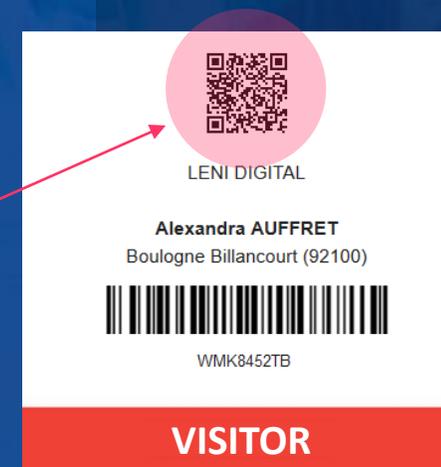
Flash the QR CODE on a participant's badge (open the smartphone camera)

Access my license parameters and the T & Cs.

Why am I flashing the QR CODE?

Because it allows me in offline mode to obtain the following data live:

- The company
- First and last name
- Email
- Number phone



2. DURING THE EVENT

Qualify a participant

On this page I will be able to qualify the participant using either:

only the free fields that LENI makes available to me

or by completing the survey that I will have previously configured in my Exhibitor Area.

The screenshot shows the Klipso LEADS mobile app interface. At the top, it displays the app logo and the name 'LENI TEST'. Below this, the user's profile is shown with the name 'ALEXANDRA AUFFRET' and contact information: 'Email : aauffret@leni.fr' and 'Phone number : 0158754630'. A section titled 'SURVEY' contains several input fields: 'OtherName', 'OtherCompany', 'OtherEmail', and 'Comment', each with a right-pointing arrow. Below these are three survey questions, each also with a right-pointing arrow: 'Which product do you prefer in our product range?', 'Do you want to be contacted by phone?', and 'What did you think about our ad?'. At the bottom of the screen, there are two buttons: 'CANCEL' and 'SAVE'.

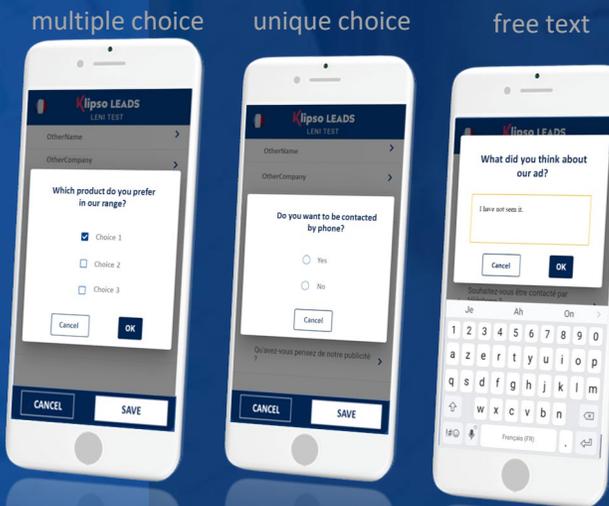
I just have to click on each arrow at the end of the line to access each question and qualify it.

Be careful, I don't forget to click on SAVE when I'm done.

Good to know :

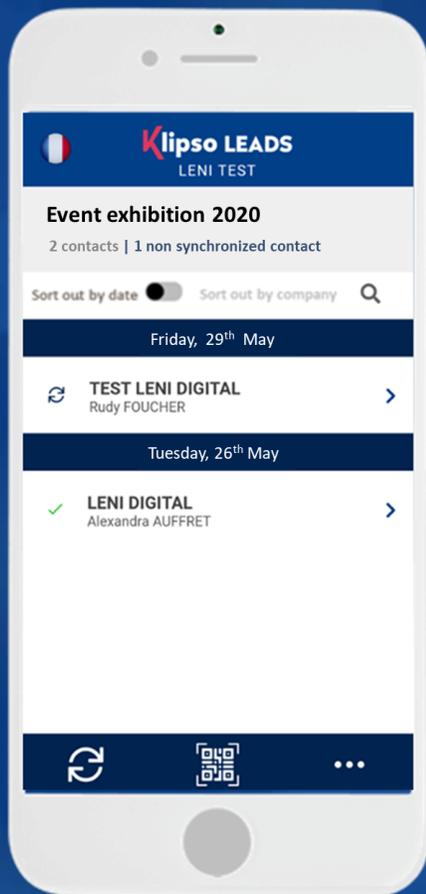
At any time, from the home screen, I can come back to a participant's file to modify it or simply consult it.

Example of survey rendering



2. DURING THE EVENT

Synchronize my participants



When I use my Klipso Leads application, I can if I wish cut my mobile data and operate in "offline" mode.

This imperatively implies data synchronization with my Exhibitor Area as soon as I go back to "On-line" mode.

What does the word synchronized mean?

It is quite simply the uploading of the data recorded in your mobile to your Exhibitor Area.

How do I identify a synchronized participant?

if I have the icon:



my participant has been synchronized



my participant has not been synchronized

How do I synchronize my contacts?



I click on the icon at the bottom left of my home page.

AFTER THE EVENT

Retrieve your leads

2. AFTER THE EVENT

Synchronize my participants

Once all my contacts have been synchronized, I go to my Exhibitor Area to download my file in xls format (Excel).

I will find in my file:

- Participant's contact details.
- Some profile information collected on the pre-registration form.
- The answers to the questions (set by default or configured).

Download your contacts



In this space, you have access to the list of your contacts in real time.

- Synchronize your data regularly (in the "settings" menu of your Application, start synchronization).
- Your contacts will be instantly available on this platform.

- During the exhibition, we will be available on site to synchronize your data.
- Your contacts will be instantly available on this platform.

You can download your list of contacts in EXCEL format.

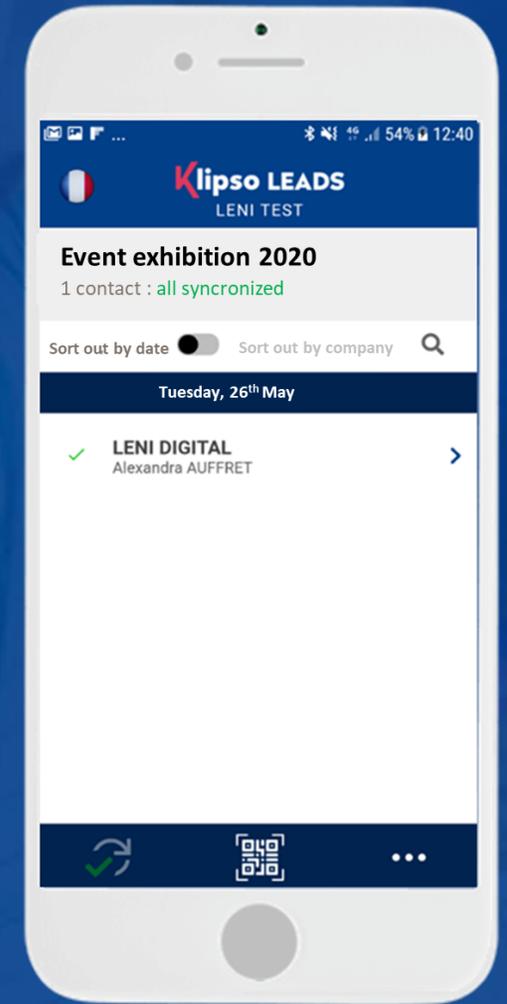
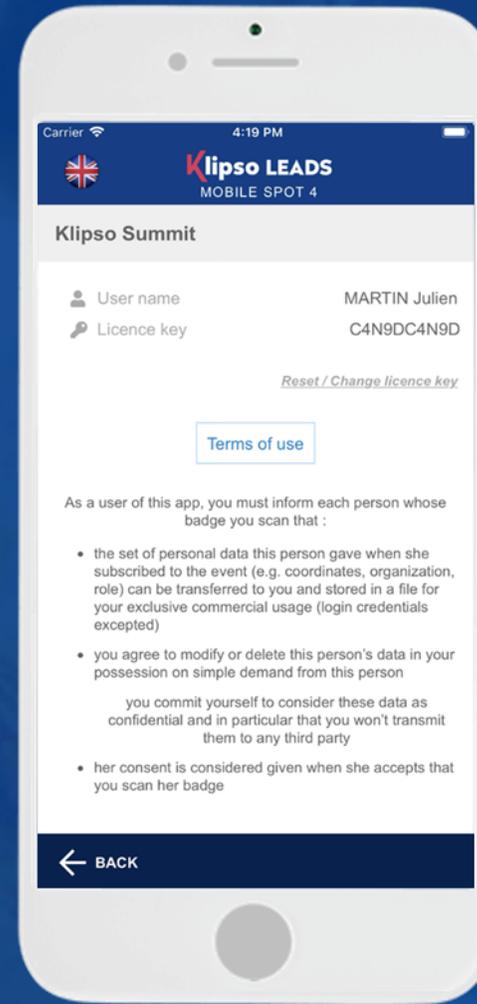
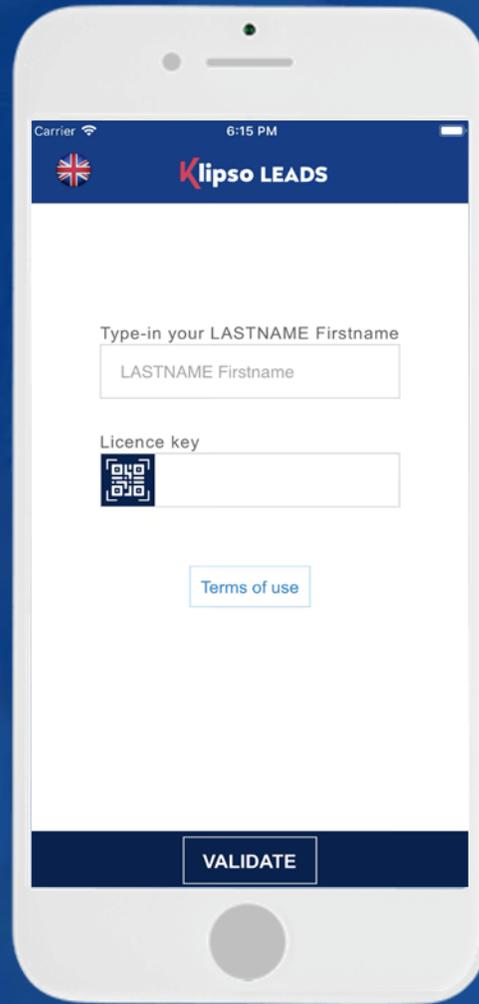
Any complaint about data from a badge reader can only be made within five working days after the end of the event. After this period, LENI cannot guarantee the recovery of data from the equipment.

Download the list Refresh the list

Name	Last name	Email	Company
Alexandra	AUFFRET	aauffret@leni.fr	LENI DIGITAL
Alexandra	AUFFRETEXP	aauffret@leni.fr	LENI DIGITAL FRANCE
Rudy	FOUCHER	aauffret@leni.fr	TEST LENI DIGITAL

APENDIX

SIMPLE USE PER STEP



SIMPLE USE PER STEP

