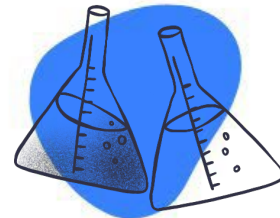




2024 NACHC Partner Conference Lead Scanner



Using Lead Scanner Onsite

You'll only have access to the lead scanner if all three of the below items are true:

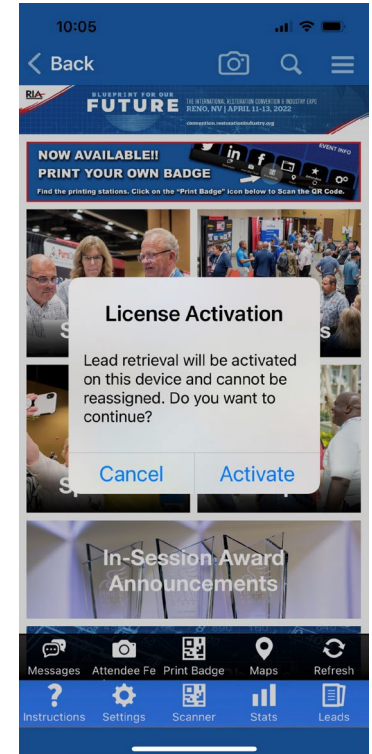
- You're registered for a conference badge.
- Your company has purchased a lead scanner user license and has assigned it to you.
- You have downloaded the **NACHC Mobile App** from Google Play or your App store.

*Please make sure your lead scanner has been assigned BEFORE you download the app. If you download the app before your scanner is assigned, you may need to delete and re-download the app to see the lead scanning function.



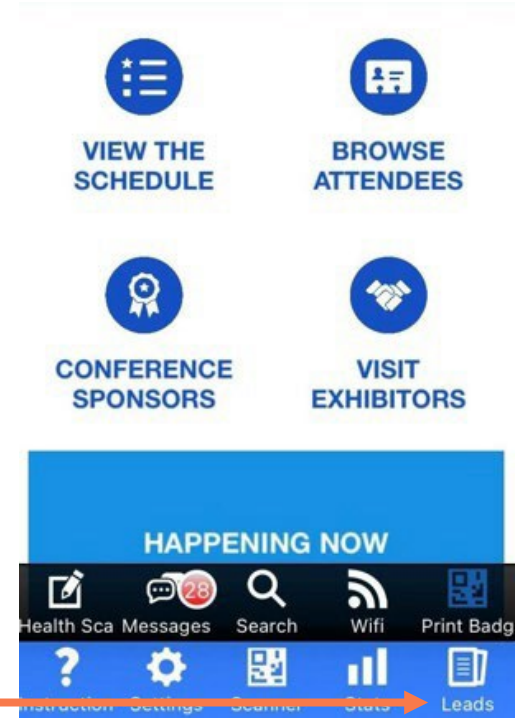
Activate Your Lead Scanner

- Log into the NACHC Mobile App
- Notice the blue Live Event Lead Retrieval bar at the bottom of the screen
- The first time you log into the app, you will need to **Activate** your Live Event Lead Retrieval license through a license activation popup.



Use Your Lead Scanner

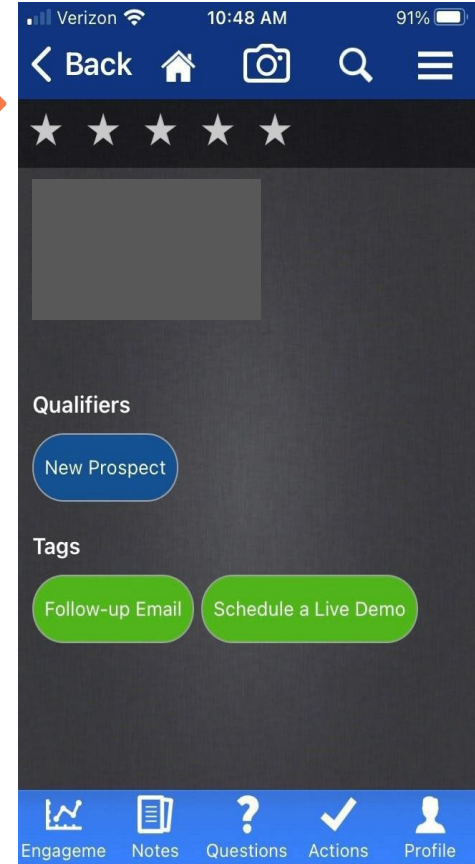
- After you activate your license, you'll see an extra blue bar at the bottom of your screen.
- “Scanner” button opens QR code reader.
- “Leads” button shows scans for **all** company devices in use



After attendee is scanned, several options are available:

- **Notes:** free entry field
- **Questions:** answer qualifying questions that may have been set up
- **Actions:** assign appropriate tag(s) if desired
- **Profile:** make edits to the attendee's profile. **NOTE:** any edits here is what you will get back on post-show reports

Rating Ability

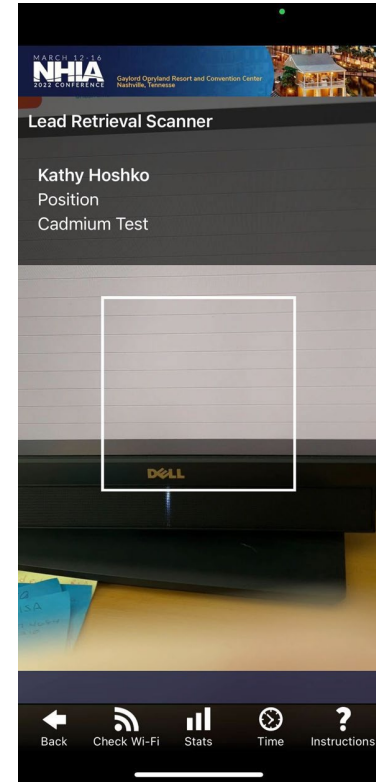
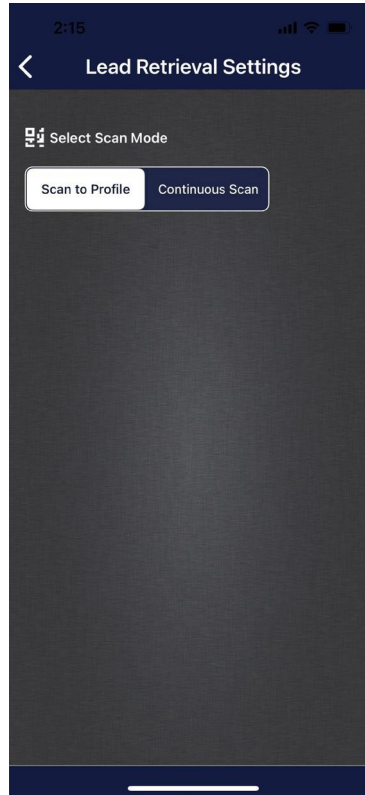


Instructions

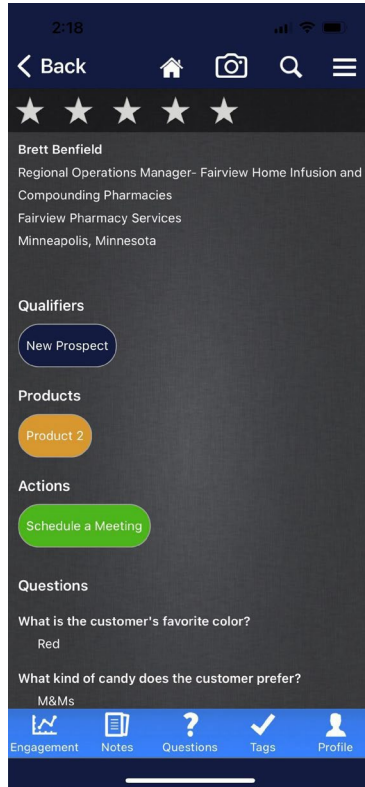
This scanner is used to scan attendees for lead retrieval. It works by scanning the QR code on the attendee badges. When you scan the QR code, your mobile device will communicate with the eventScribe server and register the lead. As you scan attendees, you will see a summary of the scans on the 'Leads' page which you can get to on the right side of the blue 'Lead Retrieval' menu bar.

Best Practices for Scanning Attendees: 1) Point the scanning camera to the QR code of the badge and center the QR code in the scanner's white box. If you see glare on the badge, ask the attendee to tilt the badge up to remove the glare. 2) The scanner will automatically recognize the attendees' QR code very quickly. Once your device recognizes the code you will be taken to their profile, which you can edit while you are chatting with them by clicking the 'Profile' button. If you prefer to scan badges non-stop without seeing their profile, you can go to the 'Settings' button on the blue Lead Retrieval bar on your app's homepage to change the 'Scan Mode' to 'Continuous Scan'. This will

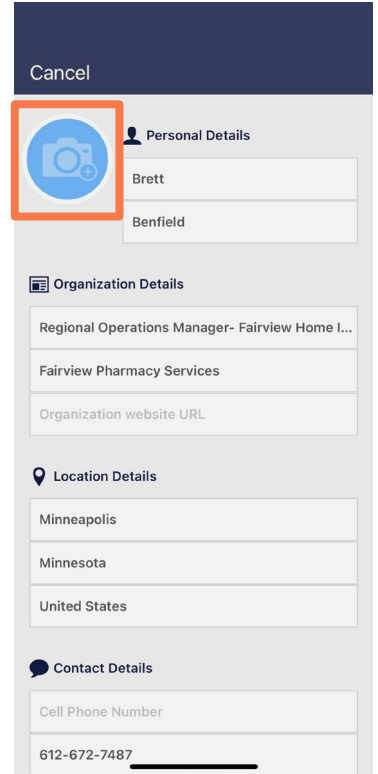
--- Close ---



Tags

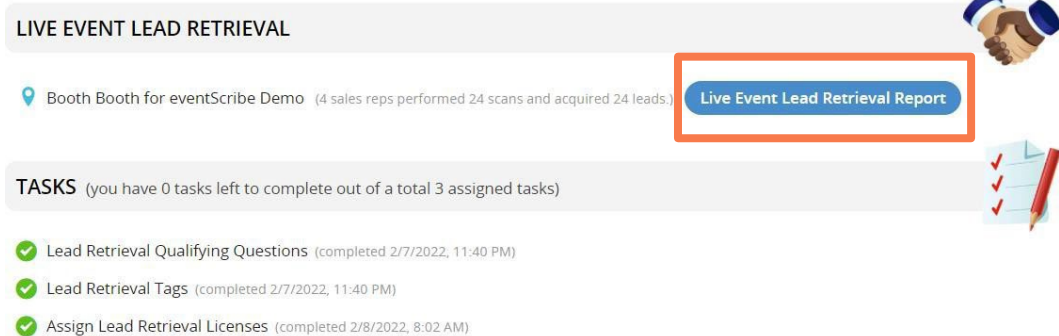


Can add photo while scanning, make sure to get permission



Post-Show Lead Reports

- To generate lead reports, your booth logistics coordinator can log into the [sponsor portal](#) that was used to purchase the lead scanner.
- Click on the blue “Live Event Lead Retrieval Report” button to download and export to Excel



The screenshot displays a user interface for a sponsor portal. At the top, there is a header for 'LIVE EVENT LEAD RETRIEVAL' with a handshake icon. Below this, a location pin icon indicates the booth name 'Booth Booth for eventScribe Demo' and a status '(4 sales reps performed 24 scans and acquired 24 leads.)'. A blue button labeled 'Live Event Lead Retrieval Report' is highlighted with an orange rectangular border. Below the header, there is a 'TASKS' section with a checklist icon, stating '(you have 0 tasks left to complete out of a total 3 assigned tasks)'. Three tasks are listed, each with a green checkmark icon and completion details: 'Lead Retrieval Qualifying Questions (completed 2/7/2022, 11:40 PM)', 'Lead Retrieval Tags (completed 2/7/2022, 11:40 PM)', and 'Assign Lead Retrieval Licenses (completed 2/8/2022, 8:02 AM)'.

LIVE EVENT LEAD RETRIEVAL

Booth Booth for eventScribe Demo (4 sales reps performed 24 scans and acquired 24 leads.)

Live Event Lead Retrieval Report

TASKS (you have 0 tasks left to complete out of a total 3 assigned tasks)

- ✓ Lead Retrieval Qualifying Questions (completed 2/7/2022, 11:40 PM)
- ✓ Lead Retrieval Tags (completed 2/7/2022, 11:40 PM)
- ✓ Assign Lead Retrieval Licenses (completed 2/8/2022, 8:02 AM)

Best Practices for Optimal Use

Be sure to:

- Download NACHC Mobile App prior to arriving onsite.
- Receive permission before scanning an attendee's badge.
- Review and update scanned leads before leaving the show floor while conversations are still fresh in their mind.
- Make sure you connect to Wi-Fi at the end of each day to sync leads to your primary point of contact for your booth.
- Utilize the qualifying features available to get the best post-show data (stars, notes, customer qualifier questions, tags)

Questions? Contact Laura at lheadrick@nachc.org

