

## CASE STUDY



# InTouch Health Uses atEvent to Connect with Event Leads Faster

With a mission to make healthcare accessible to everyone, InTouch Health needed a lead capture solution that would streamline their internal process to help them keep up with the external efforts of its company.

THANKS TO ATEVENT'S ADVANCED AND EASY-TO-USE LEAD MANAGEMENT SOLUTION, INTOUCH HEALTH WAS ABLE TO:



- Automate transfer of event leads into their Marketing Automation system.*
- Identify hot leads and score them before syncing to their CRM for immediate follow-up.*
- Tailor their automated nurture based on the context of conversations with leads.*
- Keep up with the speed and volume of leads from bigger, national events.*

## EVENT CHALLENGES

### MISSING IMPORTANT LEAD CONTEXT

With the high volume and speed of their booth traffic, traditional lead capture methods left out valuable context from conversations, and failed to identify hot leads for immediate follow-up. InTouch needed a solution that would help Sales follow-up with hot leads while the event experience was still fresh.

### FATIGUED WITH SLOW FOLLOW-UP

Their events would produce business cards and scraps of paper to decipher before manually entering data into their marketing automation. The time it took to do this delayed their follow-up process and by the time Sales got a chance to follow up they were without context and possibly too late.



# THE ATEVENT TRANSFORMATION

"Once you get all teams on board with atEvent it helps drive ROI and helps with lead scoring, assuring accurate and timely follow-up with hot leads."

Stephanie Siemens, Sr. Events Specialist

## PERSONALIZED ENGAGEMENT THAT DRIVES SALES

InTouch Health can now personalize messaging for both nurture and sales actions after events based on what demo and conversation leads had at the booth.

## STREAMLINED SALES WORKFLOWS

With lead information, context and follow-up actions available immediately in their marketing automation, sales reps are able to capture a higher volume of prospects and follow up immediately with hot leads before they cool off.

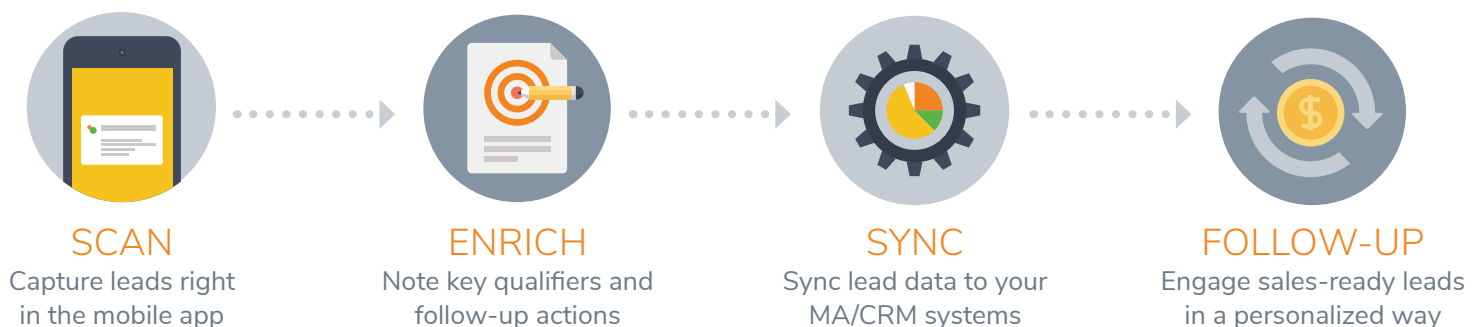
## IMPROVED INTERNAL PROCESSES

atEvent's lead management solution was easy to adopt and use, allowing InTouch Health to train their staff quickly and efficiently so they can focus on engaging prospects, not figuring out their tech.



## HOW ATEVENT WORKS

atEvent captures the event lead information that matters to your business, and automatically syncs it with your marketing automation and CRM systems.



READY TO PUT ATEVENT TO WORK FOR YOU? [CONTACT US TO START YOUR TRIAL.](#)

