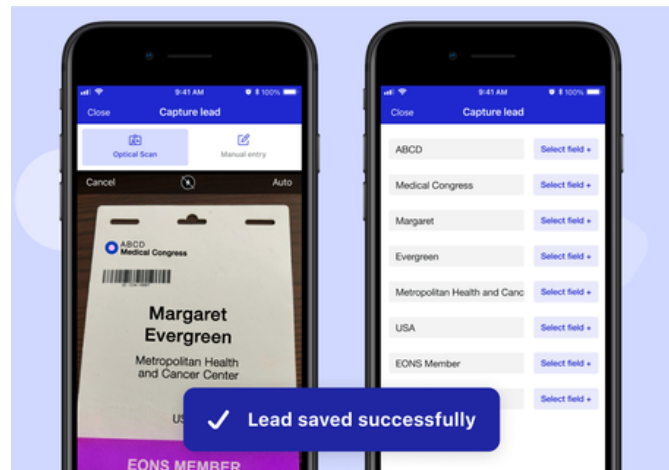


Universal Lead Capture

Announced: 2024, Status: Early, Customers: 20+

Onomi Universal Lead Capture

provides a solution for capturing and managing leads at third-party events such as congresses and trade shows. Reps are equipped with the ability to scan any badge or business card via optical scan (OCR) or capture leads via manual entry, including a kiosk mode.



Key benefits

- **Performance through effortless lead capture:** Scan badges and business cards or manually enter lead information for fast, accurate data collection.
- **Configurable lead forms:** Customize lead qualification forms per team (different qualification forms for medical vs commercial and/or brands).
- **Real-time data sync:** Seamless integration with CRM systems ensures leads are instantly available for a follow-up and NBA.

Measurable impact

35%

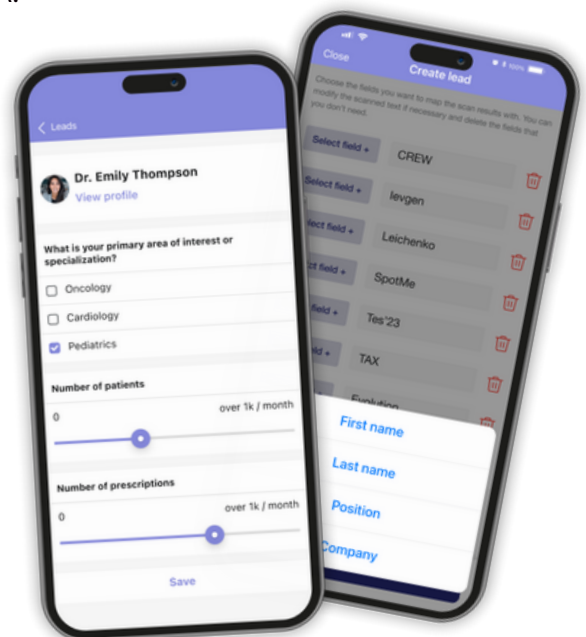
More leads captured through efficient and streamlined process

Over 60%

Cost savings compared to congress solutions

80%

Faster NBA by seamlessly integrating lead data into CRM systems, enabling immediate follow-up



Solution capabilities

Optical Character Recognition (OCR) scanning

Universal Lead Capture allows reps to scan congress badges or business cards using OCR technology. It automatically extracts and populates lead information into the Onomi app. Key benefits include:

- Ability to scan third-party badges and business cards
- Streamlined data mapping to configured fields in the lead form

Manual lead entry

In cases where badge scanning is not possible, reps can manually enter lead information using custom forms in the Onomi app. Manual entry provides flexibility and allows reps to:

- Add leads by filling in configurable fields such as name, email, and organization
- Qualify leads on the spot by adding additional details or follow-up actions
- Update lead information in real-time to ensure accurate data collection

Lead qualification forms

The lead qualification process allows reps to capture additional information beyond basic contact details. The solution allows them to:

- Add qualifying questions and additional input fields to tailor the lead capture process
- Modify qualification forms in real-time based on event or business needs
- Customize qualification forms based on the team of reps

Kiosk mode

For high-traffic booths, gated booth activations, or unstaffed stations, the Onomi app offers a kiosk mode where attendees can enter their own details. This self-service option increases:

- Lead capture volume in busy event environments
- HCP autonomy in sharing their information
- Efficiency in lead capture without manual intervention

Consent collection

To meet compliance requirements, the Onomi Universal Lead Capture module offers the ability to collect additional consent from HCPs. This feature allows you to

- Add a consent checkbox to the lead capture form
- Capture multiple consent types (e.g., marketing, data sharing) as part of the lead data

Signature collection

For events that require additional compliance measures, the module supports electronic signature collection. This functionality ensures:

- Attendees can digitally sign consent forms directly in the app, ensuring adherence to regulatory requirements
- Signatures are securely stored along with the lead information for audit purposes

CRM integration

Captured leads are synced in real-time with your CRM, ensuring all lead data is immediately accessible during the event.

[To find out more, book a demo with a Onomi event expert.](#)