DJO Global Case Study – FIRST DRAFT

Header/Title:

DJO Global Ditches Analog for Digital with Spark

Client

Adam Earle
International Events & Training Coordinator
DJO Global
https://www.djoglobal.com
Guildford, Surrey, UK

Executive Summary

When: May 4-7, 2016
Where: Barcelona, Spain
For: ESSKA Congress
                  European Society for Sports Traumatology, Knee Surgery & Arthroscopy

Adam knew DJO Global had to do something about the way they captured leads in their stand. It was time for them to put down the pen. And the paper.

He wanted a lead system that did not put DJO Global at the mercy of the expo producers. Waiting for their limited, often un-customizible data to hit his inbox.

Adam was convinced there is a platform available, to quickly and easily get the exact information DJO Global needs. A cost-effective solution that is fast, accurate and convenient.

About DJO Global

DJO Global empowers life through natural motion with high-quality orthopedic devices used for rehabilitation, pain management and physical therapy.

Their intelligent medical solutions are designed to get or keep people moving, enabling them to live their lives to the fullest. They are focused on the idea that physical activity is the key to healthier lives.

DJO Global is the largest non-surgical orthopedic rehabilitation device company in the US, and among the largest globally.

The Challenge

Pushing Paper and Swiping Badges

Sometimes old school practices make sense. But for DJO Global, the manual process of using paper lead forms no longer does. Paper forms get lost. There's inaccurate information. And questionable penmanship.

Consistency and efficiency are two key challenges. Not all of their global locations use the same lead form, or ask for the same information, making the collecting and sorting of data inconsistent. This manual system is fragmented, time consuming, and difficult to manage.

The badge scanning systems DJO Global rents from expo producers automates lead gathering. Sort of.

Scanning systems are different from expo to expo. From what information is captured, to the way it's captured, to how and when it's distributed to the exhibitors.

Some producers only offer a limited about of data, such as a name and email address. DJO Global has no input, or control over the process. And it changes at each expo.

The Solution

Data Done Right

DJO Global tried Spark. A fast and easy digital lead capture app with:

- Card Scanner and Character Recognition
- Custom Q&A
- Full Data Export
- Back-Up
- CRM Connectivity

Ed and the sales team captured an image of a visitor's business card, which instantly populated the data fields. They noted answers to the questions, and included details in the notes section. All on their mobile devices. Without using a pen. Or paper.

The data was instantly secured. Right there in the stand, while offline. When synced, the data from the mobile device can be uploaded to a CRM system. No data entry required. It's a quick and easy way to get the lead's details and ask relevant questions.

The Results

No Waiting. No Writing.

No lost leads, or inaccurate information. No waiting on limited data from a badge scanner. Adam is a step closer to his goal of implementing a single lead capture solution for anyone with DJO Global. Anywhere in the world.

Spark is a user-friendly app, that doesn't require a tech wiz to understand. Results are immediate. It saves time by eliminating data entry. It costs less than other systems.

"The ability to set-up and test before hand is great, plus it's less than the show badge scanning system. You don't have to spend time or money sorting through the data. It does it for you."

"My first experience was positive for a stand-alone lead collection process, that can be used by anybody at any show, that is not tied into the organizer's database."

"It gives me the important contact data I need immediately.
I see it as a great solution, and I'm looking forward to using it in the future."

Call-To-Action

Are you evaluating your own lead capture system? If so, click here.
http://palladiummktg.com/spark-tradeshowtools