



Touchbase – Key Benefits Summary

The Elegant & Effective Way to Showcase Your Company...Your Way!

Elegant & Easy - A very classy way to easily communicate your message and brand

Immediate & Seamless - availability of all marketing collateral in an organized single app.

- ✓ Website images, slideshows, informational PDF's, Videos, order forms, pricing plans, agreement forms, and web or remote cloud storage links are loaded resident on the iPad..... are literally all “at your fingertips.”
- ✓ Immediate and seamless sharing of info with an interested prospect or customer without need for an internet connection, or the delays that often accompany accessing the data via other stored means, (be it through a computer or even if saved on the iPad). *(Keeping attention of prospects can be challenging, especially in a trade show environment, when there are any delays in the flow of sharing information. We eliminate the usual delays.)*
- ✓ Even more conveniently – immediately send any relevant info directly to a prospect or customers’ email address right from the app – accomplishing multiple key sales needs:
 - Captures the important lead information – both on the iPad itself and also within the Portal – ensuring ability to do effective lead management
 - Timely response – immediately sends the prospect the information that they were interested in – ensuring a very timely response – (rather than the common delays of having to follow up later and related risks of failing to follow up altogether)
 - Professional – creates a great impression on prospects

Effective Lead Capture and follow up – in addition to the “email’s on the fly” mentioned above – the app includes:

- ✓ A handy business card image capture – which we then ensure the data on the card is accurately transcribed into standard format for easy loading into outlook or other CRM systems.
- ✓ Notes and action item fields associated with each captured email or business card – to ensure key info and “next steps” are captured at the time, which can then be exported into a CRM system, or simple action follow up list

Up to date Collateral - All collateral can be modified and updated “on the fly” – literally! Often such material is subject to continual updating – which can be challenging to ensure the latest version is available to all in a timely manner – especially in a tradeshow environment.

- ✓ Designed to easily self-manage content & collateral once set up (or can use Touchbase to help)
- ✓ You can make last minute changes on the flight to a location – and they will be saved to the Touchbase portal as soon as you have an internet connection again
- ✓ They will be automatically updated to all iPads registered on the system and ready to go the next time that iPad opens the application while connected to the internet.
- ✓ All important collateral can be always up to date and available in one single and easy to use app

Useful Analytics – All activity of the app is captured and sent to the portal – allowing review and analysis of the following numbers and details per iPad

- ✓ Who was using it and when
- ✓ Every page viewed
- ✓ Every action taken