

Case Study: DRUPA, Customer Experience Management at Exhibits

Client: Security Printing Company

Challenges : Client, A Pioneer and largest in domain of security & personalize printing initiated to go global, hence participated in DRUPA trade fair in Germany. Their challenge was to impress global customers

Background : Clients spend a good amount of Money, time, resources for participating in Trade-Fair. In any typical trade-fair there are different sets of visitors, like special invitees, visitors with generous interest clients' in product/services, casual visitors who have no interest in clients' product or service.

Trade- fair is more for knowledge spreading, no deals are cracked at this point, and it's more of generating information, sharing information.

We can't ignore any one since we don't know who may be future customer. It's important that company keeps in touch with visitor after he visits your pavilion and starts sharing very personalized information, this is important as it can convert a prospect to a customer and also a customer to a repeat customer. A quality of experience at exhibitions can also lead to an up-sale and / or a cross-sell.

Solution : **Customer Experience - Trade Fair & Beyond**
The “technical know-how” and the “talent support” are visible aspects for the client's business in their quality of deliverables but the prompt logistics is a differentiating aspect. To provide an lasting experience to the visitors following was suggested;

1. Use of simple card scanning mechanism to collect data of the visitors at the exhibition
2. The data gets share with Indian office with specs like; clients line of business, his specific enquiry, which all areas of business where we can make difference etc.
3. From Indian office with in 12 hours whole of personalize information kit is couriered to visitors desk... before he reaches back to his desk from exhibit. He has an present surprise to see the personalize KIT
4. Manage the Leads by the sales team proactively by offering customized solutions as per enquiry and business needs
5. To conduct Post sales feedback and inculcate the consistent personalized communication as a practice

Benefits : The communication created a WOW factor and the client was able to subtly send across the message that apart from being great in their core business i.e. printing, they are reliable in their delivery and this is helped in boosting cross and up sale opportunities