

Case Study: Experience Management Protocol for Exhibition & Trade Show

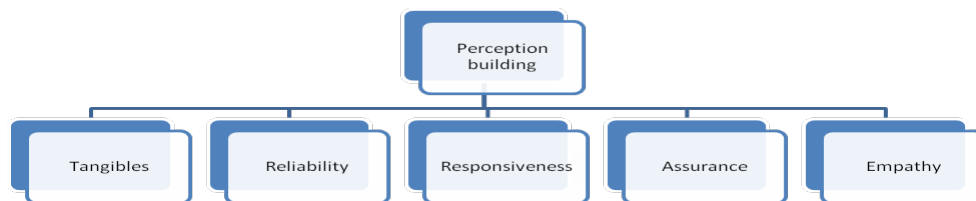
Challenges : Gauge the Customer experience

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 : **Front end communication for service quality assurance mechanism**
Differentiating by means of quality service, be it pre or post sale service, creates value to the customer on the basis of the following indicators.



- **Tangibles**
 - SMS
 - Brochures
 - Emails
- **Reliability**
 - Quick query resolution
- **Responsiveness**
 - Quick response - on the spot
 - Timely request on enquiry
- **Assurance**
 - Communication regarding assurance and availability
- **Empathy**
 - Onsite consultation for specific needs and personalization / customization of solutions

Customer Experience Journey (Exhibition)

All the actions when well-coordinated lead to a positive service quality perception. When backed up with an up to the mark technology and planning, the front end experience leads to a great value creation.

The service experiences for the exhibition are divided into the following phases and thus create a holistic perception for the service quality for the organization.

Pre exhibit experience building - Objectives is to determine the right pre-show promotions to build qualified traffic to your booth,

1. Customer segmentation
2. Invites - personalized and general
 - a. Physical invites
 - b. Software
 - c. Email
 - d. Phone calls
 - e. Web based

At the Trade Fair - Touch Point Management

1. Personalized / General welcome (Guided Interactions)
 - a. Service Interaction script
 - b. Identification of roles and responsibilities of people involved
 - c. Process Design Document
2. Data collection and information segregation
 - a. Technology for information management and collection
3. Take away kits
 - a. Design & implementation
4. Visual mechanization
 - a. Concept to Fabrication

Instant Reach out Program after initial interaction with the visitor

1. SMS (personalized)

Post Trade- Fair Content Management- Managing Right Content at Right Moment

1. Data Management
2. Multi-channel engagement
 - a. front end desk, website, email, news letters
3. Customer feedback tracking
4. Personalize gifting & Communication

The process ends at the point when the query gets pass on to sales team. Here on the next level of service interaction begins

- Benefits** :
1. Monitoring & Reporting
 2. Analyze & Measure Customer experience
 3. Offer personalize experience to each visitor