

# Lead Management System Instruction Manual - India

## What does the lead management system do?

The lead management system is integrated into our existing events system and will allow you to scan a visiting student's QR code that they receive upon registration. The QR code is unique to each student and contains essential information, including their name and email address. When you scan the students, you also have the opportunity to ask them a set of questions that you have created yourself.

## Some key features include being able to:

- Capture student leads by scanning their QR code with your mobile device.
- Collect answers for customised profile questions.
- Set up emails to be sent to students as soon as they leave your meeting.
- View a list of students that you have engaged with at any time.
- Download the captured lead information easily for future use.
- Share the captured data easily with your admissions team or agent, as required.

## Video Tutorials:

We have created two video tutorials showing how to set up your lead management and how to scan students.

- Video one: [Desktop: Setting up your Exhibition Portal](#)
- Video two: [Mobile Device: Setting up your Lead Management App](#)

## What do I need to do to set this up before I travel?

1. Log into the Exhibitor Portal.
  - [India Fair Exhibitor Portal](#)
2. Follow the step-by-step instructions to set up your lead management preferences (these instructions can also be seen in the Exhibitor Portal section of this document).

## How long will it take to set up?

Setting up is very simple and should take no more than half an hour of your time. Please ensure you have your questions set up before the event to avoid any confusion and delays at the fair. Time well spent pre-event, rather than hours of data transfer post-event.

## What equipment do I need?

You can set up the exhibition portal on your desktop. Scanning the leads at the event can only be done through your smart phone or tablet.

Operating systems:

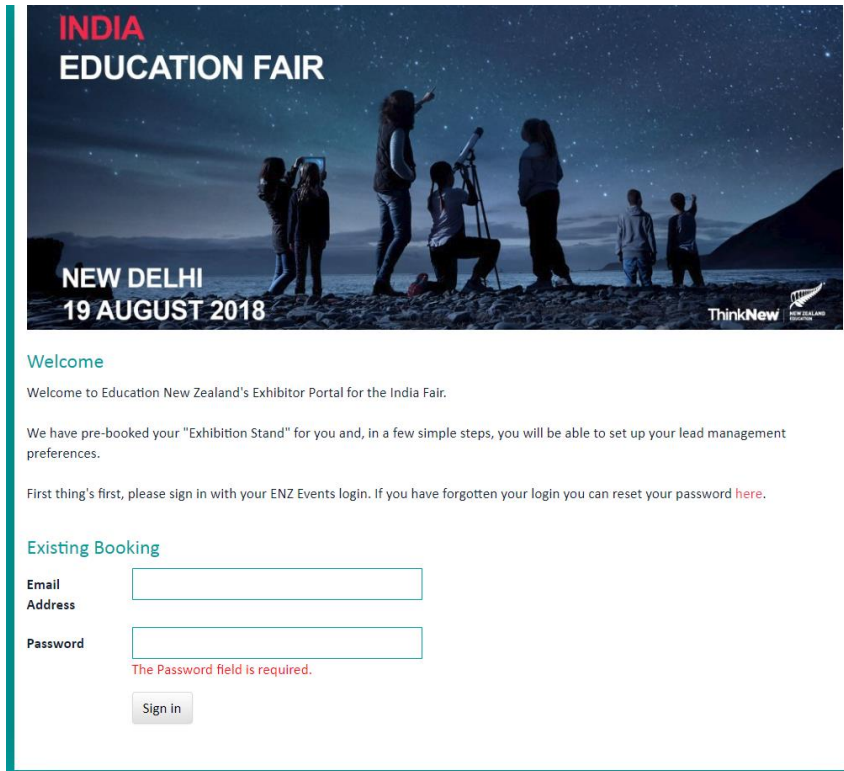
- Android Operating System 5.0 and up
- Apple iOS 9.0 or later

## Exhibitor Portal

Here is a quick overview of the Exhibitor Portal. You will also find all this information within the portal itself.

- [India Fair Exhibitor Portal](#)

## 1. Landing Page



**INDIA**  
**EDUCATION FAIR**

**NEW DELHI**  
**19 AUGUST 2018**

Welcome

Welcome to Education New Zealand's Exhibitor Portal for the India Fair.

We have pre-booked your "Exhibition Stand" for you and, in a few simple steps, you will be able to set up your lead management preferences.

First thing's first, please sign in with your ENZ Events login. If you have forgotten your login you can reset your password [here](#).

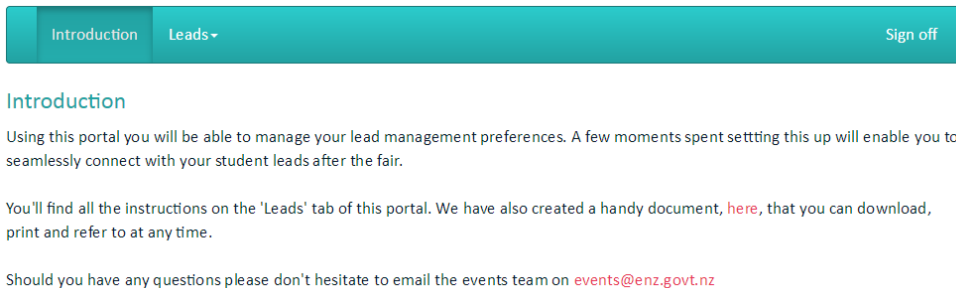
Existing Booking

Email Address

Password

The Password field is required.

## 2. Introduction Page



Introduction Leads

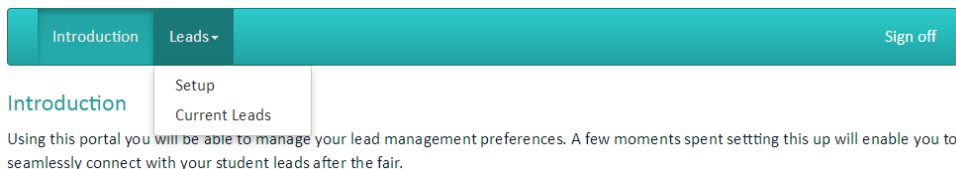
Introduction

Using this portal you will be able to manage your lead management preferences. A few moments spent setting this up will enable you to seamlessly connect with your student leads after the fair.

You'll find all the instructions on the 'Leads' tab of this portal. We have also created a handy document, [here](#), that you can download, print and refer to at any time.

Should you have any questions please don't hesitate to email the events team on [events@enz.govt.nz](mailto:events@enz.govt.nz)

## 3. Leads Tab – for setup of questions and auto email, also for finding current leads.



Introduction Leads

Introduction Setup Current Leads

Using this portal you will be able to manage your lead management preferences. A few moments spent setting this up will enable you to seamlessly connect with your student leads after the fair.

## 4. Setting Up Lead Management

***These are prompter questions for you to ask your student visitors. You ask the questions and you write the notes. It's not designed for you to hand over your phone for them to fill in a form. More detailed instructions can be found on the setup page of the portal.***

You are welcome to add/remove any questions at your discretion. You can add a 'free comment' box to enable you to write any important meeting notes about the student you have just talked to. ***Here is a list of questions that students have already replied to during registration process. Whilst you can't see these questions on the mobile app you will be able to see them when you download your leads on desktop.***

Contact Details

First Name \*

Last Name \*

Email Address \*

Mobile \*

I am a:

Please select \*

Student

Intended Level of Study

Please select \*

Bachelor's Degree

Area of Study

Please select \*

Applied and Pure Sciences

When are you planning on studying?

Please select \*

2020

How did you hear about the fair? Please tick all that apply

☐ Agent

☐ Digital Advertising

☐ Facebook

☐ Family and friends

☐ Google

☐ News online

☐ Newspaper advertising

☐ Radio

☐ Twitter

☐ Other

I have read and agree to the [privacy policy](#)

☐ I agree

☐ I would like to receive useful information about studying in New Zealand

Register

How to Guide

Leads

Sign off

Student Lead Set Up

Lead Management Setup allows you to create your own questions (custom questions) that can be answered when collecting contact details and information from your student visitors.

Questions



Auto Thank You Email

Click on the Add New Question button to create custom questions. Use the Response Type drop down to select what style of response is best for the question being asked. These can be text, numbers, yes/no, ratings and many more. Check the Mandatory box if the question must be completed. Select the Hide check box when you no longer wish to display this question.

Add New Question

1. Current Grade

Single Textbox

## 5. Setting Up Auto Email

You can set up an auto email to go out to students you have met and scanned. You can tailor the wording of this email, sample below. You can also add a PDF brochure as an attachment.

Questions Auto Thank You Email

### Auto Thank You Email Setup

A thank you email can be configured to be automatically sent to all contacts that are scanned and had their information collected. This email can include an attachment such as an e-prospectus or useful information that is applicable to all student contacts that have been scanned (the attachment size must not exceed 5000KB).

Please ensure you have generic, rather than event-specific, wording in your email.

Follow the steps below to set up.

**From Name \*** Rachel Brandon (TEST INSTITUTION)

**From Address \*** rachel.brandon@enz.govt.nz

**Cc** rachel.brandon@enz.govt.nz

**Bcc**

**Subject \*** Thank you for Visiting INSTITUTION NAME

**Attachment** Test Document.pdf Remove

**Body \***

Kia ora «FirstName»

Many thanks for visiting the INSTITUTION NAME booth at the New Zealand Fair today. One of our team will be in touch to follow up on your inquiry.

In the meantime, please find attached a copy of our current prospectus.

We look forward to welcoming you to New Zealand.

Insert First Name

Clear Save

## 6. Find Current Leads

To view your leads please visit the 'Current Leads' page.

Introduction Leads Setup Current Leads Sign off

**Introduction**

Using this portal you will be able to manage your lead management preferences. A few moments spent setting this up will enable you to seamlessly connect with your student leads after the fair.

Once you can see your list of leads, you will also see the 'Export' button at the bottom of the page.

Introduction Leads Setup Current Leads Sign off

### Current Leads

Below is a list of the leads that have been scanned with the date and time the lead was actually captured. Click on the name to view further information including the answers to your custom questions. An excel export can be generated by clicking on the Export button.

Search Contact Details Total Leads 1

Clear Add Filter

Contact	Date Scanned	Stand
K TESTING G TESTING	Wed May 9, 2018 4:02 pm	ENZ TEST RACHEL

Export Map

## 7. Export Leads

Click on **'Export'** and this will auto-download an Excel spreadsheet with the contact information (full name and email) and any data that you collected for each lead.

## Using 'The Event App'

### How do I scan student QR codes?

You can do this at the touch of a button from your smart phone or tablet. The scanning system uses your device's camera.

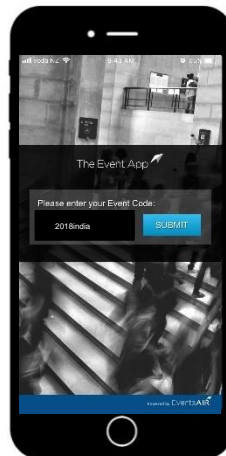
1. Download the application *'The Event App'* to the mobile device that you will use at the fair (compatible with both Android and iOS systems)

[Event APP – Google Play](#)

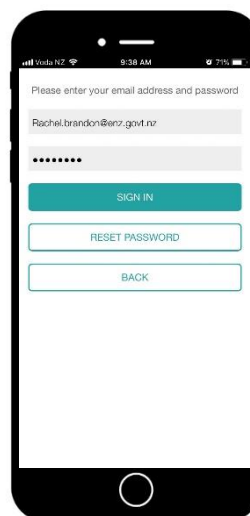
[Event App – Apple Store](#)

2. Once downloaded, open the app and enter the event code below.

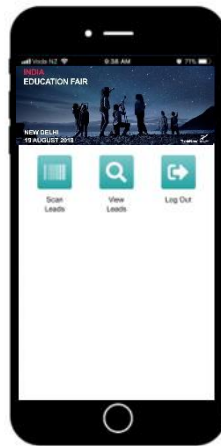
Event Code: **2018india**



3. Next, you'll be asked to log in using your **existing Events email and password** (this is used throughout all the event platforms including registration, meeting diary and lead management).



4. You are now set up and ready to go! Have a go at scanning the QR code using the 'Scan Leads' button. Practice makes perfect!



5. Test your scanning ability. Scan the below QR Code and then look at your lead under 'View Leads' to ensure they have been captured. This is the part where your questions/open textbox for notes you have set pops up.

#### India 2018 Test Code



#### Questions

If you have any questions, please don't hesitate to ask – [events@enz.govt.nz](mailto:events@enz.govt.nz)