

Greener way to speedy data capture at British Motor Show 2008

Seven of the world's top motor manufacturers at the British International Motor Show 2008, embraced a greener method of lead capture that delivered outstanding results throughout the exhibition using On**TAAP** DataCapture. TAAP's innovative DataCapture application collects potential customer's details using handheld PDAs. During the 10 day exhibition, in excess of 25,000 leads were collected using this software, eliminating a costly paper trail that can be inaccurate and labour intensive.

TAAP's DataCapture application is configured and branded for each exhibitor, enabling automatic communications (SMS, Email) to be sent out to the potential customer. All leads collected are instantly available on the **TAAP** DataCapture secure website for exhibitors/fulfilment houses to action or view. An exhibitor also has the ability to keep track of the performance of their promotional staff via the website. TAAP's DataCapture software can operate independently of an internet connection; data is fully encrypted on the PDA and leads uploaded when a connection is available. Kiosk versions were also available as a self service option for visitors.

Renault UK commented "We find it extremely easy to use the On**TAAP** DataCapture application which ensures that we have a professional and very effective method of collecting our consumer data. As the application is custom built it supports all our requirements and is designed to send a request to the customer's nearest or selected dealer. This is completed in real time, eliminating a paper trail and helping the environment as well."

Kia Motors commented "With a flexible approach to the line of questioning dependant on the event we are attending and the real time nature of the delivery of leads and to the reporting function of the leads collected, TAAP enable us to send highly targeted leads to our fulfilment house for immediate brochure delivery and to our dealer network for test drive booking as soon as they are collected, which results in an improved customer/prospect experience of the Kia brand"

Paul George – TAAP Client Services Director commented "The British Motor Show really puts our Data Capture product to the test and it performed admirably with a lead captured every 10 seconds during the 10 days of the exhibition. Our PDA and Kiosk capture solutions have ensured our clients can respond quickly to each lead without the delay and administrative costs associated with the paper method."

This method of data collection not only ensures instant communication with the customer but is also helping reduce the carbon footprint of each company that uses the system.

August 2008



Software for people *on the move*

About TAAP

TAAP is a leading provider of software solutions which allow organisations to mobilise their operations using hand held computers. Its award-winning agile application platform allows new systems to be delivered "OnTAAP", that is, fast, flexibly and at low cost.

Contact TAAP

TAAP Ltd
Kinetic House
Theobald Street
Borehamwood
Hertfordshire
WD6 4PJ
Tel: 0845 230 9787
Fax: 0208 387 1763

Email: angela.walker@ontaap.com
Website: www.ontaap.com