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Client Success Story: NS8 Gets a 50% Increase in Lead Capture with ScanBizCards





ABOUT NS8

NS8 offers a multi-platform plugin software for merchants fraud detection & defense, providing critical inputs such as behavioral analytics, user scoring and global monitoring to protect against fraud.

We spoke with Anthony Renzulli, Director of Sales Operations and Lead Qualification at NS8 Inc., to learn about his team's experience using ScanBizCards Enterprise Edition for Salesforce.



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NS8 Needed an Efficient Way to Capture Leads

NS8 faced a challenge with accurately capturing and exporting leads collected from business cards. Majority of contacts from business cards collected in the field failed to make it into their CRM (Salesforce) and marketing automation system (Marketo). Manually entering data into spreadsheets was time consuming and prone to errors. In addition to that, collating data from different teams was a real challenge. As such, a large number of business cards collected in the field ended up getting lost or discarded, which meant lost sales opportunities.

The Practice of Manually Capturing & Exporting Leads was Prone to Errors and Delays

NS8 team uses Salesforce CRM for lead management and Marketo for Marketing Automation. The leads from business cards needed to be:

1. Captured accurately and quickly
2. Exported to the CRM and marketing automation system

In the absence of an automated system, collecting contact information from business cards, and keeping a track of all the leads collected by different representatives presented a big challenge. The teams were collecting leads at events and meetings but there was no efficient way to capture the data from business cards in a timely and accurate manner, and make it available to the lead owners in the CRM system.

ScanBizCards Helped Maximize Sales Productivity

With ScanBizCards, NS8 is able to manage and organize the flow of leads in a highly accurate, timely and efficient manner.

The ScanBizCards Enterprise Edition has helped NS8's team of **15 sales reps** to capture contacts from business cards instantly and accurately. With over **250 leads captured just in the last quarter**, ScanBizCards has created **over \$1 million in potential pipeline value** through leads captured accurately by NS8 team.

For Anthony, the Human Transcription service has been a game changer. "We were using Full Contact. But with the Human Transcription component being very limited with their service, we had to look at alternative ways to export contacts to Salesforce, using a Zapier configuration", Anthony described.

With features such as Human Transcription service to transcribe cards, direct export to Salesforce CRM, and saving contacts as CSV files to upload directly into marketing automation systems, **the flow of leads to the marketing automation system increased by 50X.** As a result, the sales teams can focus on their core area of work—making more sales.



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Time-savings and Increased Sales Opportunities

2hr Exporting

Save on average 2 hours for 40-50 contact exports, allowing the reps to focus on sales

50% More Accurate

Prevent the loss of more than 50% of their contact data from business cards

+50% Smoother Automation

Improve the flow of leads into their marketing automation system by over 50%

With ScanBizCards, NS8 has been able to:

- Save on average 2 hours for 40-50 contact exports, allowing the reps to focus on sales
- Improve the flow of leads into their marketing automation system by over 50%
- Prevent the loss of more than 50% of their contact data from business cards
- Centrally manage and organize leads collected by different teams through custom control over all associated apps used by sales reps
- Maximize the ROI on their marketing automation system

“We have around 15 reps collecting around 40-50 business cards every month. Only half of those would get saved. Manually entering data is neither effective, nor a good use of our time. With ScanBizCards, we now have a way to save all of our leads directly on our marketing automation system with zero errors,” said Anthony.



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