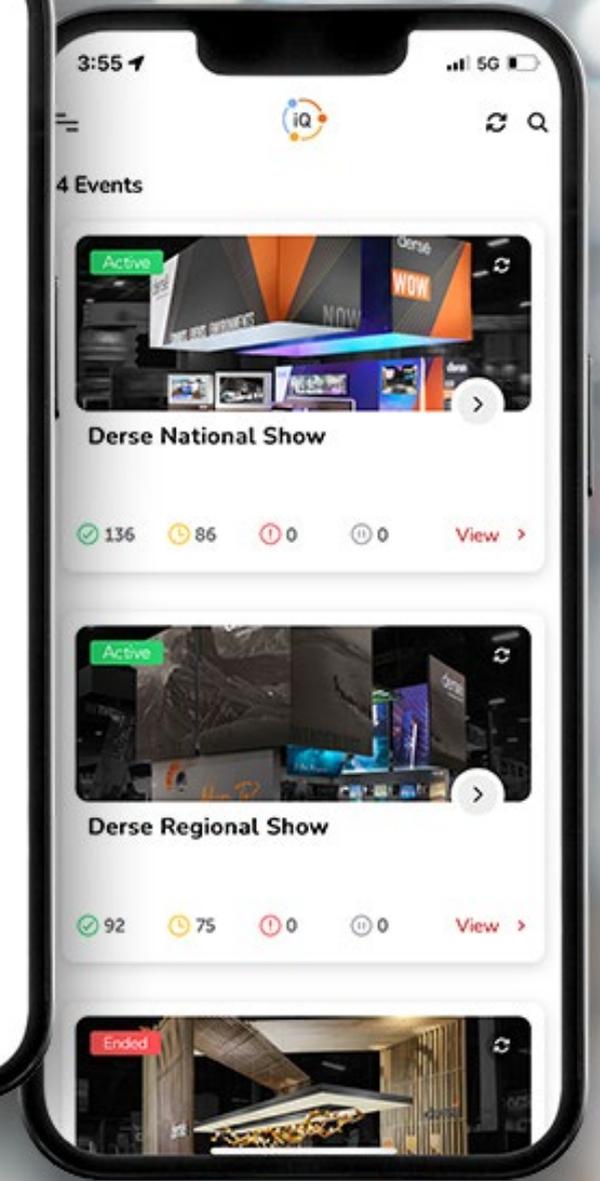


derse
EXPERIENCES MATTER



DERSE iQ APP 101

Lead Retrieval Program



SIGN IN SCREEN

Welcome to Derse iQ!

Your sign in information will have been provided in a couple of ways:

A) A unique log in using your email and an Auth code would have been sent to you.

B) A universal log in for your company using a Derse email and an Auth code would have been shared with you

C) A universal log in is already signed in on a shared device such as an iPad

If this is the first time using the app, please be sure to **enable all notifications, location services and access to the camera**

9:36 AM Tue Oct 15 100%

DERSE iQ

Welcome, please sign in.

Email address

Auth code

[Forgot Auth Code?](#)

Sign In

Need help? [Contact support.](#)

[Register as an exhibitor](#)

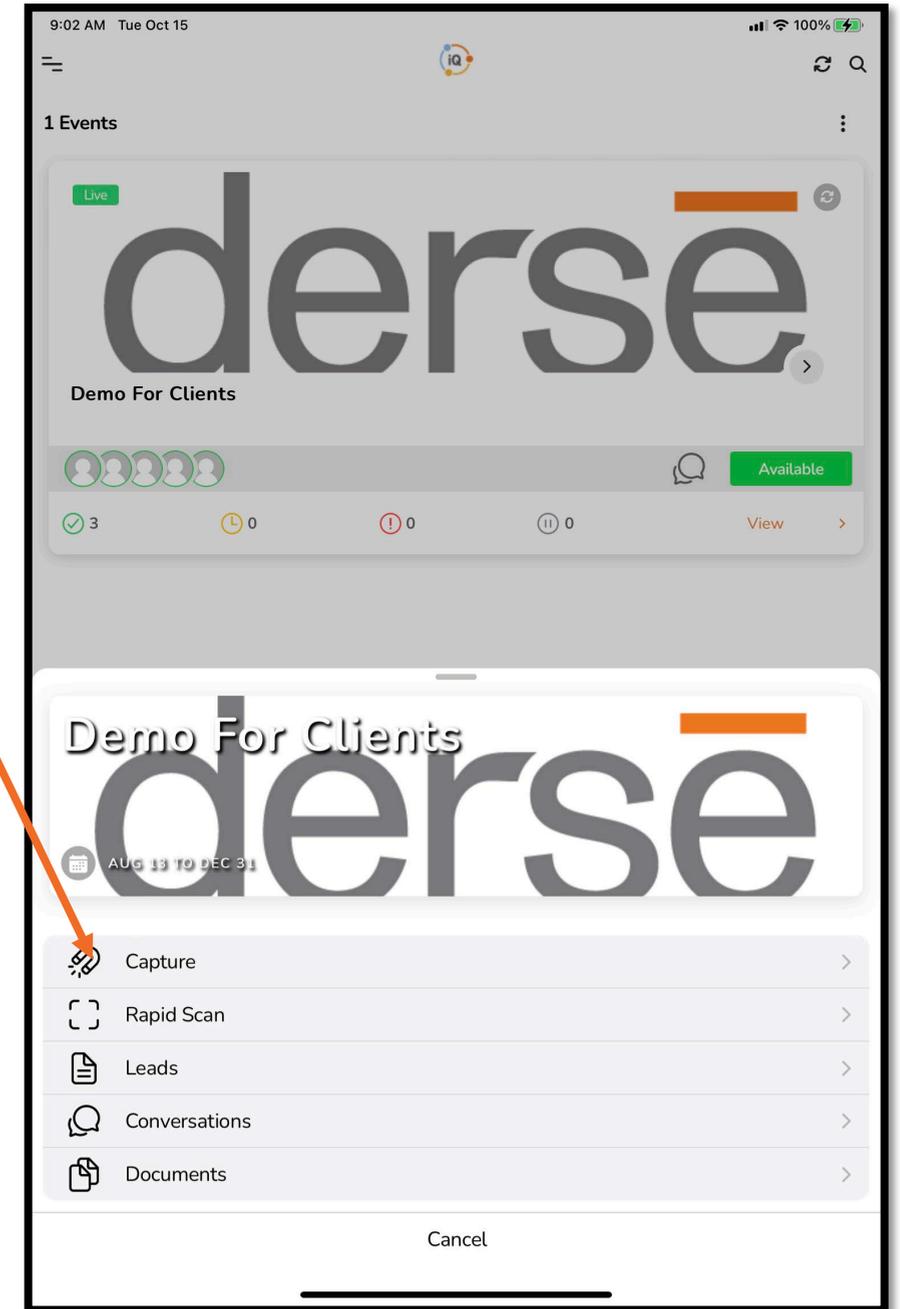
WELCOME SCREEN

Once signed in, you will see the active survey list survey available to access. Select the survey for your event.

You can also refresh the event by clicking here. This is helpful if your team is making changes after the show has started.



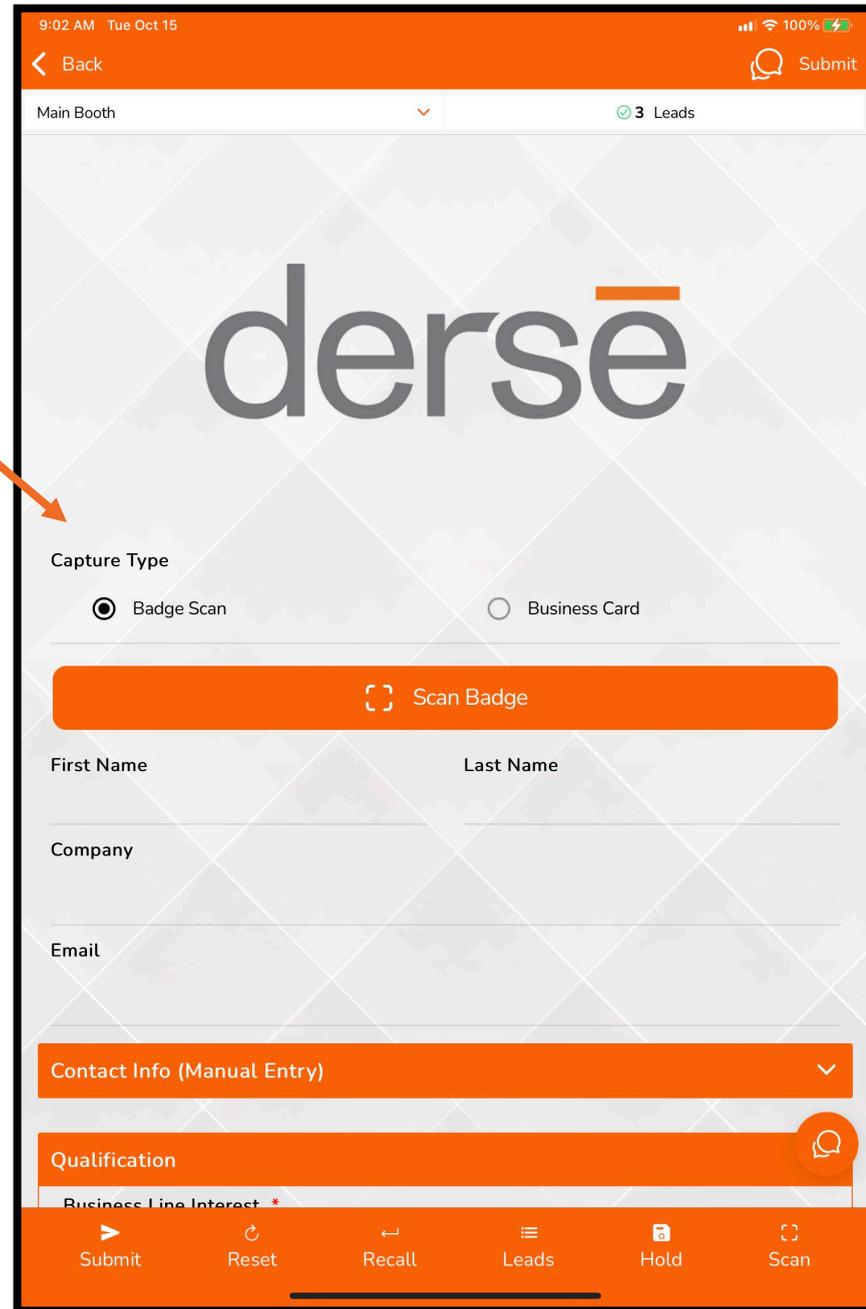
Select "Capture" to access the lead qualification survey.



NOTE – your specific event may not be shown in the screenshots above

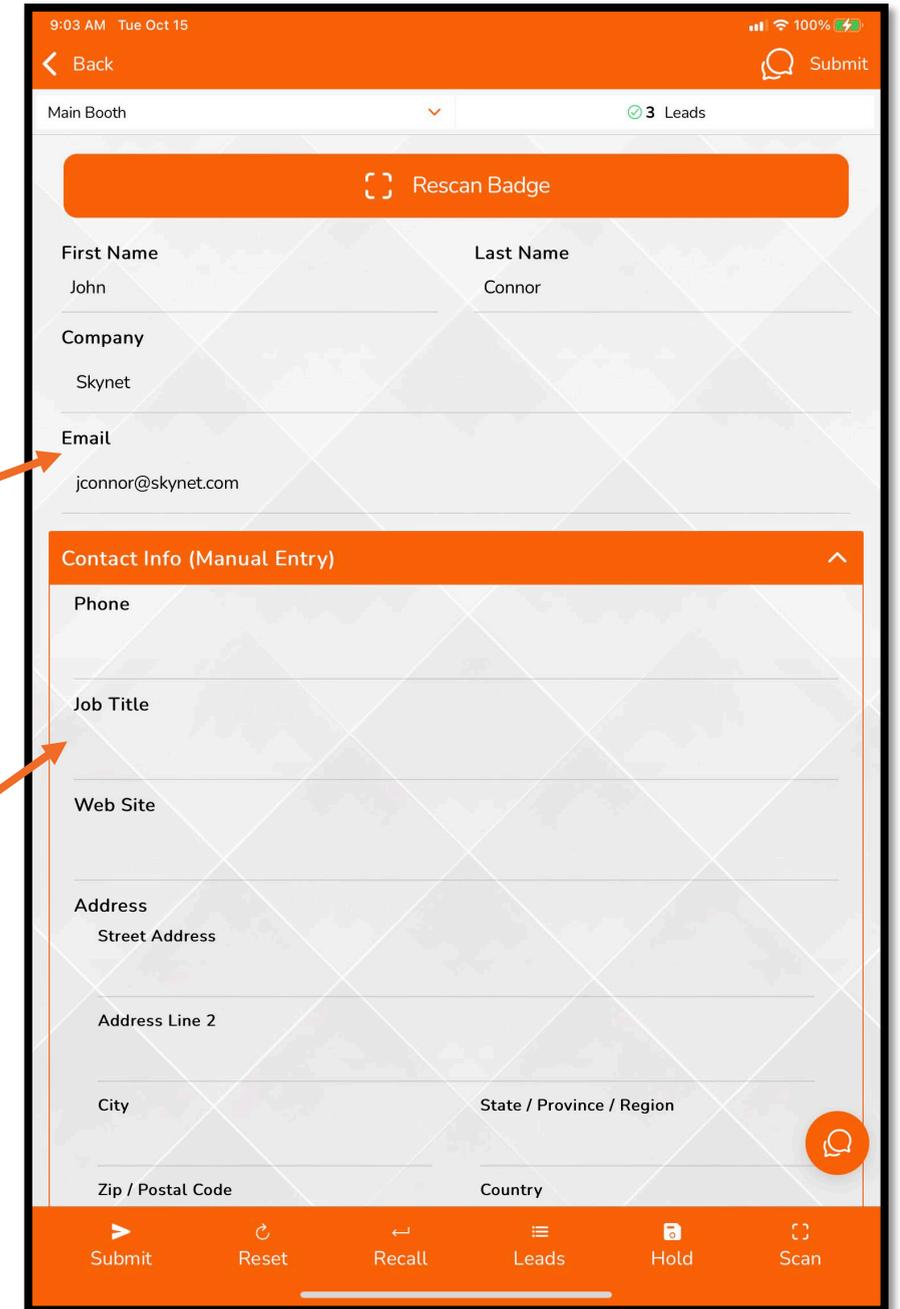
LEAD QUALIFICATION

From the lead survey page, select the **Scan Badge** button to launch the device camera and scan the attendee's badge



Once scanned, you'll hear a confirmation see the badge information populate on screen

Additional contact fields are available to be viewed under the Contact Info (Manual Entry) menu



LEAD QUALIFICATION

Scrolling down, you'll see the lead qualification questions.

9:15 AM Tue Oct 15

Back Submit

Main Booth 3 Leads

Qualification

Business Line Interest *
Custom Exhibit, Strategic Services and Custom Design

Industry
Manufacturing

Primary Location
Milwaukee, WI

How should we follow up?

Meeting

Call

Email

Text

Rating

Urgent

Hot

Warm

Cold

Conversation Notes

Submit Reset Recall Leads Hold Scan

Based on the number of responses, you may need to click on a question or scroll to see all available options applicable to the conversation

Cancel Business Line Interest

Select All Clear all

Custom Exhibit

Rental Exhibit

Marketing Environment

Event

International

Virtual Experience

Customer Experience

Strategic Services

Custom Design

Confirm

NOTE – the specific questions and possible responses for your event may not be shown in the screenshots below

LEAD QUALIFICATION

Please go through all available questions as there may be some hidden until relevant answers to previous questions are given. Note that any questions with a red star are required.

Select **Submit** when completed with questions and interaction. (Can also use submit button at top of screen).

9:15 AM Tue Oct 15 100%

Back Submit

Main Booth 3 Leads

Qualification

Business Line Interest *
Custom Exhibit, Strategic Services and Custom Design

Industry
Manufacturing

Primary Location
Milwaukee, WI

How should we follow up?

Meeting

Call

Email

Text

Rating

Urgent

Hot

Warm

Cold

Conversation Notes

Submit Reset Recall Leads Hold Scan

LEAD QUALIFICATION

If any required fields are not provided from the badge scan, you will be prompted to fill in these fields before the submission is complete.

Enter the missing data and select **Submit** again.

A screenshot of a mobile application interface for lead qualification. At the top, a red banner displays the error message "Email or name is required" with a close button. Below this, the form includes fields for "First Name", "Last Name", "Company", and "Email". A section titled "Contact Info (Manual Entry)" is collapsed. The "Qualification" section contains several dropdown menus: "Business Line Interest" (selected: Custom Exhibit, Strategic Services and Custom Design), "Industry" (selected: Manufacturing), and "Primary Location" (selected: Milwaukee, WI). Below these are four checkboxes for follow-up: "Meeting", "Call", "Email", and "Text". A "Rating" field is at the bottom. The bottom navigation bar includes icons for "Submit", "Reset", "Recall", "Leads", "Hold", and "Scan".

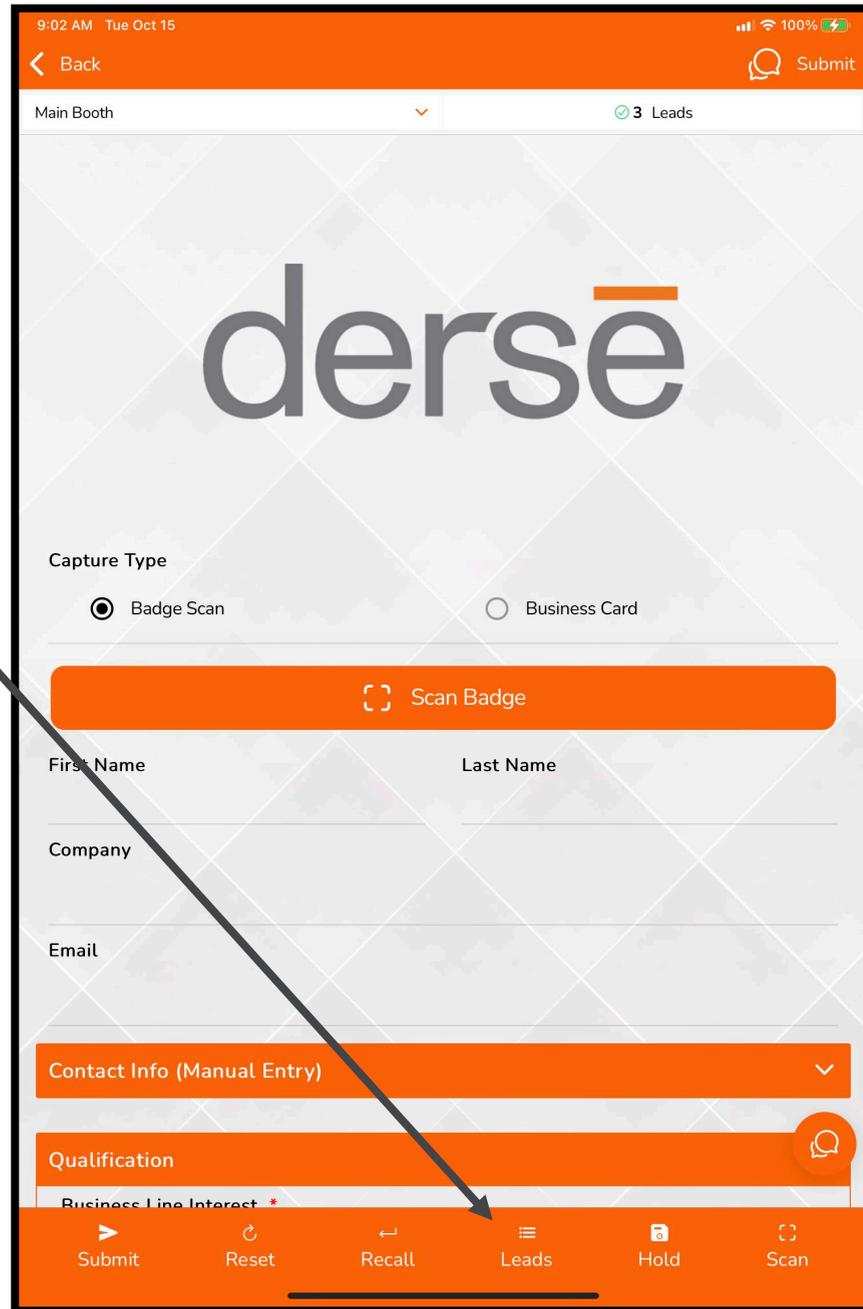
When successful, you will receive a message on screen saying **Submission Successful**

You can then select **Scan Badge** to scan the next attendee

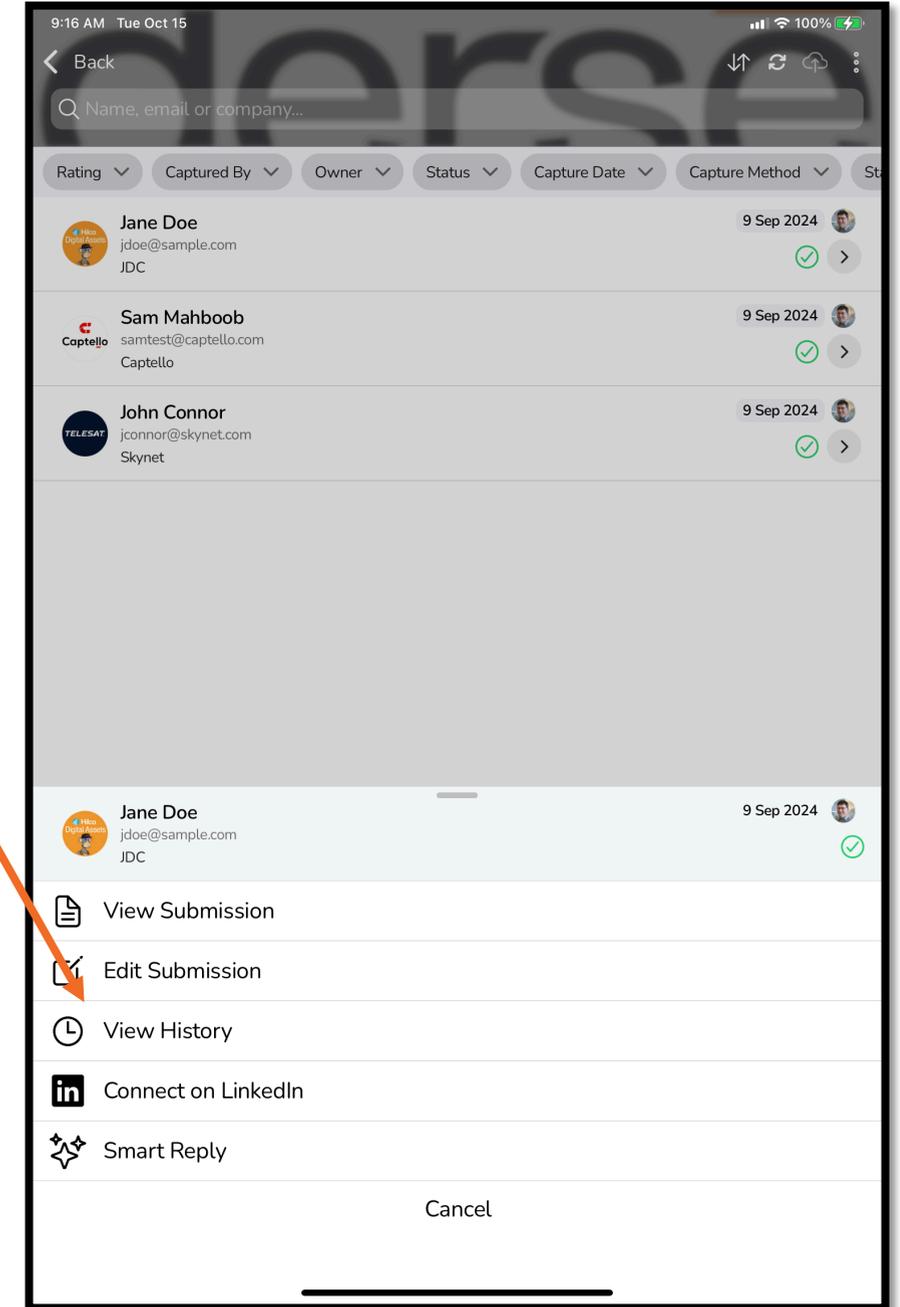
A screenshot of the same mobile application interface after a successful submission. A green banner at the top displays the message "Submission successful." with a close button. The "derse" logo is prominently displayed in the center. Below the logo, the "Capture Type" section has "Badge Scan" selected with a radio button, and "Business Card" is unselected. A large orange button labeled "Scan Badge" is visible. The form fields for "First Name", "Last Name", "Company", and "Email" are present but empty. The "Contact Info (Manual Entry)" and "Qualification" sections are collapsed. The bottom navigation bar is the same as in the previous screenshot.

UPDATING LEADS

To **Edit** a previous submission, select the **Leads** button from the menu. This will allow you to review previous leads, and edit the record as necessary.



Select **Edit Submission** to edit the record then select **Update** when finished with your updates.



OTHER MENU ITEMS

Reset allows you to clear the submission field.

Hold allows you to immediately save a record, then come back to it later to fill in any missing information from the **Leads** menu.

The screenshot shows the Derse mobile application interface. At the top, the status bar displays '9:02 AM Tue Oct 15' and '100%' battery. The app header includes a 'Back' button, a 'Submit' button, and a 'Main Booth' dropdown menu with '3 Leads' next to it. The main content area features the 'dersē' logo and a 'Capture Type' section with radio buttons for 'Badge Scan' (selected) and 'Business Card'. Below this is a large orange 'Scan Badge' button. The form includes fields for 'First Name', 'Last Name', 'Company', and 'Email'. At the bottom, there are two orange expandable sections: 'Contact Info (Manual Entry)' and 'Qualification'. The bottom navigation bar contains icons for 'Submit', 'Reset', 'Recall', 'Leads', 'Hold', and 'Scan'. Two arrows point from the text blocks to the 'Reset' and 'Hold' icons in the navigation bar.