

# Kiosks drive easy and accurate leads to General Motors Canada



With its instantly recognizable brand and its impressive products, General Motors has little difficulty attracting people to its enormously popular events, or encouraging them to complete lead forms. After all, who wouldn't want to win a new car? Thousands of leads flow into General Motors every day from different events.

General Motors biggest headache was the manual process involved in capturing those leads. Events at various locations across the country used different paper lead capture forms, and event managers were spending far too much time gathering the forms and mailing them in for processing. Still more people were involved in the data entry process, deciphering a wide range of handwriting styles and dealing with incomplete forms. The result was lost time and lost business opportunities.

The General Motors marketing group went in search of an electronic solution – something that would:

- 1) Increase the speed and accuracy of lead capture at its events,
- 2) Promote its brand and associate it with innovative technology, and
- 3) Ensure all events used the same lead form, with the appropriate privacy policies and contest rules.

General Motors turned to In-Touch Survey Systems for a solution. The result was a kiosk marketing program that combines eye-opening graphics on stand-alone kiosks, an engaging and classy user interface that makes completing the form fun and fast, and a Web-based back-end system that makes all leads instantly available to all the right people at headquarters and in the field.

Here are some of the key components of the program:

- 1) Graphics or "skins" that can be easily customized

The In-Touch kiosks have removable branding panels, which can easily be customized for each client or each

event at a reasonable cost. General Motors' agency, MacLaren Momentum, easily and quickly created unique "skins" to match the theme of each event.

- 2) Lightweight but durable units, easily transportable from event to event

Unlike kiosks designed for unattended use or commerce transactions, the graceful form and unique design of the In-Touch kiosks make them sturdy yet portable. They easily fold up into carrying cases for ease of shipping from event to event, and can be set up in minutes by anyone, without training.

- 3) A user interface design as beautiful as it is functional to encourage full completion of forms

A lead capture form, whether electronic or paper, is a customer touch point, and as such must reflect your brand. The General Motors electronic lead forms now blend best practices for survey design with the company brand and graphics that appeal to the specific demographic of event goers. The look and feel of the lead form can easily be altered online, allowing them to gear each event's form to the specific audience.

- 4) Rental options for flexibility

General Motors' wish to try the kiosks before buying was perfect for In-Touch's rental plan. One phone call arranges the delivery of any number of kiosks, with the lead forms pre-installed and tested. This superbly convenient option has been extended into more than a dozen additional events since the auto show.

Where General Motors used the In-Touch kiosks:

General Motors asked Toronto-based agency MacLaren Momentum to integrate In-Touch kiosks into its displays at the Canadian National Auto Show, and MacLaren eagerly accepted the challenge. The Auto Show runs in six cities over a period of 12 weeks and attracts over half a million visitors.



MacLaren first created exciting "skins" for the kiosks to showcase a contest being used to encourage lead form completion. Each event featured between 8 and 20 kiosks, depending on the anticipated numbers of show visitors, and the units performed flawlessly. While visitors used the kiosk, exhibit staff had time to spare to talk to those who showed an avid interest in the General Motors vehicles on display. At one point during the event in Toronto, where there were 20 kiosks, people lined up to complete the lead forms. A quick-thinking MacLaren team grabbed the spare electronic tablets and started handing them out as mobile survey forms to people in the lineups.

Each night, leads were downloaded using a simple dial-up line and, segmented by lead quality, were immediately available for followup by the sales department.

At the end of the tour, it was easy to access the Web-based reporting to see numbers of generated leads. And it was an even easier task to report back that the number of leads captured electronically was up by 24 percent over the previous year. Not only did the quantity of leads improve, but also the number of leads spoiled by incomplete or illegible data was down by almost 10 percent. Said Deborah Lucas, the auto show co-ordinator for McLaren Momentum, "Moving to electronic lead capture using the In-Touch kiosks was extremely successful. Not only did they create a "buzz" in the booth, it was easy to get people to complete the lead forms."

In addition to meeting their goals of a higher volume of higher quality leads, General Motors is also enjoying some unanticipated benefits:

#### 1) Market research

General Motors has added several opinion questions to its lead capture form without affecting the percentage of users who complete the form, letting them learn more about their intended audience for more targeted follow up marketing.

#### 2) Integrated campaigns

General Motors extended its kiosk data collection forms to the Web for an integrated campaign that captures not only those who were on-site but also those who may have attended the event "virtually."

#### 3) Contest administration

For events with a contest as an incentive, an independent third party is often desired to ensure winners are selected according to contest rules. In-Touch offers this as a value-added service.

Susan Walker of General Motors was very pleased with the kiosk program. "The quality of our leads was much better than last year," she said. "We now have a richness of data we don't usually get with paper, and we learned a lot about our prospects that will help with the sales process."



General Motors has continued to use In-Touch Survey Ltd kiosks for more than 12 other events over the past year and has generated more than 150,000 leads to date – a very impressive number by anyone's standards.

**For more case study information or to discuss your kiosk marketing strategy, contact an In-Touch Survey Systems representative at 1.800.263.2980.**