



How Bruker Automated *their Entire Lead Capture Process.*

Akkroo was acquired by Integrate in April 2019. This case study was originally produced in partnership with Bruker before this date.
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WHY TRADE SHOWS AND EVENTS WORK FOR BRUKER

For Bruker Nano Surfaces, a lot of their marketing is face to face. Their products are complex: the science and technology behind them are constantly evolving, as are their customers' needs.

Yan Liu, Marketing Communication Specialist at Bruker explained how exhibiting at events and congresses works for their organisation: "Events are among our primary means of acquiring sales leads and creating new business relationships. We have booths at all the big trade shows here in Europe, and we often invite researchers and thought leaders to talk at our workshops, where we introduce our latest equipment."

If you're relying on manual lead capture processes, such as filling in paper forms, or collecting people's business cards then adding your own notes on paper, there are several challenges that come with that.

Bruker experienced first-hand the pains of outdated lead capture methods: their reps had been relying on paper forms for lead capture for many years.

"Up until a year ago, our reps used paper to record and manage leads they collected at our various events. Unfortunately, the handwritten leads were substandard. About 30% of the time the notes were illegible, and couldn't be used."

YAN LIU

Marketing Communication Specialist, Bruker

BRUKER'S CHALLENGES

- **Slow lead capture process**
- **Slow transcription, to enter a lead into your CRM**
- **Delayed follow-up due to transcription times**
- **Lost leads due to illegible handwriting**

The inefficiencies of using paper forms for lead capture became even more obvious after Bruker adopted Salesforce as their CRM, and started automating other aspects of their marketing efforts. Their trade show and events activities were obviously outdated, and they realised they needed a way to get their event leads into Salesforce - to join up their events with the rest of their marketing.

THE SOLUTION

Yan Liu and the Bruker team first used Akkroo in May 2017 - one of the biggest events in their calendar.

"We use Akkroo at all of our events. It is far easier to process leads and get them into Salesforce, compared with using pen and paper. Our event leads now quickly move into Salesforce, we then assign them to the appropriate sales reps. Members of our team can quickly follow up with phone calls and emails. They can also manage the entire business relationship within Salesforce. By automating our lead capture process, we see information flow better than ever before."

YAN LIU

Marketing Communication Specialist, Bruker

INTEGRATING EVENTS WITH BRUKER'S MARKETING

One of Bruker's favourite parts of Akkroo is its flexibility: it enables them to customise their lead capture form fields and functions based on a particular event, that reflects the way they manage leads after an event:

"We can set up custom fields and functions based on that particular event, that reflect the way we manage leads. You can't do that with simple form creation applications. Akkroo takes a 360-degree view of capturing and managing leads. It makes all of our lives easier and saves us a great deal of time. We didn't know how much we needed it until we got it."

YAN LIU

Marketing Communication Specialist, Bruker

IMPROVING BRUKER'S PROFESSIONAL IMAGE

Reliance on paper forms meant Bruker were losing valuable sales leads, and looking unprofessional when speaking to prospects: "One of the interesting side effects of Akkroo is that it makes our sales team look more professional. We sell equipment to people who transform the world through science and technology. Our products incorporate the latest surface analysis breakthroughs. When you think of it, it seems silly that our reps should have to rely on paper forms when the products they sell are so sophisticated. It makes sense that Bruker's reps manage the leads they generate using a tool that is as cutting edge as the equipment they sell."

THE REAL VALUE

While looks are important, the real value is what Bruker's customers don't see. Akkroo is now an integral part of their marketing technology stack.

"To serve our current and potential customers better, we need to strip away the unnecessary and inefficient to hone in on what matters. Akkroo makes it easier for me to keep track of the lead generation process, and make sure our reps follow-up promptly after a trade show. The Salesforce integration was one of the reasons we chose Akkroo, and it has been a major improvement to our lead capture process. With every cumbersome process we remove, we move one step closer to our customers. That's when the magic starts."

Integrate provides demand orchestration software that automates top-of-funnel demand-marketing efforts, connecting lead data with MA and CRM systems to scale pipeline and revenue contributions. Visit www.integrate.com to learn why innovative companies like Dell, Rackspace, Salesforce and Intacct choose Integrate.