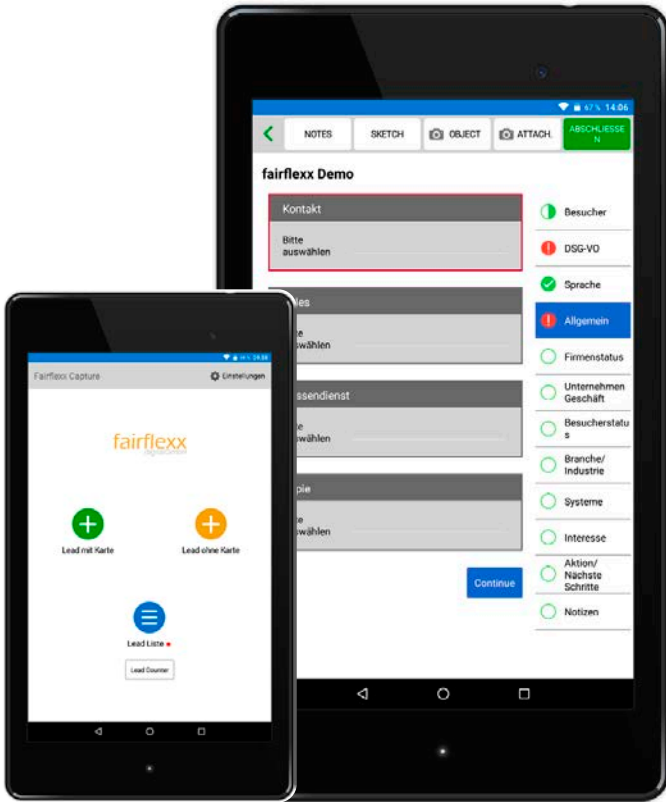


Explanation of the Fairflexx Workflow

Recording of leads:

With a tablet



The leads are recorded with an app on a tablet. The app interface is adjusted according to the customer specifications. The tablet has an integrated camera that takes pictures of the business card. The app merges the captured visitor information and the business card together and digitizes them. After uploading to Fairflexx, you can continue to work in the dashboard.

More screenshots of the tablet application are above.

With a batch scanner



- When working with trade fair call notes, sheets and cards are provided with QR codes before being scanned.
- Related sheets and cards in the system are automatically connected to each other via the QR code. These scans go to the correction. Sheets and cards which are accidentally double-scanned are detected using the QR code and then they are stored in the "Workflow Error".
- The ticked checkboxes are automatically detected and digitized.

Digitizing – Lead processing:

SPS 2018

The screenshot shows a dashboard with several panels, each representing a different stage of lead processing. Each panel has a title bar and a table of tasks with their respective counts.

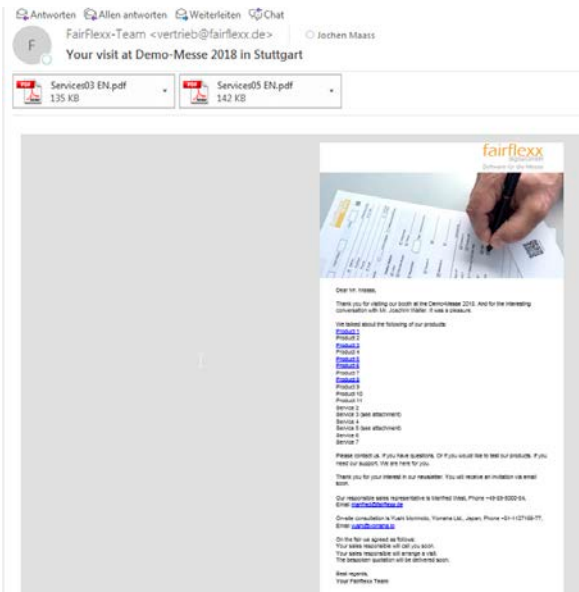
Correction	Double check	Clearing
Forms with card: 0	Forms with card: 0	Forms with card: 0
Forms without card: 0	Forms without card: 0	Forms without card: 0
Cards without form: 0	Cards without form: 0	Cards without form: 0

Unmatched	Address approval	Mail approval
Tasks: 0	Tasks: 0	Tasks: 0

Workflow	Final	Mails
Tasks in flow: Incoming: 0 Outgoing: 0	Tasks completed: Final: 0 Trash: 0	Mail status: Mail: 0

Legend: Ready (green dot), Waiting (orange dot), Error (red dot)

- The card contents are digitized and assigned to the respective fields (name, surname, street, city, country etc.).
- The Fairflexx team validates these data. Any existing detection errors or typographical mistakes will be corrected. Various algorithms and tools are available for this purpose.
- There is a possibility to match these leads with customer data and, if necessary, to add existing customer numbers.
- If not automatically assigned, the interlocutors, responsible sales persons and persons in copy are identified and inserted using the lead sheet.
- These persons are stored in the Fairflexx system during the trade fair preparation.
- After completing these activities, the lead is either sent to Double check -> Address approval -> Mail approval or the mails are sent directly.
- **Double check** (can be turned off/skipped):
If requested by the customer, a second instance can check all sheets here again.
- **Clearing:**
In the case that the **Correction** cannot be completed (e.g. illegible writing, missing information, responsibilities which do not exist in the system etc.) these leads are provided with hints / questions and put into **Clearing**. Depending on the agreement, the missing information is supplemented either by the customer or by a Fairflexx employee, if necessary, after a consultation with the customer. The lead is then brought into the workflow.



- **Mailing:**
After having finished the entire workflow, different mails can be sent. For example, an internal e-mail to the responsible person(s) and a visitor's e-mail. The e-mails refer to the contents of the conversation.

Interest in

- 1) Product 1
- 2) Product 10
- 3) Product 11
- 4) Product 2
- 5) Product 3
- 6) Product 4
- 7) Product 5
- 8) Product 6
- 9) Product 7
- 10) Product 8
- 11) Product 9
- 12) Service 2
- 13) Service 3
- 14) Service 4
- 15) Service 5
- 16) Service 6
- 17) Service 7

Postprocessing

Attention! Urgent!
Please send a quote.
Visitor awaits your call.
Please arrange a visit.
Note about when the action takes place on form.
Note on form.
Please send invitation to our newsletter.

Documents

[Form](#)
[Card](#)

Fairflexx Digital GmbH
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Gutenbergstraße 19
70771 Leinfelden-Echterdingen

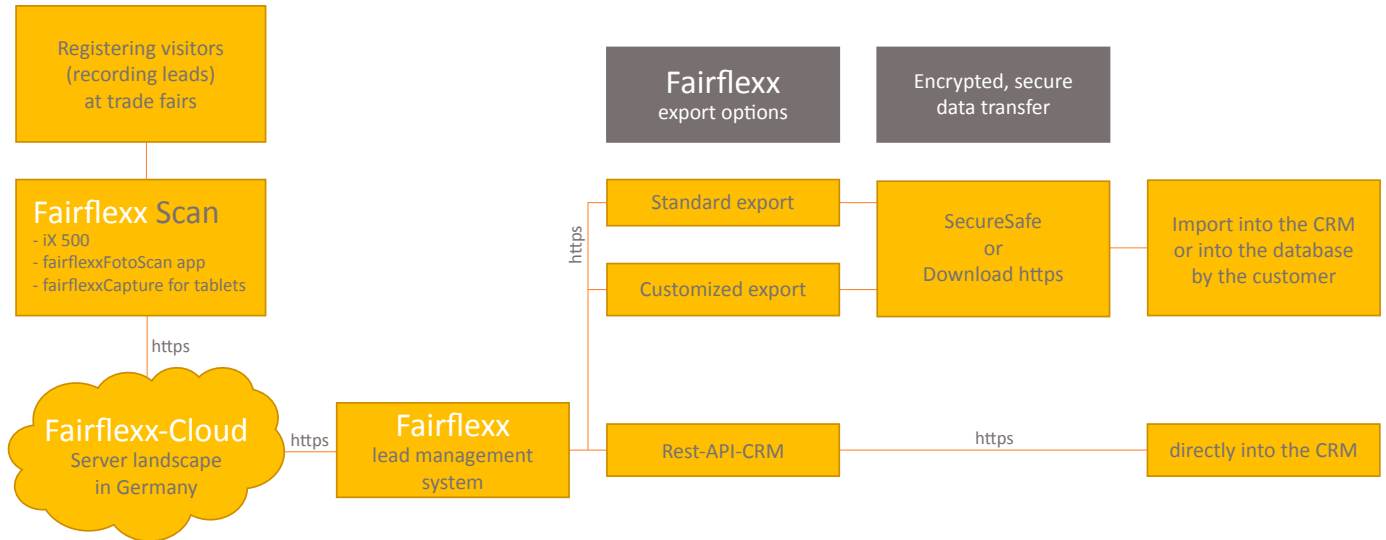
Büro Stuttgart +49 711 2195 123 4
Büro Ismaning +49 89 381 53 16 81
Mobil +49 177 28 11 626
Mail jwalter@fairflexx.de

- **Final:**
After the entire workflow has been completed, the leads are in the **Final**. An export of the data can be made anytime there.
- **Online statistics:**
An up-to-date statistic of all the leads in the system can be viewed and exported anytime.
- **Fairflexx export:**
After the last lead is validated, Fairflexx creates an export for downstream systems like CRM or ERP via Excel/CSV or via the REST API interface.

A diagram of the data stream is on the left side.

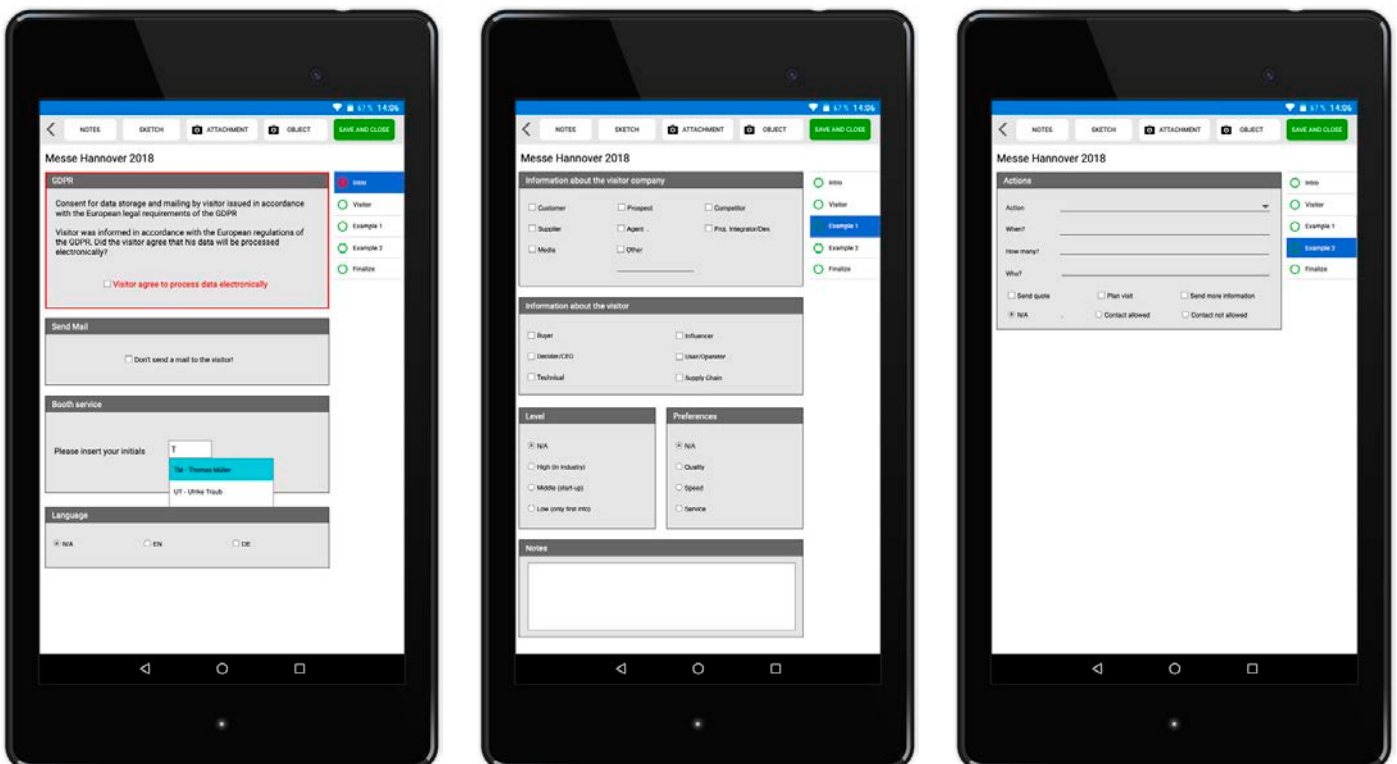
- **Data security:**
Fairflexx works in accordance with the GDPR guidelines. After the secure data transfer to the customer, all the personal visitor data with the protocol are deleted immediately.

Fairflexx Data Stream Visualization



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Sample pictures from the tablet application



If you have questions, feel free to ask.

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