

CardScan can
increase the volume
of your captured
leads by 10% to 20%.



(All without adding an ounce of fat.)



CardScan is lean and mean, and makes it easy to capture all leads at the source in a timely fashion by accurately reading all the contact data on paper business cards and in email signatures and on the Web. Leads don't get lost, or even misjudged as unimportant by salespeople. Instead, every lead can be tracked and managed through a sales process or nurtured by marketing for a future sale.

More volume in, more volume out.

Increasing the volume of information captured ensures that fewer leads are missed. It also increases the likelihood that a new, seemingly

unimportant contact can be cross-referenced and leveraged—even by a different account manager—to support strategic relationship building.

Improve the accuracy, quality and quantity of your contact data.

CardScan eliminates one of the most common failures of customer relationship management programs—bad or missing contact data. And with more leads in the system—leads that are accurate and complete—you're going to do more business.

Leverage your data for maximum ROI.

With CardScan, accurate and complete contact data is easily leveraged across the organization, thereby reducing the cost of errors and increasing the ROI of marketing and customer programs. The only fat it adds is to your profitability.

CardScan®

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For a free White Paper or Case Study that illustrates how CardScan can help your people effectively use your CRM system, visit us at www.cardscan.com/7372. Or call us at **1-888-822-7372**.