

# Micro Flic User Guide

The Micro Flic is a non-contact lead capture device. By scanning the barcode, the Micro Flic records the visitor's unique number which, when downloaded against the database, produces your list of leads.

Every visitor is issued with a barcoded badge in exchange for a completed registration card. The badge is printed with the visitor's name, company, barcode and in some instances job title and country.

To record a visitor's barcoded badge, depress the black button and scan the badge by shining the red line horizontally approximately 10cm away from the barcode.

The Micro Flic gives one beep when a correct recording is made. Failure to beep might mean that the Micro Flic is too close or too far from the barcode. Reposition the Micro Flic and try again.

When the Micro Flic is full it will stop scanning and must be taken to the designated Micro Flic download point to be emptied.

The Micro Flic will read through the plastic badge holder and is supplied fully charged for the duration of the show.

## Sales Lead Qualification

On the back of the instruction booklet is a menu card. By scanning one or more of the barcodes on the menu card, sales staff can record the post show actions and customer's product interest/s. Simply scan the visitor badge and then the relevant menu card barcode(s).

Please plan ahead and write your options on your menu card. The menu card should be kept safe as it will be needed to interpret the printout of leads.

Write your qualifier options as shown in this example.

Good Prospect	* P 0 1 *  *P01*
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## The Printouts

Laser printed A4 sheets of your sales leads are produced every time you download your Micro Flic. The report lists the contact details and demographics captured from the visitor's registration form.

A composite report will be emailed to you within five working days from the close of the show. Please note that the report can also be supplied on disk or in hard copy format if required.

## Security

Each Micro Flic is encoded with your own special PIN number. Please quote this number whenever you download your Micro Flic.

If you hire more than one Micro Flic and they are all encoded with the same PIN you will receive a composite 'stand' report.

If you hire more than one Micro Flic, a separate PIN number for each Micro Flic would result in the data being stored in separate files. NB: If you hire more than one Micro Flic and wish to use different sets of menu card options, you will require the Micro Flics to be set up on separate PIN numbers.

## Micro Flic collection/return

Your Micro Flic will be issued from the onsite CTS office on the day before the start of the event and should be returned on the last afternoon of the event.

Your company representative designated to collect the Micro Flic(s) will be responsible for training colleagues.

## Operation guidelines

- 1: Hold the Micro Flic comfortably pointing towards the barcode you wish to scan.
- 2: Depress the black button and a red light will appear.
- 3: Make sure the light is a horizontal line and approximately 10 cm away from the bar code. A single beep should be heard if the barcode has been scanned.
- 4: If you wish to qualify the lead using the menu card, scan the relevant menu card barcodes AFTER you have scanned the visitors badge.

NO BLEEP – NO READ

## Important notes:

- 1: If you are having difficulty scanning, alter the distance your Micro Flic is positioned from the barcode.
- 2: Try practising a few times before you start. Finding the correct position for you will save time on the stand.
- 3: Never take the batteries out of the Micro Flics as this could result in loss of data.
- 4: If the batteries run out in the Micro Flic and the Micro Flic wont scan, please return to the Melville office.
- 5: Should you have any reason to believe your Micro Flic is not working properly please contact the Melville office **immediately**.