

know'N'act helps Intermec enhance customer interests

Intermec's marketing team puts on several events yearly for customers and partners. As a progressive marketing team, Intermec was interested in understanding their attendees' perceptions better, but also find a mechanism to drive greater engagement and interest at each event.

Intermec uses the know'N'act system to gauge real-time audience feedback but also the sweepstakes feature to drive greater interest and generate excitement at the events. The result is an enhanced partner events program that is being rolled out broadly.



Overview

If you have browsed the web on a wireless mobile device or just used a laptop computer, then you've used Intermec technology. Intermec invented many of the revolutionary technologies that make it possible for businesses to track goods and services throughout their supply chains. Intermec also developed key technology integral to the current consumer and wireless revolution and continues to explore new automated data collection, mobile computing and RFID technologies for future retail, industrial and government applications.

“Know'N'act made our events for partners and customers that much more interactive. We now had the ability to capture their feedback in real-time and close the loop with the respondent instantly, giving us opportunities to answer questions, drive leads and build a deeper relationship.”

- Dan Albaum ,
Director of Marketing,
Intermec (Honeywell)