**Faktoren zur Auswahl eines geeigneten digitalen Leaderfassungs-Tools:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Tool** | **speedlead** | **Tool 2** | **Tool 3** |
| URL | [www.speedlead.de](http://www.speedlead.de) |  |  |
| Einschätzung |  |  |  |
|  |  |  |  |
| **Allgemeines** |  |  |  |
| Individuelles Design | [x]  | [ ]  | [ ]  |
| Rechte- und Rollensystem | [x]  | [ ]  | [ ]  |
| Kollaboratives Arbeiten | [x]  | [ ]  | [ ]  |
| Mehrsprachigkeit | [x]  | [ ]  | [ ]  |
| Offlinefähigkeit | [x]  | [ ]  | [ ]  |
| Nutzung als Desktopversion | [x]  | [ ]  | [ ]  |
| Nutzung für mobile Endgeräte (Tablet und Smartphone) | [x]  | [ ]  | [ ]  |
| Hosting in Deutschland | [x]  | [ ]  | [ ]  |
| Eigene Instanz | [x]  | [ ]  | [ ]  |
| Just-in-Time Statistiken/Auswertungen | [x]  | [ ]  | [ ]  |
| Administrationsbackend für eigene Konfiguration | [x]  | [ ]  | [ ]  |
| einfache Handhabung | [x]  | [ ]  | [ ]  |
| Tutorial/Schulung vor Erstnutzung | [x]  | [ ]  | [ ]  |
|  |  |  |  |
| **Leaderfassung** |  |  |  |
| Selbst konfigurierbarer Gesprächsbogen | [x]  | [ ]  | [ ]  |
| Pflichtfelder | [x]  | [ ]  | [ ]  |
| versch. Fragetypen | [x]  | [ ]  | [ ]  |
| DSGVO-konform | [x]  | [ ]  | [ ]  |
| Visitenkartenupload/-scan  | [x]  | [ ]  | [ ]  |
| QR-Code Scan | [x]  | [ ]  | [ ]  |
| Dublettenabgleich | [x]  | [ ]  | [ ]  |
| Freihandskizzen | [x]  | [ ]  | [ ]  |
| Foto-Upload | [x]  | [ ]  | [ ]  |
| Sprachnotizen | [x]  | [ ]  | [ ]  |
|  |  |  |  |
| **Nachbereitung** |  |  |  |
| Dankesmails inkl. Möglichkeit CC-Versand | [x]  | [ ]  | [ ]  |
| Importfunktion ins eigene CRM-System | [x]  | [ ]  | [ ]  |
| Anbindung an Marketing Automation Tool | [x]  | [ ]  | [ ]  |
|  |  |  |  |
| **Exportfunktionen** |  |  |  |
| CSV-Export | [x]  | [ ]  | [ ]  |
| Druckexport | [x]  | [ ]  | [ ]  |
| Gesamtexport aller Dateien | [x]  | [ ]  | [ ]  |
|  |  |  |  |
| **Preismodell** |  |  |  |
| Flexible Anzahl an Fragen im Leadbogen | [x]  | [ ]  | [ ]  |
| Flexible Anzahl an Nutzern | [x]  | [ ]  | [ ]  |
| Flexible Anzahl an Infomaterial | [x]  | [ ]  | [ ]  |
| Kosten | ab 1.250€ / Messe | [ ]  | [ ]  |
|  | ab 299€ / Monat |  |  |
| **Zusatzfunktionen** |  |  |  |
| Teamchat | [x]  | [ ]  | [ ]  |
| Teamkalender inkl. Verfügbarkeiten + Termine | [x]  | [ ]  | [ ]  |
| Digitales Infomaterial | [x]  | [ ]  | [ ]  |
| Einladungsmanagement | [x]  | [ ]  | [ ]  |