

Quidos credits EventHQ for helping in it's success



Eszter explains how EventHQ helps Quidos

Quidos is an approved accreditation and training provider for energy assessors, offering around 400 training and CPD courses each year. We're one of ten in the UK - it's a highly competitive market. So our website leads and conversion rates are critical and using EventHQ for the past four years has made a huge difference to our success. I'm the person responsible for running events at Quidos and it would be impossible to run so many courses and grow the business as we're doing without EventHQ.

Here are some of the ways that EventHQ makes a difference:

Picking up on lost leads

If someone doesn't complete their registration, EventHQ is really useful because it stores the information already added, instead of dropping it. This means we can follow through by phoning or emailing the person and having a chat about what happened. It's usually a query or issue that's quickly resolved - then we can carry on and complete the booking, using all their information that's still there. It starts the relationship with the customer on a good footing, so it's very, very useful.

Multiple bookings

About 20% of our customers book into more than one course at the same time, especially for our shorter courses, so EventHQ's unique multiple booking feature definitely helps to increase our sales.

New user collaboration

Setting up new users with limited access to our website is really useful because they can see new leads and conversions and all the relevant data, but nothing else. We use it for a partner training provider in London and sometimes for big clients who may have, say, 600 employees who need many of them to go on a course - this way they can track exactly what's happening, while we have total security.

"I think it's brilliant for the price and I recommend it to everyone who asks me about event software. They're really helpful and Ian's always on the other end of the line/email when we need help. He is also very receptive when it comes to new ideas and functions in EventHQ."

ESZTER SIPICZKI, TRAINING MANAGER AT QUIDOS

Our favourite feature - it makes our marketing easier

We most appreciate the way we can use EventHQ to help our customer relationship marketing. It's so useful and we don't have to pay for another system to store all the data on trainees. It's very reliable - we've been using EventHQ's software for nearly five years. The way you can market a course, come up with discounts - and it all happens automatically. All the data is there on the system for everything; we don't need to go to accounts and pull out old invoices to find information. We use the data to cross-sell courses so we can help people upskill or go on further CPD courses, and because all these people approached us first, they're warm contacts and are receptive, so they're easier to sell to.

Learn more at www.eventhq.co.uk

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