

Online registration and data management services



“The AccelaWorks Form Builder module is even easier to use because of the graphical interface. It allows my team to have more control over the creative aspects of the form design, without needing any special HTML or other technical skills.”

Gregg Pinsky
VP Online Sales
Computerworld

“AccelaWorks has been a boon for me because I can do the work myself and it has changed the way I create and manage programs.

Rafael Sosa
Senior Marketing Manager
PC World

The immediacy of the web offers companies a fast, efficient method of capturing and processing registration data for events, symposiums, training, market surveys, promotions, webcasts, or other lead generation programs. However, the complexities of developing a truly integrated registration system often requires involvement and support from technical staff or web designers who are facing multiple demands, forcing you to turn to other alternatives. Many outsource options exist, but they are often costly, require lots of set up time, are not centralized and allow for little if any customization.

An alternative to expensive online registration systems

AccelaWorks provides you with flexible and robust web response management tools that can be set up quickly, while seamlessly interfacing with existing web sites or content delivery systems. The system is available for use 24/7, on a self-service basis.

Not only can your registration form be integrated into any web page, you can access the registration results 24 x 7. Follow-up communications (such as confirmation or thank you pages) can be defined, custom reports can be created, and user access rights can be assigned to various groups (such as agencies, partners, or sales departments), with point-and-click access.

Most importantly, AccelaWorks gives you the flexibility to pass your data to other systems in real-time, or set up advanced delivery instructions based on your own classification criteria. Data is then distributed automatically to multiple contacts in real time, nightly or on a weekly basis.

A multitude of benefits to anyone managing online data collection

AccelaWorks requires no special hardware or software and is available on the web 24 x 7 to:

- Give you an integrated, turnkey solution to easily capture registration data in any web page
- Help you understand your registration results through multiple report options
- Maximize the effectiveness of your marketing efforts with automated source tracking
- Easily store all registration data from multiple forms in one place with “roll-up” reporting
- Pass registration data to other systems through real-time data post functionality
- Give you advanced classification and delivery mechanisms for external customers or partners
- Provide cost effective tools for creating unlimited forms with our corporate licensing program

Form Builder Drag & Drop Design Environment

Create your registration form from scratch or use common demographic questions and answers, all within an easy to use drag & drop design environment. Select question formats such as radio buttons, drop down menu or open text fields. Customize each new form with graphics to visually tie into an entire campaign. Then you can easily embed your registration form within any web page with a snippet of java code.

Form Behaviors & Macros

Users may define the business rules that control the behavior of the form. Multi-page forms can display different content depending on earlier responses, or part or all of a form may be skipped, if the user already provided the requested information. Easily create "behaviors" for your form, including thank you page and/or confirmation emails.

Protected Content Storage

Upload and store documents within the system, eliminating the need to find other hosting for registered content. Unregistered users are automatically redirected to the appropriate registration page, to support pass-along customer data acquisition.

SSL Form Support

128-bit encryption further enhances the security of sensitive data being passed through web-based forms, such as financial or medical information.

Dynamic Data Integration

Send data to Web-based SFA or CRM applications, with the real-time HTTP data post capability. Data translations may be defined to map one set of data values to another. Macros may also be used to combine data values, and conditional logic can be used to define which data values to send.

Rapid, Customized Reporting

Customized reports are easily created and can be run at the program level or across hundreds of forms to aggregate data for higher level trend analysis. Results are displayed in milliseconds. "Shortcuts" make it easy to report on activity by project, client, or other ad hoc grouping of programs. Report on repeat or unique user activity for behavior analysis.

Automated Source Tracking

A source tracking URL is provided for each form, enabling you to gauge the performance of each marketing vehicle, based on registration results.

Classify and Deliver

Set criteria for identifying "junk" and internal registrations to remove them from your pool of contacts, then set criteria for classification of "A", "B" and "C" records. Routing rules automate the distribution of leads to multiple contacts in real time, nightly or weekly.

Multi-lingual support

International language support using UTF-8 encoding is provided. Cut and paste linguistic characters into dialogue boxes within the application and they will be rendered properly during both the creation and display of forms in any language.

Corporate Licensing Program

Enterprise licenses are available for unlimited form creation, data management, reporting and hosting services. This program provides the maximum flexibility for multiple users in organization, at the lowest possible cost.

Web response
programs made easy.

Accela Communications

provides a suite of software platforms and professional services to produce, deliver and measure interactive video communications across a wide range of industries including healthcare, information technology, financial services, marketing services, and other business sectors.

We create opportunities for market and audience engagement with the AccelaCastSM rich media platform, combined with the ability to measure, manage and monetize those interactions through the AccelaWorks[®] data acquisition, measurement, classification and delivery system.

For more information, please visit:
www.accelacommunications.com

Learn more about
AccelaWorks,
contact us:

Cynthia Keyes
Account Manager
508.303.9731
cynthia_keyes@
accelacommunications.com

Jeff Bodenmann
VP Partner Development
508.303.9705
jeff_bodenmann@
accelacommunications.com