haystack

Contact-free digital business cards

Make a great first impression
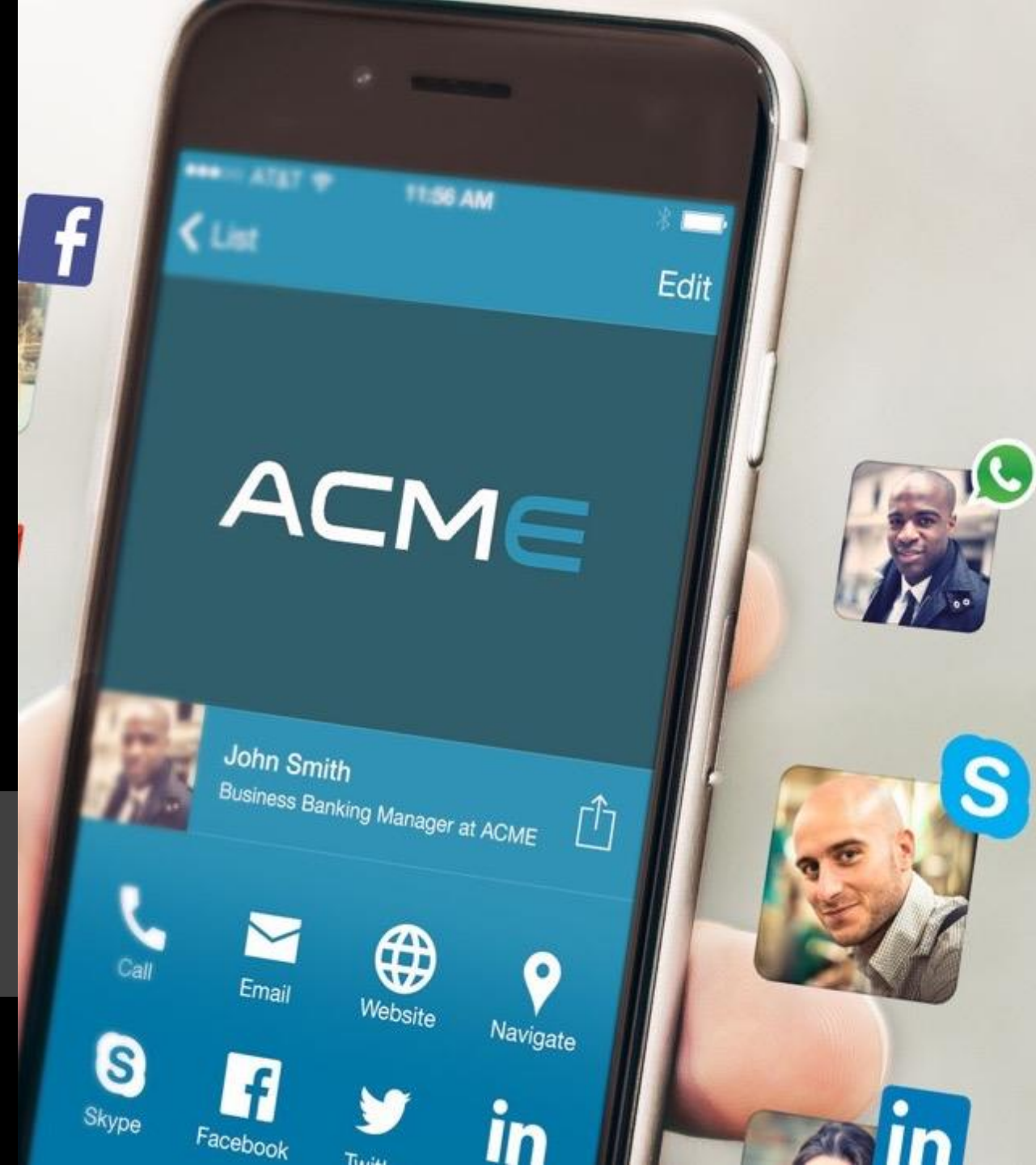
The 1ˢᵗ step in customers' experience

Business cards form part of a customers' first impression of an organization. Optimizing that first brand interaction can help to initiate the beginning of a positive customer journey.

Contactless digital business cards are safe to use during and after the COVID19 pandemic, while also showcasing a modern approach to doing business, stand out from the crowd, and connecting your new leads with important information that would assist them in making a purchase decision:

- 75% of customers admit to visiting a company's website before making a purchase decision
- 60% of customers regard online reviews as the no.1 consideration when choosing a new supplier
- 20% of customers admit to viewing a company's social media channels before making a purchase decision

Digital business cards bring your leads *'just one tap away'* from your website, social media, reviews, maps and other important information to assist them make a purchase decision.

What is Haystack?

Haystack is the world's largest digital business cards platform with nearly 10m people on our platform. We specialize in large team deployments.

Haystack assists organizations transition from printing paper business cards to deploying contact-free business cards that make a great first impression.

Outside of reduced costs and being more sustainable, using our digital business cards improve sales effectiveness, lead generation and customer satisfaction.

The platform utilizes the latest technology to deliver a superior and professional experience to both the giving and receiving parties of a business card exchange.

"After an intensive 3 months study, Vodafone, one of the world's largest mobile carriers, chose Haystack as its exclusive digital business card provider for its entire workforce in 26 countries."

- Vodafone Procurement Company

Haystack's clients include:

vodafone   Pizza Hut   GUCCI   CENTURY 21

EY   SAP   THALES   TOYOTA

Why go with Haystack?

Progressing to Haystack's digital business cards solution has several benefits:

- **Improved brand message** – Haystack digital business cards deliver a "fresh, innovative and sustainable" brand message in a tangible manner, which has been proven to be more effective than the tired old paper

- **Sustainability** – The move has significant efficiencies and environmental benefits, saving the equivalent of 85,000 sheets of paper, 8,000 gallons of water, and 5,000 KWh of electricity for every 1,000 employees each year

- **Safety** – Contact-free business card exchange for a post COVID19 world

- **Better sales effectiveness** – Haystack increases lead generation and provides data entry automation for incoming paper cards your sales team continues to receive

- **Onboarding & training experience** – Communication, onboarding and training when introducing the change in large teams is the key to a successful transition. Haystack's experience in migrating large teams, combined with our video tutorials, extensive knowledge base & customer support ensures the success of your migration project

- **Enterprise grade solution** – Haystack enables best practice implementations across large teams via central control over templates, rules & permissions, reduced admin overhead and state of the art cyber security & privacy practices

- **Cost effective** – Haystack is more cost effective when compared with the costs associated with printing paper business cards

Enhanced branding & brand exposure

- Create a beautifully branded template for your organisation, that is enforced across your workforce

- Engage your customers with your brand via direct links to your website, social media, online reviews etc

- Contact-free, safe experience for your staff and your clients

Share with anyone, update everyone

Your employees can share their Haystack card with absolutely anyone with an internet connection – the recipient does not need to have the app.

When your employees get promoted, move offices, or change departments, their details get updated directly on other people's devices.

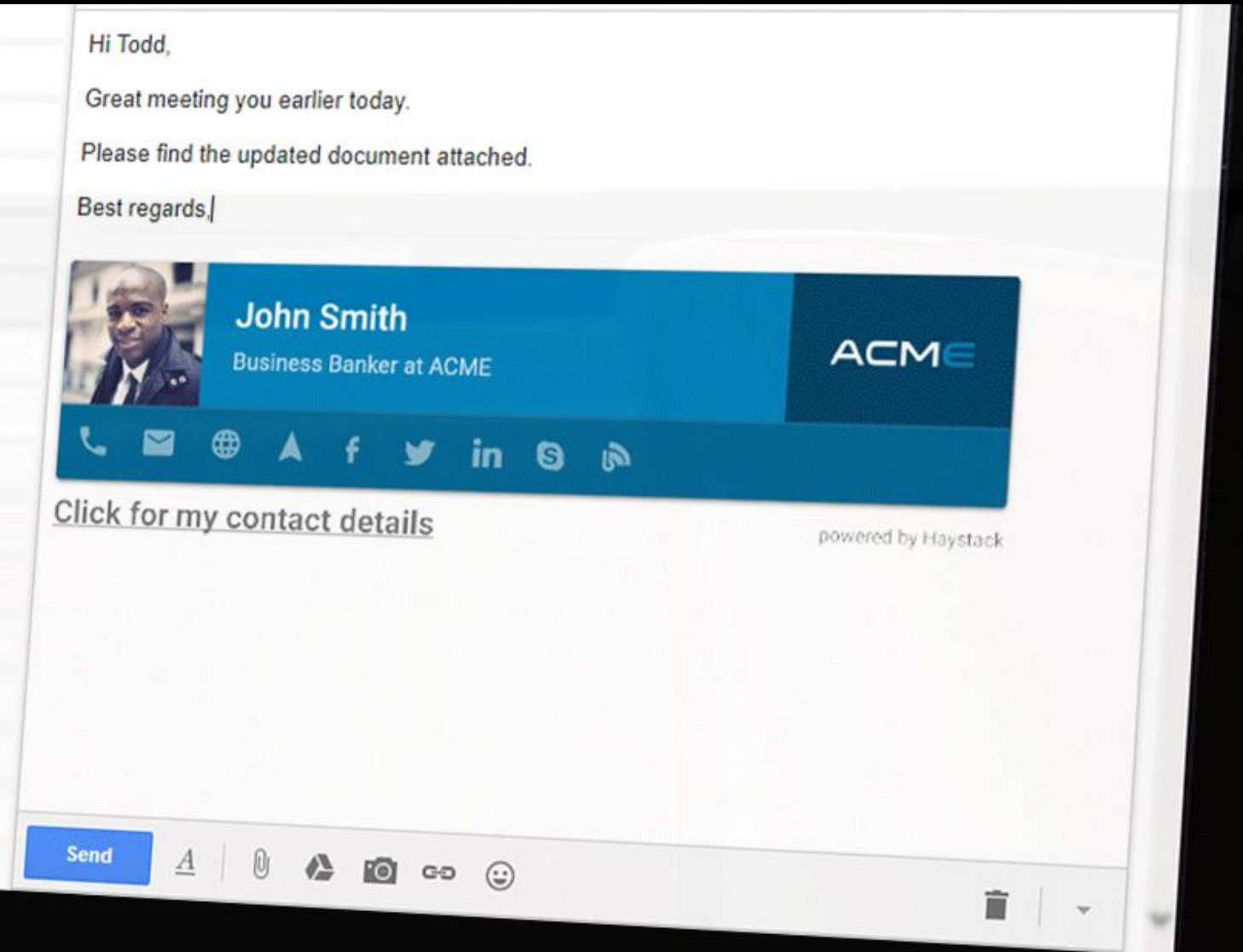# Scan paper business cards directly into your CRM

Your employees can scan the paper cards they get and sync them directly into the corporate CRM or mailing list/s as a new contact, or a new lead with a contact-free experience

Put your email signature block on auto-pilot

Smart email signatures enforce branding guidelines, and get automatically updated each time the digital business card changes (so your customers will know retrospectively how to reach your people).

ROI analytics

- Track shares, views and actions performed by recipients of the cards

- Link Haystack analytics as instances into your existing analytics platform

The Haystack difference

Haystack is the world's largest digital business card platform, and the first solution to enable truly smart digital cards which can auto-update and still be shared with absolutely anyone. Other systems require the recipient to download an app – Haystack does not!

Haystack is the only enterprise grade solution, with extensive experience of large-scale roll outs, complete admin control with employee permissions, and state of the art cyber security & privacy practices.

Haystack is the only 'business card scanner' solution which updates the contact information over time, so when people change jobs, offices, or get a promotion, your contact details stay up-to-date.

Haystack is the fastest growing solution worldwide, and is the only solution with a strong (and real) corporate user base.

The global leader in digital business card solutions

8m+	300k	100k
Haystack Cards	Brands	New Cards
		Are created every month