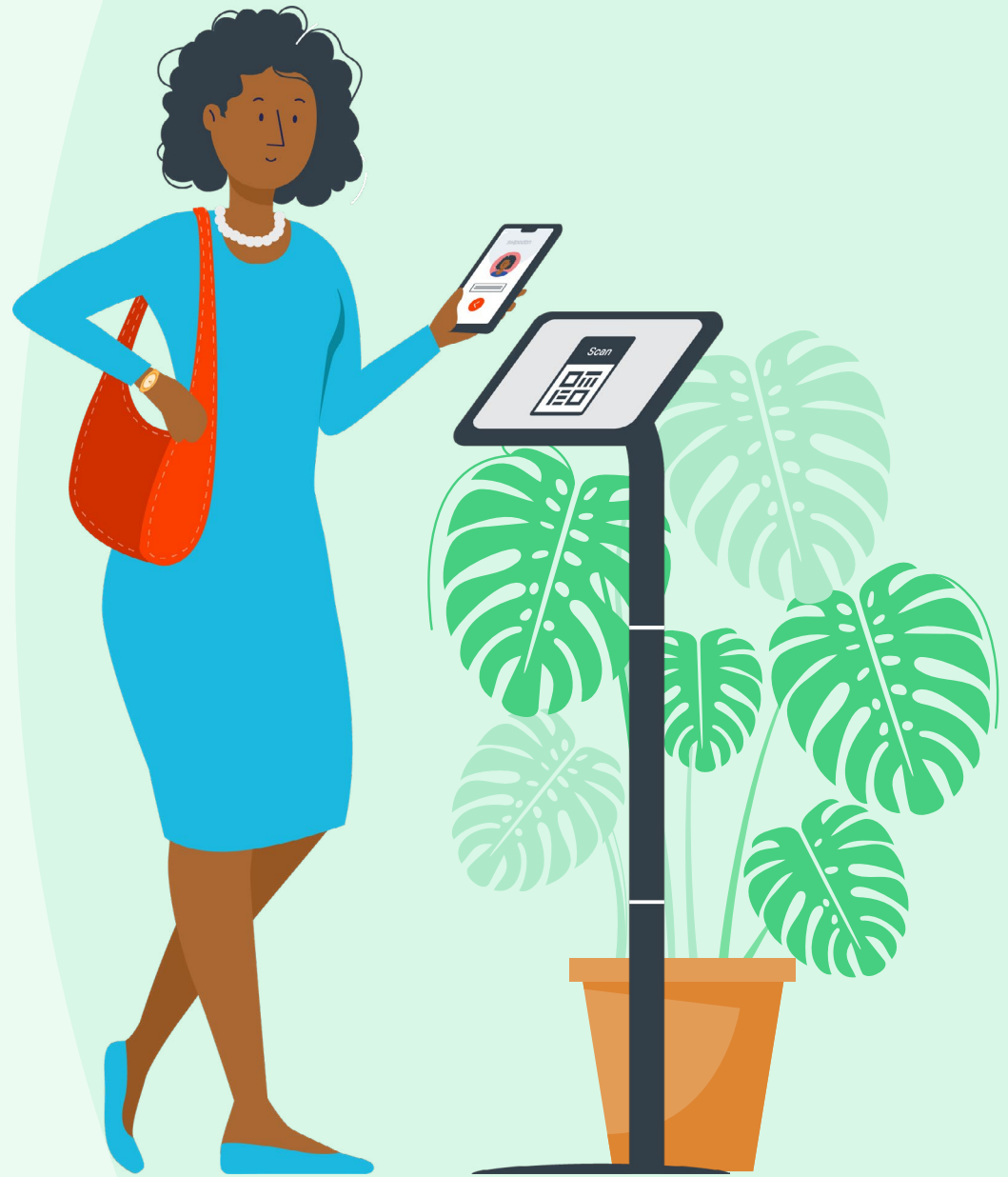


swipedon

Tap In,  
Tap Out

Learn how visitor registration software can transform your work space.



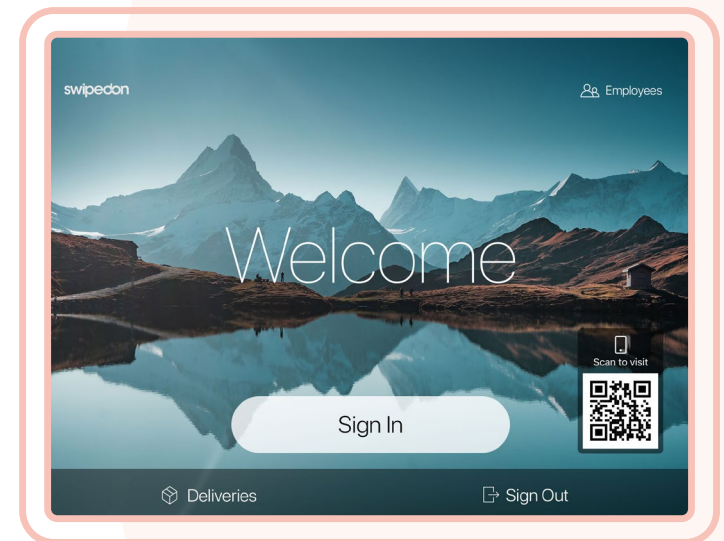
SwipedOn's In Depth Guide to Visitor Management.

# First things first: What is visitor management?

Visitor management is the process of welcoming and hosting visitors on your premises. The sign-in part is only a small percentage of the process; there's all the other elements to consider as well including visitor safety and security, evacuation management, notifying employees that a visitor has arrived for them, all the while ensuring your visitor is willing to comply with entry agreements which are unique to your company or facility.

Although these tasks have typically been handled by manual processes in the past, these days, thanks to technology you can now use software systems to manage all parts of the process in one place.

These systems are referred to as "Workplace Sign In Systems" or solutions.



# Your journey through this guide



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# 01

## Visitor management, why bother?

### Start your digital revolution

These days, we expect so many tasks to be made better with the use of technology. Implementing a robust workplace sign in system shows you are a forward thinking company, helps to create a positive first impression and streamlines manual processes.

Visitor management software is hosted on an iPad, which offers both contactless sign in and touch screen usability, ensuring that those initial interactions your visitors or clients have with your business are modern, professional and safe.

### Create a personalized welcome

A smart, digital system enables you to create custom welcomes for the different types of visitors to your premises, and ensures you only capture the information you need.

It's also a way to ensure your company branding is represented across all touch points. A digital workplace sign in solution offers things that the paper visitor book just can't - an easily customizable home screen. Load your own logo, create a screen saver roll with your own brand imagery and use your brand colours for accent elements.

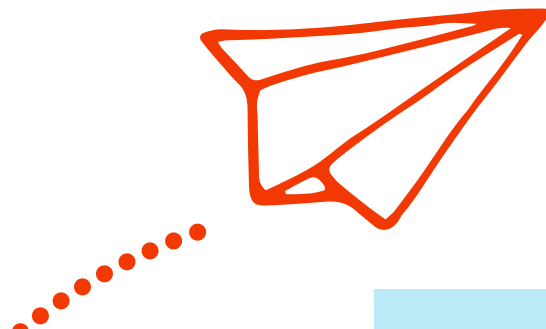
## **Automate manual processes**

### **Security & data privacy**

To ensure your sensitive visitor information is kept private, storing your information digitally is a great option. A paper visitor book offers the opportunity for any visiting guests to snoop through the records and see other visitors or clients who have attended the business prior to them. This information is not only sensitive but due to data privacy regulations (including GDPR, Data Privacy Act, CT-PAT) it's now a legal requirement. With a visitor management system, only your elected company admins will have access to this data – meaning your visitor information is kept private, stored safely and can be anonymized.

## **Enhanced health & safety**

Ensure you have accurate information when you need it most (like in the event of an emergency). A visitor management system enables you to meet your health and safety requirements with ease, creating a digital database of all visitor, contractor and employee activity across your locations, that can be accessed from an easy-to-use dashboard or tablet.



## SwipedOn can help you create the best visitor welcome in the world, here's how:

Think of your reception as the face of your brand - when welcoming visitors and clients, making and good first impression is crucial.

Some studies suggest you have 7 seconds to make a good first impression upon an initial meeting with someone and your reception is no different.

Just as you would make a first impression in person, the space you welcome visitors and clients into also needs to have an immediate warm, welcoming, wow factor. Think of your reception as the face of your brand; if the space

is bleak, tired and uninspiring, this can convey that your brand or business is the same (even if it's not!) and it could be the clincher between the deal or no deal with new clients.

If you've made the space interesting, sleek and included thoughtful details, not only do you create a positive first impression, but it could be the catalyst for conversation before you get down to real business.

All these factors leave clients, visitors or potential employees with a positive first impression of your workplace.

# 03

## How a digital sign in system can help

### **Sometimes it's the little details that make a big difference...**

Incorporating your branding to the digital home screen, and throughout the sign in process, using personalized accent colours is a small but significant feature; allowing you to communicate your brand every step of the way and fully immersing your visitor in what you do and who you are from the moment they enter your world.

Signing in with a paper visitor book might seem like a small ask of your visitors, but it can quickly feel laborious. In the modern age of data privacy and automated offices, it makes sense to meet and exceed expectations where you can and using a visitor management system is a great place to start.

With a smart visitor management system like SwipedOn, your visitors or clients can efficiently sign in using their smartphones for a contactless experience. At the end of the sign in flow, guests are presented with a message informing them that an instant notification has been sent to their host. They know their data is secure and their safety is taken care of should there be an emergency evacuation of the building.

# 04

## Don't wait until it's too late to handle health and safety

In the event of an emergency, knowing who is where is critical.

The SwipedOn visitor management system gives you an accurate, digital record of everyone who has been on your premises and helps you to ensure that everyone is accounted for with up-to-date information available at your fingertips.

You can also use it to screen visitors and deny entry to anyone who poses a potential threat.



Evacuation management



Photo capture and ID badge printing



Signed digital agreements



Screening questions



Instant notifications



Contactless sign in



Contact tracing reports

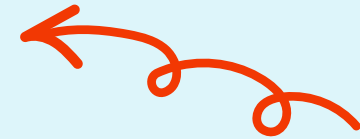


Approve or deny entry

Find out more about how SwipedOn can help with health and safety.



# Currently doing business at the speed of... paper?



Manually digging out documents from the archives, waiting for documents to print - this all takes up valuable time.

Digitalizing your processes where possible means you solve some of these common issues:

## **Sensitive information**

Documents containing sensitive information are everywhere. Whether it's your desk, the printer tray, easily accessible in a filing cabinet or lying on the floor of your car, all that information is currently at risk of being exposed.

By keeping information in a digital database, you have more control over the privacy & security of sensitive information. As well as help comply with GDPR regulations for those in the EU.

## **High administrative overheads**

How much money does your business spend on paper, filing cabinets, printer ink and postage each year? Not to mention paper destruction services! These ongoing expenses can add up very quickly. Adopting paperless alternatives will eliminate most of these costs, helping you raise your bottom line.

## **An environmentally un-friendly office**

Updating to smart, digital systems is a tangible way to show people that your business takes sustainability seriously.

Implementing paperless processes into your office will help you to establish a brand that puts emphasis on green operations and being environmentally-conscious.

05

# 06

## Let's talk security and compliance



Compliance and security requirements are notoriously tedious, especially with the implementation of GDPR and other privacy mandates around the world. Luckily, there is technology available that can help!

A visitor management system helps you maintain an accurate, digital visitor log with detailed records of everyone who has been on your premises and the reason for their visit, ensuring you are always audit ready.

Digital solutions enable you to reduce the risk of human error and properly protect the personally identifiable information (PII) you request from your visitors.

A paperless visitor management system has a number of benefits, let's look at a few in more depth:

### **The right to be forgotten**

An advanced visitor management system solves this predicament.

Since visitor data is electronically collected and stored in the cloud, it is easy to search for a specific person's information and delete it when such a request comes in.

This upholds the spirit of the law requiring you to erase personal data without undue delay.

## Personal data & agreements

There's a common misconception about GDPR that explicit consent needs to be given from every visitor upon sign in. The law gives guidance that you **do not** have to ask for consent in every situation when collecting personal data. It is possible where it represents the legitimate interest of the data controller (without unjustified adverse effects on the individuals concerned). Implementing a digital visitor management system gives you legitimate grounds for collecting data, as it facilitates:

- > Physical security procedures
- > Data security procedures
- > Health and Safety procedures

SwipedOn's visitor agreement feature allows you to provide your visitors with a statement as to how and why you are collecting their data, as well as asking them to provide consent by digitally signing the document.

## Security & data recoverability

There is nothing confidential and secure about a paper sign in book. If one logbook page can accommodate 20 entries, your 20th visitor for that day can easily see and use the personal data of the 19 visitors that came before them.

This is a far cry from what most privacy mandates require, GDPR law states "Personal data should be processed in a manner that ensures appropriate security and confidentiality of the personal data, including for preventing unauthorised access to or use of personal data and the equipment used for the processing."

It goes without saying that paper logbooks can't be encrypted or password protected.

**See more about how SwipedOn helps with privacy and compliance.**



# 07

## What now? Considerations for choosing your visitor management system

Implementing new technology can be daunting - how do you choose what to prioritize? How do you find the right system to fulfil your requirements? To help you out, we've highlighted five key elements to consider.

### 01

#### **Look for features that streamline and enhance your current process**

Visitor management systems can do a whole lot more than just check visitors in and out.

The best systems are designed to fully automate the entire process with features like contactless sign in, instant notifications, photo verification, custom agreements and more.

### 02

#### **Choose a system that will be easy to implement and use**

You want any new technology that you implement to make things easier, not more complicated.

The easier a system is to use, the more likely staff and visitors are to use it as intended. The SwipedOn workplace sign in system has been designed with simplicity at its core. You can have it set up and ready to use in under 10 minutes.

**"This app is amazing. So easy to use and navigate, all our visitors love to use it"**

## O3

### Ensure you are compliant

A good visitor management system should take the confusion out of compliance requirements, reduce the possibility of human error, and empower you with the tools you need to ensure you are always audit ready.

As an international company working with customers from all over the world, SwipedOn is well equipped to offer the support you need.



**An excellent and cost effective sign in solution to ensure GDPR compliance for our organization.**

## O4

### Support

As easy as a system is to use, it's likely you will need support at some point - you might have questions about certain features/ functionality or about your subscription.

Whatever the case, a reliable and available customer support team is important for a successful implementation.

SwipedOn offers dedicated around the clock local support for all our customers, and a world-class customer success team to ensure you are getting the most out of the system from the get-go. And not to brag but our average response time is less than a minute, so you won't be waiting long.

## O5

### Find a solution that can grow with your business

If you've got big growth plans, it's important to choose a solution that has the capability to grow with you. You'll want a system that can easily handle multiple locations, with different admins and permission levels from a centralized portal.

Being able to manage multiple sites from a single place helps to ensure consistency across all your locations and company touch points. It also makes it easy for employees moving between locations as they only need to use a single software solution.

# 08

## Final thoughts



The first and most important step to finding the best system for your business, is to fully **understand your organization's unique needs**. This ensures you implement the right one to help meet your goals.

Additionally, a reliable customer support and success team for support should always be an important consideration before making your selection.

The ideal visitor management system should be simple and user-friendly, for visitors, as well as for the staff implementing and using it everyday.



Are you ready to revolutionize your front desk with a smart, digital solution?

Learn more at [www.swipedon.com](http://www.swipedon.com)

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