

Fast Growing Bio-Tech Firm Echo Deploying Everlance to Field Staff




Background:

ECHO is a fast-growing startup headquartered in San Diego, California, dedicated to improving microscopy. With a team of over 20 sales reps, engineers, and manufacturing leaders, ECHO is helping clients gain new insights into fluorescence microscopy and live cell imaging (<https://discover-echo.com/>).

The Echo pain point:

Echo is a fast growing startup. Managing time and sales efficiency is one of the most pressing company issues. Before the rollout of Everlance Teams, Echo's field sales reps were using different mileage tracking tools (including Everlance). Each rep was forced to track his or her own miles and purchased software to complete this task. This created a large burden for their manager since each rep submitted individual reports and had to be reimbursed accordingly (no standardization was created).

Why have you chosen Everlance?

-  Standardize their mileage and expense reports.
-  Centralized billing for the entire staff.
-  Save time for managers & empower their reps to do what they do best: **sell**

We chose Everlance as our employee mileage & expense tracking platform because they have the best product on the market. Their Teams dashboard allows us to view & approve expense reports in minutes.

Our old process was primarily based on reps managing, formatting, and emailing all of their mileage and expense logs. This was a huge burden for them and reduced the amount of time these reps were in the field actively demoing and selling our solutions. Everlance gave them valuable time back which reduced their stress, saved us time, and ultimately helped us allocate more time with our clients.



Jeff Huber | Head of Sales