LabXpress

INDUSTRY:
Hospital & Health Care

COMPANY SIZE:
11-50 employees

WEBSITE:
http://www.labxpress.com/

How Pipeliner CRM Empowers LabXpress

LabXpress, of Phoenix, Arizona, was founded by Scott Farrell with the goal of providing low-income individuals with accessible and affordable medical testing services. Farrell has been a vigorous activist for Arizonians in need by providing high quality, no cost or low cost reliable health services. LabXPress provides individuals with free glucose or cholesterol testing, or both for the minimal fee of $5.

LabXPress utilizes Pipeliner CRM to fully track thousands of clients and sales activities. "Currently we are using it to note everything that we're doing for every different office," explains Sales Manager Erowyn Symolon. "We have over 4,000 clients, and keeping up on when we were there and what we did can be cumbersome. Pipeliner is helping us do that, as well as keeping up with my sales reps and any opportunities that they have."

The Ideal Solution

Pipeliner CRM has proven to be far more efficient than the solution LabXPress previously had in place. "Before I came along, we had nothing," Symolon says. "When I started, I just kept an ongoing Excel list of all the different doctors and offices that I was visiting, and my notes that way. But that was the only way to keep track of what was going on, and obviously it didn't show volume or details."

Pipeliner CRM turned out to be the ideal solution—and it has brought positive change to the company in a number of ways. "I'd say the biggest overall change that Pipeliner has brought to our company is tracking—just being able to know what we're doing," relates Symolon. "We have it set up so that each month our volume is updated, and we can see how many dollars each doctor is sending us. Being able to quickly find that information when the reps are in the field makes life a thousand times easier because we're not guessing anymore. Before we would just guess."

Now that information is right at their fingertips. "It's right there on our phone and on our tablets," Symolon continues. "We know what to say when we go in. 'Hey, is something wrong? What can we do?' Or, 'Thanks for using us more!'"

And of course there is Pipeliner's primary function. "The other change is being able to accurately track opportunities," Symolon says. "Before, they would get lost easily in our Excel files. Now it's just right there, so every time we have a new opportunity we set it up. The system reminds us when we need to do the different things, and get it onto the next stage. "

Reps Love It

As is the case with hundreds of thousands of Pipeliner installations, LabXpress sales reps love Pipeliner, too. Symolon gives an example. "One of our reps was hesitant at first. He's not one that usually likes change—I guess most people don't. It took some coaxing. It took me meeting with him and training him, retraining him a couple times.

"But about a month ago he was just ecstatic and realized how helpful it was, how much easier it was making his life when he was in the field. He could just pull up the information, and it was right there for him. It had the maps, it had everything he needed. And also when he has to send in his weekly report, he can find the information quickly and easily.

"So now he's absolutely in love with it and doesn't know how we managed without one before."

Pipeliner also fully supports Symolon as a sales manager. "I can quickly make sure my reps are out and doing what they need to do," she says. "I also have a territory of my own, and can keep track of that."

Total Recommendation

And finally, Symolon would recommend Pipeliner to others. "I would totally recommend Pipeliner," she concludes. "The product is quite easy, and does everything I need it to do from a sales manager aspect. Also, the company has been amazing to work with, and the support team helped me get Pipeliner to do more than I'd originally thought it would. So it's made life much, much easier for us."
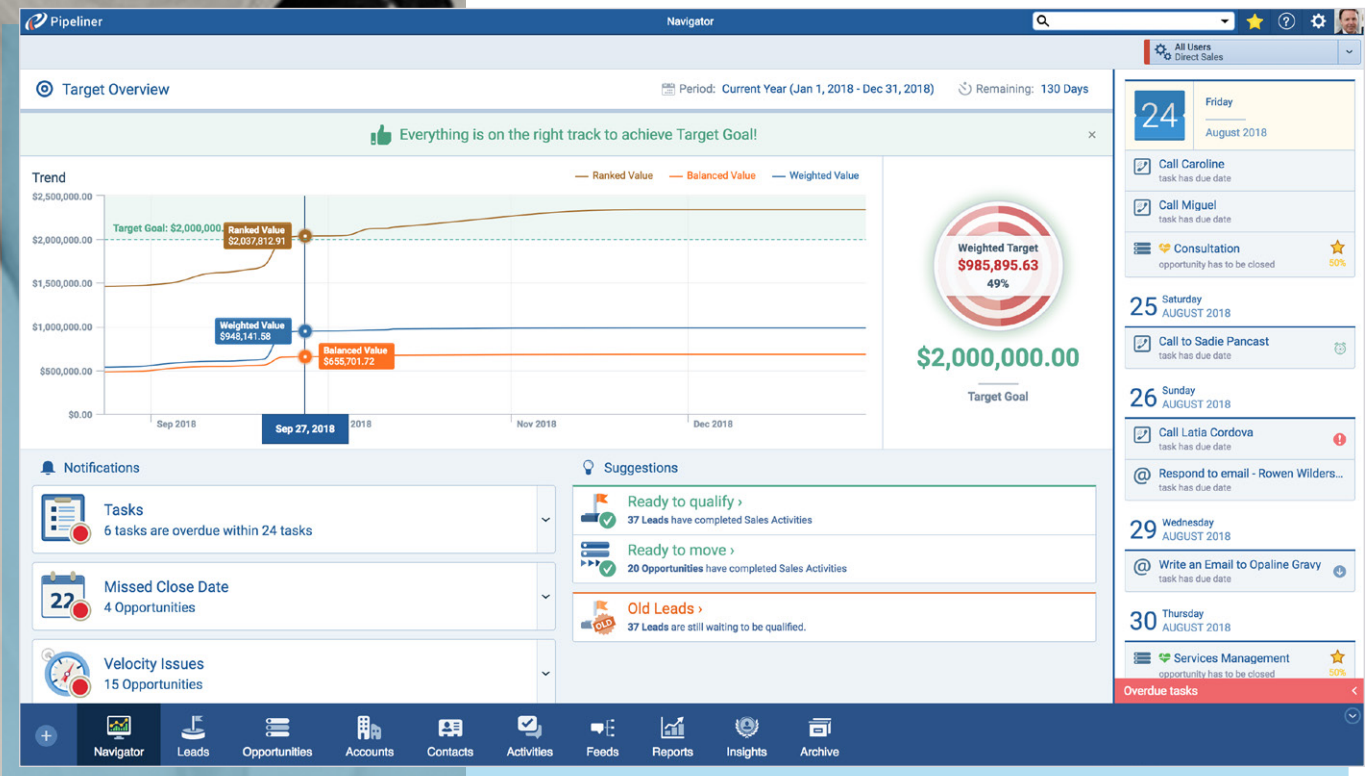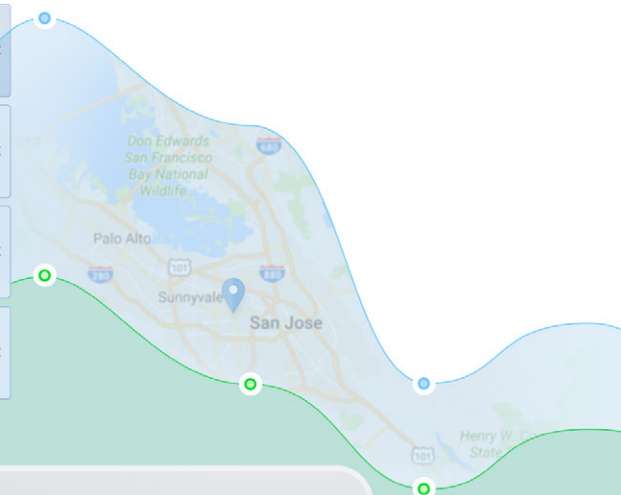
Pipeliner CRM – It's All About Sales!

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