



Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





About Echopath

Echopath, based out of and serving Indianapolis, combines strategic planning and IT management services to support users, and protect systems and data. Their proactive approach ensures your IT is ready for anything so you can confidently focus on business.



Chad Whaley

CEO

Industry

Information Technology
& Services

Website

echopath.com

Challenges and Scope

ICP: Industry Agnostic.

Product: Employee benefits for SaaS.

CIENCE Technologies coordinates the lead generation efforts for Echopath. After researching appropriate industries and clients, they conduct orchestrated outbound marketing campaigns.

Why CIENCE

In August 2019, Echopath identified a need to get their name out to potential clients and began their search for a company that could help them do that. Based on positive online reviews and ratings, they chose CIENCE and began working with a project manager, lead generation representative, research specialist, and a campaign strategist to launch an awareness campaign.

While Echopath's main goal was to increase brand visibility and familiarity, CIENCE left no stone left unturned and quickly went to work on finessing the campaign in real-time and set up appointments on their behalf. As Chad Whaley, CEO of Echopath said, *"CIENCE Technologies put 100% effort into project management. They were professional, detailed, and dedicated to producing high-quality work."*

RESULTS

Just three months into their relationship, CIENCE set up 55 meetings with interested customers. Chad was especially impressed by the team's proactive approach. *"They immediately take responsibility for their work, trying to move the project forward."*

Echopath felt that CIENCE was instrumental in achieving their main goal of increasing awareness of their product and brand. As a result, they now have many high-quality, interested leads to nurture relationships with and close deals.

When asked what advice they would give other companies considering CIENCE, Echopath said that in order to get the most out of CIENCE, *"In these situations, it has to be both a financial and time investment in your partners. Their team will be very responsive to your efforts."*

CIENCE's Evaluation

Overall Score		★ ★ ★ ★ ★
Scheduling		★ ★ ★ ★ ★
Cost		★ ★ ★ ★ ★
Quality		★ ★ ★ ★ ★
NPS		★ ★ ★ ★ ★



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