ESTICOM

Smart Charge America

LOCATION
6800+ Locations Nationwide

PRIMARY INDUSTRIES
Home and Commercial
Charging Stations

esticom.com

SMART CHARGE AMERICA

Faster Sales. Boosted Productivity.
Increased Accuracy.

Smart Charge America, America's exclusively focused turnkey electric car charger installation company, has been providing charging solutions for thousands of electric car enthusiasts and businesses since 2007. Through EV charging station installation, Smart Start America is accelerating the electrification of sustainable transportation by providing the infrastructure needed for sustainable electric mobility.

THE CHALLENGE

Prior to Esticom, Smart Charge America was using pricing spreadsheets that were not fully customized to each customer situation. This limited scalability was time-consuming, led to inconsistent pricing without an organized central database and the ability to adjust labor rates for our customers.

"Pain points are key. Readers want to understand how we overcome struggles – many times we would have to wing it with respect to pricing. This led to inconsistent pricing. We had no organized central database of pricing. We had no easy way to adjust labor rates for the specific customer situation or location," said David Laderberg, Vice President of Smart Charge America.

THE SOLUTION

Smart Charge America began leveraging Esticom's cloud-based software providing them with anywhere access from any device.

Esticom's software gives Smart Charge America a simple to organize system with a searchable parts catalog, which provides an easy way to update pricing and minimize inconsistencies. Additionally, Esticom's API capabilities enable integration with their CRM system, accounting and billing platform, and onsite information capture tools.

THE RESULTS

Since using Esticom, productivity, and quoting accuracy has increased thanks to Esticom's purpose-built estimating software and management tools. Field teams are now able to leverage organized take-off lists through the user interface, which means they spend less time piecing jobs together from scratch.

The ability to reference and evaluate estimates after the job gives Smart Charge America access to data previously inaccessible, making future estimates more accurate. Furthermore, the API integration capabilities connecting CRM, accounts and billing, and the centralized parts database, enables the sales team to sell faster and with more confidence.

"All of the other estimating solutions we looked at were antiquated thick-client solutions that offered little to no flexibility. Estimating in the cloud with Esticom, other than the immediate benefits of accessibility from anywhere, has proven to us that Esticom is a forward-thinking company that is looking to take estimating into the 21st century," said Laderberg.

Estimating in the cloud with Esticom provides immediate benefits through accessibility, accuracy, centralized data, responsiveness to feature requests and integration with our tools.

David Laderberg
Vice President
Smart Charge America

All-In-One Construction Estimating Software

Takeoff

Bid Management

ESTIMATING

Proposals

CRM (optional)

Esticom offers the most comprehensive construction estimating software, combining construction takeoffs, estimating, bid management, and proposal creation into one cloud-based application. Win more bids in less time, collaborate with team members, and reduce overhead while boosting profitability.

Get started with a free trial at Esticom.com >

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