



DATA SHEET

CRM Mileage Logs

Leverage your CRM to automatically capture mileage while increasing CRM adoption.

Organizations expend significant resources to equip mobile employees with tools that increase productivity, measure success, and manage customer data.

However, it can be challenging to motivate employees to fully utilize these CRM tools and deliver ROI.

CRMs generate indispensable data, revealing what's working and what isn't. Unfortunately, many employees treat these powerful tools as mere electronic rolodexes.

Smart companies figure out how to ensure total CRM adoption and utilization. Their secret? Integrating CRM with existing tools that 100% of employees already use.

Mobile employees all carry mobile phones. And mobile employees typically log business mileage. Why not integrate CRM with mileage logs using a mobile app?

Employees see the value of being reimbursed for the business use of their personal vehicle. A mileage log app can leverage this personal interest and successfully incorporate CRM into mileage capture and calculation. An integrated CRM and mileage logs will increase CRM adoption as well as accuracy.

AT A GLANCE

If you have mobile employees, you must consider:

Effective CRM is priceless.

Why not make it the “path of least resistance”?

Employees value mileage reimbursements.

Why not use this interest to boost CRM adoption?

Mileage capture is a business necessity.

Why not automate and make it easy?

Mileage is money.

Why not increase mileage capture accuracy?

You want easy access to mileage logs.

Why not leverage your existing hardware (i.e. mobile phones).

Accuracy and cost control go hand-in-hand.

Why not replace self-reporting with automated, transparent reporting?

Mileage logs are worth getting right— they already impact your organization across multiple departments:



Human Resources:
Risk mitigation,
privacy protection



Finance:
Cost management,
bottom line reduction



IT:
Utilizing technology to
increase productivity



Sales:
CRM, supporting and
validating sales activities



Employees:
Reducing redundant
administrative tasks

Boost CRM through mBurse

Our CRM mileage log track business activity, and automate administrative tasks, saving your organization time and money while increasing CRM adoption.

These innovative tools feature:

Integration

Our CRM mileage log integrates with your existing CRM and calculates mileage automatically.

Privacy Protection

Our CRM apps protect privacy by only recording business mileage and activities.

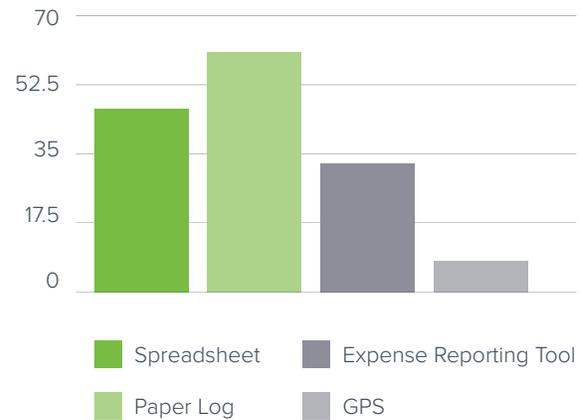
Ease of Use

Our CRM mileage log was designed and built by mobile employees for mobile employees to maximize productivity and minimize complications.

The Right Choice

Our 2017 annual auto allowance study revealed that 85% of employees would like to see the mileage process streamlined. Let our CRM or GPS mileage capture tools save your organization time and money.

Minutes per month spent reporting business mileage



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