

Worldspan

Travel technology service provider streamlines contract signing with DocuSign

DocuSign Customer Success Story



Customer Profile

Industry

Travel Technologies

Company

WorldSpan

Locations

Atlanta, GA (North America Location)

Website

www.worldspan.com

“With DocuSign, we don’t have to worry about tracking down faxes or paper documents anymore...Everything is automatically integrated into our CRM system.”

Ron Mosher, Regional Sales Manager, Worldspan

Background

The need to solve an urgent business problem sometimes drives technology solutions. Such was the case when Worldspan regional sales manager Ron Mosher had to get more than 100 customers to sign documents ahead of a major rollout of web-based services.

Mosher met his deadline last fall by signing up for the DocuSign On-demand Signing Service, and within a few hours had the signatures he needed – a process that would have taken days or weeks using faxes or overnight mail.

Worldspan’s use of the DocuSign electronic signature service has grown dramatically since that initial blast. The Atlanta-based company now uses DocuSign to manage contracts with 2,700 customers who electronically sign tens of thousands of documents every year.

Worldspan is a worldwide leader in travel technology services for suppliers, agencies, e-commerce sites and corporations. The company provides comprehensive electronic data services linking approximately 800 travel suppliers to a global customer base. With such a far-flung customer base, efficient electronic processes such as electronic signatures are vital to Worldspan’s success.

By using the DocuSign service, Worldspan has:

- » Significantly lowered the administrative costs associated with printing, faxing, filing and mailing contracts;
- » Transferred some administrative staff into more customer-centric roles; and
- » Improved customer satisfaction by eliminating the errors associated with signing paper contracts, including signing in the wrong locations.

Instant signing

Based on DocuSign's success in his business unit, Mosher presented DocuSign to other groups within Worldspan. Almost immediately, Pat Hochstein, Vice President—North American Sales, adopted DocuSign for Worldspan's Enterprise sales group in North America. The team found that any document they could print could be sent just as easily to DocuSign for a customer's signature.

Hochstein's team expected Worldspan customers to take some time to accept DocuSign electronic signatures, since most were accustomed to using faxes in their businesses. However, DocuSign proved easy to learn and use, and fit well with Worldspan's own rollout of Web-based services.

CRM Integration

Worldspan's sales and contract management group is based on a Siebel CRM OnDemand system, "to ensure that we deliver as promised to our customers," Hochstein said. The company anticipated considerable benefits if the DocuSign solution could be integrated into Worldspan's Siebel system.

Integration would give Worldspan's sales teams significantly more control over the signing process by:

- » Knowing which contracts are out for signature;
- » Knowing who has looked at the contracts and has yet to sign; and
- » Eliminating a paper-based process that was highly labor intensive, involving printing, faxing and scanning to get contracts back into electronic form for filing.

The DocuSign-Siebel integration turned out to be simple and straightforward. The DocuSign service and its gateway technology performed well from the start and proved highly reliable.

"With DocuSign, we don't have to worry about tracking down faxes or paper documents anymore," Hochstein said. "Everything is automatically integrated into our CRM system. And DocuSign maintains a permanent record with a full audit trail that validates every signature. We are very pleased with the performance, user experience and reliability of the DocuSign system."

Rapid return on investment

In its first year of operation, Worldspan estimates the DocuSign service saved the company more than \$80,000 in hard costs. This rapid return on investment, combined with the ease-of-use and functionality of the solution, has been a positive experience for Worldspan. DocuSign lets the Worldspan sales team focus on meeting customer needs and closing deals in a prompt and timely manner – all of which add up to increased customer satisfaction and loyalty.

Summary

As Worldspan's success demonstrates, the DocuSign Online Signing Service makes it fast and easy for companies to dramatically reduce their dependence on paper-based processes. By breaking the time-intensive cycle of print, tag, mail or fax, and file or scan, DocuSign helps sales organizations lower costs and move faster – adding up to more deals, higher margins, and happier customers.

For companies using a CRM system – whether it's an on-demand solution such as Siebel CRM OnDemand, salesforce.com, or a software-based installation – DocuSign's standards-based gateway enables rapid integration of electronic signatures into existing workflows and business processes.

About DocuSign

DocuSign is the leading and most trusted electronic signature service, offering service to over 750 corporate customers worldwide, and processing millions of transactions per year. DocuSign is widely recognized as having the most flexible and easy to use signature service available anywhere. DocuSign customers represent industry-leading companies in financial services, real estate, CRM, leasing, manufacturing, technology and communications. DocuSign, Inc. is a privately held company based in Seattle, Washington.