

Expedia® CruiseShipCenters® Estimates \$1.5 Million in Savings with DocuSign for Office 365 over 3 Years

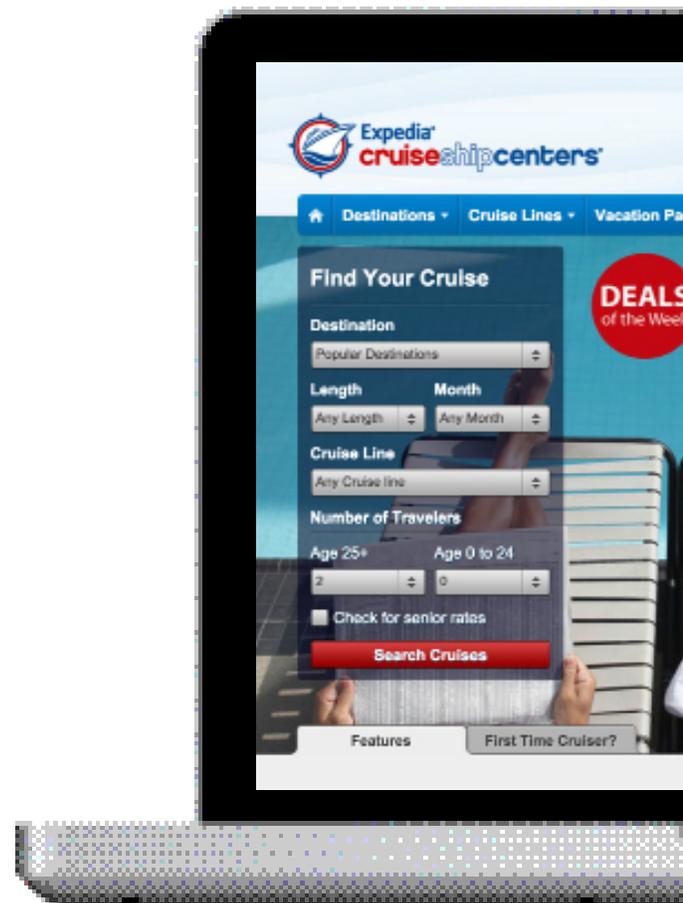
Franchise Owners Complete Contracts Easier & Faster Anywhere, Anytime, On Any Device

Company's Top Objectives

Expedia® CruiseShipCenters® is an award-winning, world-class retail travel franchise that specializes in the marketing and sales of cruise vacations. Founded in 1987, the company joined the Expedia® Inc. family of brands in 2007 and today provides travelers with vacation products and packages that include everything from cruises, flights and car rentals to hotels, tours, and more. With nearly 200 franchise locations and 4,000 Vacation Consultants located in the United States, Puerto Rico, and Canada, Expedia CruiseShipCenters is in the business of navigating spectacular vacation experiences for their customers and helping travelers "Make Dreams Come True."

Challenge

Every year, Expedia CruiseShipCenters' 4,000 and growing Vacation Consultants are required to renew their independent contractor agreements. Each Franchise Partner is responsible for facilitating this process at the local level, drawing up paperwork and securing signatures from the Vacation Consultants they support. Additionally, because hiring is an ongoing process at the Franchises, the management of contract renewal and new-hire paperwork happens throughout the year.



Top Benefits Achieved

- ✓ Saved \$76 per agreement over a 3 year period by eliminating printing, faxing, scanning, and mailing
- ✓ Increased turnaround time by 10.5x
- ✓ Reduced time necessary to draw up agreements by 18 minutes
- ✓ Anticipate saving \$1.5 Million with DocuSign over 3 Year period

Corporate Headquarters decided to invest in a 100% digital solution that would make it easier for partners

Prior to automating and digitizing operations, contract renewals and new-hire paperwork at Expedia CruiseShipCenters were paper-based, manual processes. When it was time to renew a contract or to bring on a new Vacation Consultant, the Franchise would spend up to 30 minutes drawing up paperwork. If the Consultant was remote and unable to come into the office to sign, contracts had to be printed and faxed or sent via postal service to the Consultant. For locations supporting many Consultants (100 or more) or with Consultants working remotely, the effort to complete renewals was a time-consuming, administrative headache. Additionally, printing, faxing, and postal services of contracts were costly expenses for the Franchise Partners.

In an effort to reduce the costs and streamline the contracting process, Expedia CruiseShipCenters' Corporate Headquarters decided to invest in a 100% digital solution that would make it easier for Franchise Partners to sign and distribute agreements with their Vacation Consultants.

The Resolution

Expedia CruiseShipCenters' Corporate Headquarters first wanted a solution that would allow Franchises to conduct a 100% digital contracting process so they could avoid printing, faxing, scanning, and postal services. This meant they needed a solution that would not only allow Franchises to draw up and send agreements electronically, but that also had a built-in, electronic signature component to allow Vacation Consultants to sign and return contracts from wherever they were without needing to print, sign, scan or fax. The tool also needed to include a cloud-storage component so contracts would remain archived and easily accessible to both Vacation Consultants and Franchise Partners. Finally, the tool needed to be secure and tamper-proof so that from the time contracts were sent out to the time they returned signed and ready to be stored, information stayed confidential.

After vetting the market, Expedia CruiseShipCenters decided to implement DocuSign's Digital Transaction Management (DTM) platform and industry-leading eSignature solution integrated with Office 365 to satisfy all of these needs.

The Key Benefits

Expedia CruiseShipCenters' Franchise Partners quickly realized a number of benefits after implementing DocuSign for Office 365. Where previously, contracts had to be prepared and managed manually, Franchise Partners can now quickly generate and send contracts out electronically via Office 365. When Vacation Consultants are ready, they can access their contracts in Office 365, use DocuSign's secure integration to fill out and sign,



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Andrew Fowler,
Partner Support Manager



and then automatically return the completed contract to the Franchise Partner. The document is then retained securely in cloud storage and is easily accessible to both the Partners and the Vacation Consultants.

One of the major benefits Franchise Partners are seeing with DocuSign is a dramatic reduction in the amount of time needed to draw up documents. "Using our old method, it took about 30 minutes to prepare a contract," says Andrew Fowler, manager of partner support at Expedia CruiseShipCenters. "That may not seem like much, but with DocuSign, we've cut that number by more than half and can get a contract prepared in about 12 minutes." Fowler also notes that turnaround time has reduced significantly. "From the time we sent out contracts to the time we got them back completed, our timeline with the old process was about 3 weeks. Now we're looking at 2 days — that's an improvement of 10.5x."

Additionally, Fowler notes significant cost savings: "Between renewal contracts and new-hire contracts, our Franchise Partners are collectively creating and sending more than 5,500 contracts and contract renewals annually. When you tally everything from paper costs, printers, postage, and then

the cost of rework or resending if contracts contain errors, the bill adds up. By using DocuSign and Office 365 to cut all of this out, we estimate that we're helping our Franchise Partners save about \$76 per contract." Additionally, the automation of the contract process has eliminated the need for a full-time administrative employee at the Franchise Centers. This means even more savings for Franchise Partners.

"Investment in technology that enhances operations is vital to the continued success of our Franchise Partners," says Fowler. "We've signed on for a 3-year contract with DocuSign and deployed Office 365. When we look at our projected growth for the next three years and calculate the money our Franchise Partners will be saving on paper, courier services, and administrative hours, we're looking at huge savings — in the ballpark of \$1.5 million." Expedia CruiseShipCenters plans to roll out DocuSign to other use cases as a result.



DocuSign is changing how business gets done. DocuSign empowers anyone to transact anytime, anywhere, on any device with trust and confidence. Our eSignature software and Digital Transaction Management platform enable organizations of every size, industry and geography to accelerate contracts, approvals and workflows. DocuSign keeps life and business moving forward.

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