

Kayak Reduces Contract Cycle Time from 2 Weeks to 6 Hours with DocuSign

Kayak.com is no ordinary travel website. Kayak searches hundreds of websites at once and shows thousands of customers a day the best deals to fit their needs. Kayak makes its money by selling advertising – lots of it. Every ad sale entails an intricate contracting process. A task that grew into an arduous, paper-based ordeal filled with errors for both Kayak and its customers. But that was before DocuSign.

Improving the customer and employee experience

In 2009 Kayak modernized its advertiser contract management by adopting Salesforce®, but stuck with a manual, paper-based process to obtain signatures. Kayak sales representatives began by creating contracts in Salesforce and making either a PDF to send via email to clients, or a printout to fax to them. Clients then had to print, sign, scan, and email documents back to Kayak. Only then could Kayak obtain the internal signatures required within its own business processes and procedures, using the same paper-based methods and culminating with another round of scanning and emailing back to the client.

“It was very painful,” said Tony Leung, director of system administration for Kayak. The process took up to two weeks and was very error-prone. Contracts were forever getting stuck in people’s inboxes, misfiled, incomplete, or just plain lost. We had internal auditors check how many of our advertising campaigns were actually backed up by a signed contract in our system – only 30%! Meanwhile we were growing fast, especially internationally where the problems were even worse. We just had to do something.”

DocuSign eSignature—a global and trusted solution

Leung and his team began researching e-signature products and realized how much they could help, but the question was which one? Leung got his answer attending a conference sponsored by Salesforce. “It seemed like every time the subject of e-signatures came up, DocuSign was the standard,” he explained. “We looked into the product and found that it completely covered our needs. We especially liked its ease of use and support for multiple languages, which is critical to a company like ours with customers in 30 countries. We wanted the global market leader and that’s what we got with DocuSign eSignature. It’s recognized and trusted around the world.”

Results

6 hours

Reduced the contracting process from 2 weeks to 6 hours

100%

Increased accuracy of ad campaigns matched to signed contracts to nearly 100%, up from 30%

Improved

efficiency, status tracking, compliance and customer satisfaction

A fully integrated solution to scale Kayak's growing global business

Kayak began with DocuSign eSignature for Salesforce and customized it to support the complex internal signing process, a task that proved straightforward because of DocuSign's inherent support for advanced workflows. The rollout was smooth both internally and with clients. "Everybody loved DocuSign immediately," Leung reported. "In fact, when word started getting around about our change, advertisers started asking if they could DocuSign their contracts. Now we use it 100% of the time." Kayak's signing process is now highly automated and efficient. Instead of having to contend with the cumbersome paper trail of the past, Kayak managers continually track the exact status of every contract using a dashboard the company created in DocuSign.

Automatically filing signed contracts into Salesforce has reduced billing errors and eased concerns about potential legal issues. "Introducing DocuSign helped every aspect of our business – efficiency, compliance, measuring, tracking – everything," Leung concluded. "We definitely have gotten and continue to get our ROI from DocuSign every day."

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Tony Leung
Director of System Administration
Kayak

About DocuSign

DocuSign helps organizations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.

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