

DuPont Crop Protection increases Salesforce, Sales Cloud usage by 300% with DocuSign

Founded in 1802, DuPont Crop Protection puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in approximately 80 countries, DuPont offers a wide range of innovative products and services for markets including: agriculture, nutrition, electronics, communications, safety and protection, home and construction, transportation and apparel.

The mission of the DuPont Crop Protection division is to enable the production of safe, high-quality and abundant food and feed crops by providing farmers, retailers and advisors with products and services that best meet their needs. To fulfill this mission, DuPont Crop Protection specializes in providing global herbicide, fungicide and insecticide products for grain/specialty crop sectors and forestry/vegetation management.

The need to simplify DuPont Crop Protection's sales process

DuPont employs approximately 150 sales representatives working remotely across the United States. These sales reps spend a considerable amount of time on the road, often times traveling great distances between clients. The distance between clients adds time and expense required to cover customers. As part of the sales process, these sales reps also manage renewals and new contracts.

DuPont modernized their customer relationship management (CRM) with Salesforce®, but they were still preparing, signing and managing contracts in a manual and disconnected way – printing multiple page documents and then either faxing, scanning, mailing or driving the documents for client signature. This led to delayed deals, increased rework from errors, higher costs, and poor customer and employee experiences.

Bulk sales of DuPont Crop Protection products are also regulated by the Environmental Protection Agency (EPA), adding another layer of complexity to the sales process. Therefore, if a data field was overlooked or signature missing, the sales representative would have to start the process all over again.

One day, Tim Kantor, data manager in the marketing and sales ops team, received a call from Bill Wasser, a sales rep in Mississippi. Wasser, often ribbed as “technology challenged” related that he had just used an electronic signature service so simple “his dog could use it.” Wasser explained how easy the process was to electronically sign his real estate documents and referred Kantor to DocuSign. Kantor agreed to look into it.

Results

500+ hours

of admin time saved in less than ten months

\$50K saved

in employee time and paper/ mailing costs in less than ten months

300%

increased in Salesforce, Sales Cloud usage

Compliance



Virtually eliminated noncompliance with Environmental Protection Agency regulations



Enhanced internal compliance as all documents are complete and accessible on-demand

Evaluating digital contracting solutions

DuPont Crop Protection had a number of challenges associated with paper process. To overcome these issues, they set the following requirements for DocuSign:

- Shorten the sales life cycle and eliminate the sales reps time and pain shuffling paper and managing the contract delivery and signing process
- Enhance compliance, including federal regulatory compliance, by ensuring all contracts are completed correctly, signed and immediately accessible
- Improve the customer experience by offering electronic signing
- Ensure the process was simple and could be integrated with DuPont's existing CRM

A seamless integration with Salesforce

Kantor viewed a demo and immediately saw opportunities where DocuSign could significantly improve workflows, reduce costs and improve customer satisfaction. As an existing Salesforce customer, DuPont Crop Protection selected DocuSign eSignature for Salesforce to send agreements for signature, capture signer information, track status, and automatically update opportunities all from within Salesforce.

According to Mr. Kantor, "When the least computer-savvy salesperson can use DocuSign and says it's easy, then can you imagine what it will do for power users... Area managers have credited DocuSign as the most productive tool within DuPont."

The tangible results have been great too. DuPont has saved over 500 hours of sales rep time that was previously spent on admin work in less than a year, which is estimated to be a savings of over \$50,000. In addition to a more productive and efficient sales team, Salesforce usage has increased 300%, making that investment much more impactful. Overall, introducing DocuSign together with Salesforce has given the sales function at DuPont Crop Protection new capabilities that have made them significantly more productive and competitive.

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Tim Kantor
Data Manager
Marketing & Sales Operations
DuPont Crop Protection

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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