

# Orbitz Hotel Services Closes Sales Contracts 80% Faster with DocuSign

Orbitz is one of the most globally-recognized online travel companies, enabling leisure and business travellers to search for, plan, and book airline tickets, hotels, car rentals, cruises, and vacation packages. Their global hotel services sales team brings new hotels into the network and works with existing hotel partners on promotion and merchandising opportunities. As hotels are a key part of the travel experience, managing and expanding the Orbitz hotel network is critical to customer satisfaction and the broader Orbitz business.

## Improving the customer and employee experience

Previously, when a new hotel entered into an agreement with Orbitz, the hotel needed to complete and sign a Hotel Participation Agreement (HPA) – basically, a sales contract. Because the HPAs were executed by printing, faxing, scanning, emailing and overnighting documents, a tremendous amount of inefficiency resulted from the manual, paper-based process. “We knew there was a better way,” said Peggy Bianco, Group Vice President (or GVP), Global Hotel Services.

## One intergrated and digital solution

Orbitz uses Salesforce® to manage customer data for their sales team and wanted to further streamline the sales process by digitizing and automating how contracts are generated and signed. Avoiding all printing, scanning and faxing was critical to modernizing the way their sales team engaged with hotel customers. “We examined a couple of the leading solutions, but when we saw how seamlessly DocuSign works with Salesforce, it made the decision easy,” said Melissa Vandyke, Salesforce Administrator. “And DocuSign has the most robust approach to form fields; we have eight or nine fields hotels must enter into the HPA, and with DocuSign the information syncs right back with Salesforce and our contract lifecycle management tool.” The integration between DocuSign and Salesforce meant that when a hotel contract is signed, data is automatically updated in Salesforce and no manual data entry is required, which has eliminated errors. It also means a continuous, automated workflow to streamline Orbitz processes to get a hotel signed up.

Once Orbitz made the decision to go with DocuSign, the integration was so straightforward it only required a single business analyst, without the cost of a large development team. Orbitz has now deployed DocuSign for Salesforce throughout its global hotel operations, and DocuSign is now used to automate contracts in over 90 countries. “We send contracts to every major region and almost every country in the world,” said Vandyke. “We currently support 17 languages. DocuSign, Salesforce and our other technology partners have made the process easy, fast and secure.”

## Results



Automated worldwide sales contracting in over 90 countries and 17 languages



82% of the sales contracting process is now automated



Saved legal and administrative staff 20+ hours per week



Improved visibility into deal flow and close rates

**“We are very happy with DocuSign. DocuSign streamlined our hotel sales contracting process significantly, freeing up time for our market managers to focus on bringing in more business and expanding partnerships with our existing hotels.”**

**Peggy Bianco**  
Group VP, Global Hotel Services

## A faster and more transparent contracting process

Less than a year after the rollout, 85% of hotel contracts are closed using DocuSign. Orbitz estimates this saves sales reps approximately 82% of the time previously spent on the contracting process, freeing them to focus on bringing in new hotels and expanding programs with existing hotels.

Because contracts come back without hand-written notes and amendments, DocuSign has also reduced the need for the Orbitz legal team to review each contract, saving legal about 10 hours per week. Sales administrators are able to save another 10 hours each week because they don't need to print out contracts for written VP approval and re-scan contracts back into the system.

DocuSign also provides greater visibility into the sales process. With paper contracts, it was difficult to track how many contracts had been sent out, where they were in the sales contracting process, and how many were signed. With DocuSign and Salesforce dashboards and reporting, this information is available at the click of a button. "It's important to know what's in the pipeline so we can better forecast our business, understand what's coming up next and where we want to focus our efforts," said Bianco.

The DocuSign deployment is going so well that Orbitz is considering expanding it to other types of hotel sales contracts, as well as promotional and loyalty program agreements with existing hotels. "We are very happy with DocuSign," said Bianco. "We think we are just beginning to scratch the surface of ways the DocuSign Agreement Cloud™ can add value to our business."

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### 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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