

Adobe Creek provides better customer service while running their business more efficiently

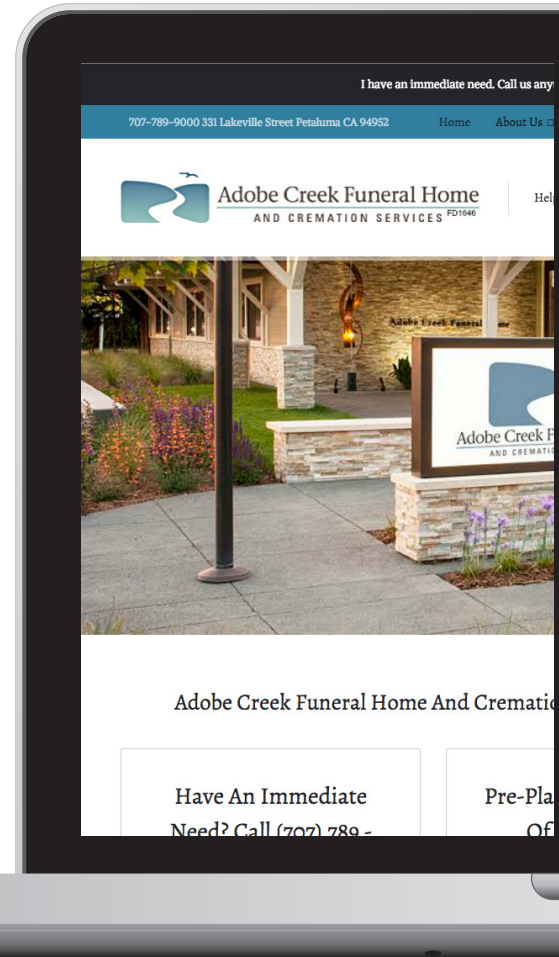
Adobe Creek eliminated time-intensive rework associated with incomplete or incorrectly completed paperwork

Challenge

Matt Hewitt had a problem. The fourth generation Funeral Director knew that nothing could replace the comfort and closure that a face-to-face consultation provided his customers. But increasingly he was seeing customers looking for the same type of quick, easy and painless transactional experience they had grown accustomed to thanks to one-click shopping from Amazon, on-demand entertainment from Netflix, and other low touch, high convenience mobile and digital services. Given the sensitivity of their work, any hassles and stress that could be removed from the process could drastically improve the customer experience.

Fully 10% of Adobe Creek Funeral Home and Cremation Services customers were now looking to set up cremation services without having to come in to consult with Matt and his team in person. Adobe Creek was happy to serve these customers, but they needed an efficient, customer-friendly way to do it.

The workflow Adobe Creek employed in the past involved emailing, faxing, or mailing 10+ pages of forms to be filled out by the customer to request cremation services. The customer would fill out these forms and mail, fax, or scan and email them back to Adobe Creek. The forms would often come back piecemeal and frequently contained errors or potentially dangerous



Top Benefits Achieved

- ✓ 100% elimination of rework associated with incomplete or incorrectly filled out cremation authorization requests
- ✓ 75%+ reduction in employee time spent managing cremation authorization requests
- ✓ Reduction in employee stress levels generated by the hassle of chasing paperwork
- ✓ 100 cremation authorization requests handled annually through DocuSign



omissions. For example, the presence of a pacemaker may seem like a trivial detail to a customer, but such an oversight could lead to an explosion if a cremation occurred without detecting it. According to Hewitt, "Almost every document we sent out required rework. With every remote transaction we had to go back to the customer before finishing the paperwork."

One of the forms most frequently omitted was the payment authorization paperwork, necessitating an often awkward follow up conversation between the Adobe Creek staff and the prospective customer. "We want to help our customers," said Hewitt, "but in this type of business, you really can't start service until you get paid."

Solution

The solution to Matt Hewitt's problem appeared while he was buying a home with his family. All of the real estate paperwork was filled out and signed electronically with DocuSign, and could be completed by Matt anytime, anywhere, on any of his devices. If DocuSign can make buying a home that easy and stress-free, thought Matt, he had to try to replace his existing, manual, paper-based cremation authorization process with a DocuSign workflow.

Hewitt was easily able to set up an out-of-the-box DocuSign-driven process. An Adobe Creek employee would set up the digital paperwork and send it to the customer via DocuSign. Adobe Creek controlled which fields in the documents were mandatory (e.g. Is a pacemaker present?) and could specify how certain fields were filled out, ensuring that the data entered would match the information required by the State of California to issue a death certificate. Adobe Creek also required that all documents be completed – including payment authorization – before a customer could return the completed cremation authorization request via DocuSign.



Almost every document we sent out required rework. With every remote transaction we had to go back to the customer before finishing the paperwork. Now with DocuSign, we are able to complete all paperwork right the first time, and it takes a fifth of the time."

Matt Hewitt, Funeral Director, Adobe Creek Funeral Home and Cremation Services

DocuSign's workflow tools give new visibility into the progress of every transaction and ensures that payment details are submitted with each transaction

Results

The rollout of the new DocuSign workflow has been very successful at Adobe Creek. They are now handling more than 100 cremation authorization requests annually through DocuSign, and having complete control over how prospective customers fill out paperwork has resulted in the 100% elimination of rework associated with incomplete or incorrectly filled out paperwork. "Now with DocuSign, we are able to complete all paperwork right the first time, and it takes a fifth of the time," said Hewitt.

That's because Adobe Creek employees spend less time chasing paper and following up with customers to get documents signed. "When our customer opens a document, we automatically see it so we always know where documents are at in the process," added Hewitt. Reminders are sent to prospective customers automatically and the Adobe Creek staff can check on the status of a document with one click.

Along with that elimination of rework has also come a substantial increase in efficiency. Adobe Creek has seen a 75%+ reduction in employee time spent managing cremation authorization requests. Now with DocuSign it takes 10 to 15 minutes to complete the paperwork; before it took as much as 5 times as long (30 minutes for set up, 30 minutes for faxing, confirmation and scanning, and another hour chasing paperwork and doing rework).

And the Adobe Creek employees love the new process. Said Hewitt, "There's just a huge reduction in the amount of stress our employees feel. It now takes only 10 or 15 minutes to set up the paperwork with DocuSign and we get everything we need back from the customer correctly filled out and at the same time. And it's created a much better experience for our customers during a very difficult and stressful time."



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Matt Hewitt, Funeral Director, Adobe Creek Funeral Home and Cremation Services



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