

CKF further digitizes business with DocuSign Payments, capturing signatures & payments in one step

Summary

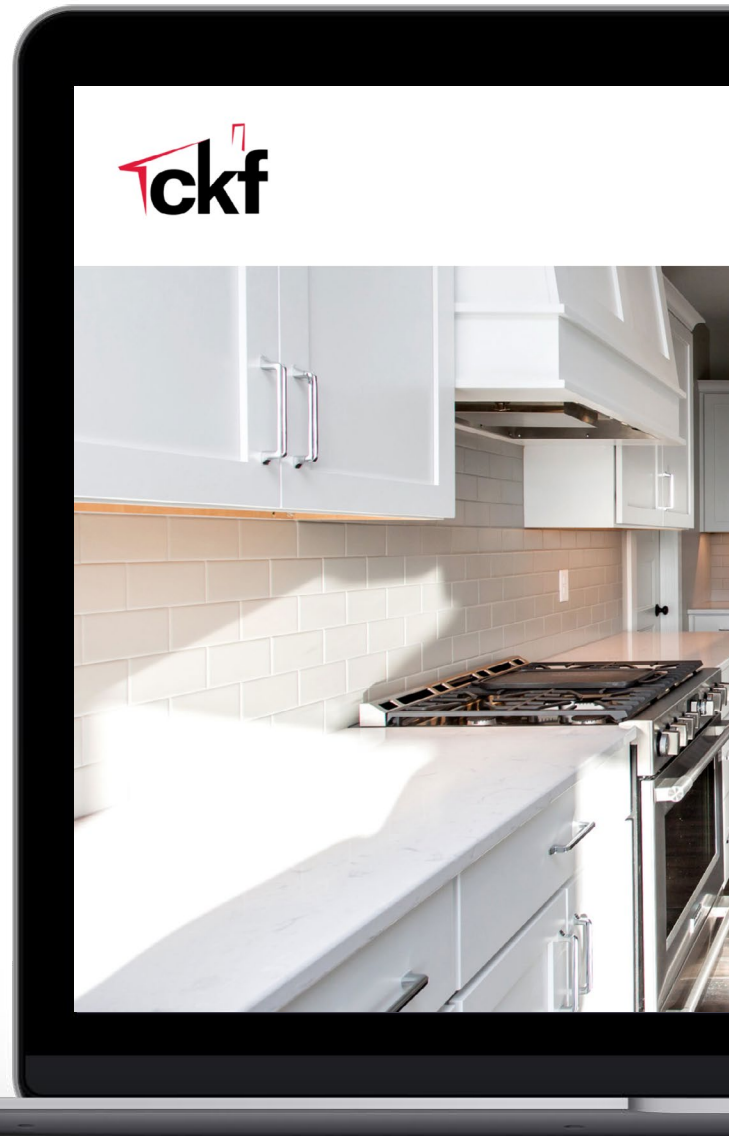
The American residential kitchen is not just a place to cook food, nor is a countertop just a surface upon which to prepare a meal. CKF thinks the kitchen is a place where meals are enjoyed, conversations unfold and memories are made. It's the place where family and friends gather and bond. That's why they take crafting quality countertops so seriously.

CKF's business goes beyond residential kitchen countertops to include surfaces for desks, and fabricating cabinets for commercial use.

CKF's more than 300 employees serve individuals, large contractors and homebuilders from several offices including in Omaha and Lincoln, Nebraska and Des Moines, Iowa. They have been using DocuSign as an eSignature solution, but wanted to be able to go beyond capturing signatures on agreements to act on those agreements: Namely, taking deposits to get work started.

The Challenge

While there is a certain amount of what CKF does requires paper – there are design plans and contractor specifications that while created electronically, are printed, bundled and agreed upon before, during and after a project – CKF wanted to take the next step in its digital transformation. CKF had already integrated DocuSign for electronic signatures on agreements, but collecting deposits and payments was still a major point of frustration and expense. “We are trying to go paperless. It's really been a big push this year and finding a better way to collect deposits so we could start work faster for clients was important,” says CKF Design Center Manager Sadie Anderson.



Results Achieved

- ✓ Leverages DocuSign to create a paperless workflow
- ✓ Engaged DocuSign Payments for a faster, more reliable and secure payment system
- ✓ Speed, security and ease of use

"The process of collecting payments was very cumbersome and almost not even professional. If the customer didn't have credit terms with us, we would have to collect a 50% deposit. We would send their contract to them via DocuSign, which would include their payment amount, but collecting the funds was a difficult and completely different process," explain Anderson. "We'd have to have a phone call to get their credit card information. We'd write down their card number on a piece of paper. Print off the document. Take it up to the front, where they actually ran the card. It was actually pretty unsecure," she continues. "All of this required a phone call. If the customer called, but you were in a meeting or stepped away for just a moment, you might miss the call. And then you end up playing phone tag all day, just to get the deposit," Anderson concludes.

Solution

CKF extended their DocuSign deployment to include DocuSign Payments. DocuSign had already proven its value to CKF as the world's leading eSignature solution, and the added value of DocuSign Payments was the natural next step. "Our finance department looked into it and asked us whether we could use DocuSign Payments to collect deposits, and we said, "Heck yes!" recalls Anderson.

DocuSign Payments is now in place to collect down payments for projects. Anderson says the solution integrated with exceptional ease, "We only needed about a five minute training to learn how to use it. It was really easy."

Results

What was once an antiquated, burdensome and frankly unsecure method for collecting deposits, is now seamless, quick and significantly more secure. "Anytime we need to sign something, we use DocuSign. Anytime we need to sign and collect a deposit, we just send via DocuSign Payments. Our customers quickly and easily sign and pay there. Now there's no more phone tag, no more incorrect credit card numbers and no more credit cards numbers scribbled on paper in the office," describes Anderson. "Our customers get everything in one place. It's easy for them and it's

"The process of collecting payments was very cumbersome and almost not even professional. Now, with DocuSign Payments, customers enter all their information, and we simply send them their receipt. It's much faster, more professional and secure."

- **Sadie Anderson,**
Design Center Manager, CKF

easy for us. We don't have to have the customer come in and sign or sign and scan, and it's completely secure," she continues.

Word of mouth is an important part of CKF's business, and customer satisfaction with not only the end product, but the purchase process and interaction with CKF throughout the project is critically important. "In today's fast paced, digital world, you almost can't stay in business without offering digital services like DocuSign eSignature and DocuSign Payments. Our customers are changing. They now expect to be able to sign and pay remotely from their mobile device – anytime, anywhere. They expect us to provide this kind of service or they'll go to someone who does," she notes.

"We've had a number of customers call to say how easy it was to sign and pay. DocuSign has helped us create very happy customers," Anderson says.

DocuSign Payments has been a welcomed solution for project deposits at CKF, and having seen the ease of use, improved efficiency and customer satisfaction, Anderson expects to deploy DocuSign Payments to collect the balances due at the end of completed projects, as well.



About DocuSign

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