

EzyAccounts discovers way to sign franchisees faster

Business uses DocuSign to remove time and complexity of expanding franchise operation

Company's Top Objectives

EzyAccounts provides bookkeeping and business advisory services through a growing network of franchisees. It works with clients to understand their strengths and identify opportunities for them to become more profitable and efficient.

Established in 2009, EzyAccounts currently has 40 franchisees. Many of these are senior accountants who have exited the corporate world to grow their own business. EzyAccounts puts them on the path to success with industry leading training and tools as well as support for client acquisition.

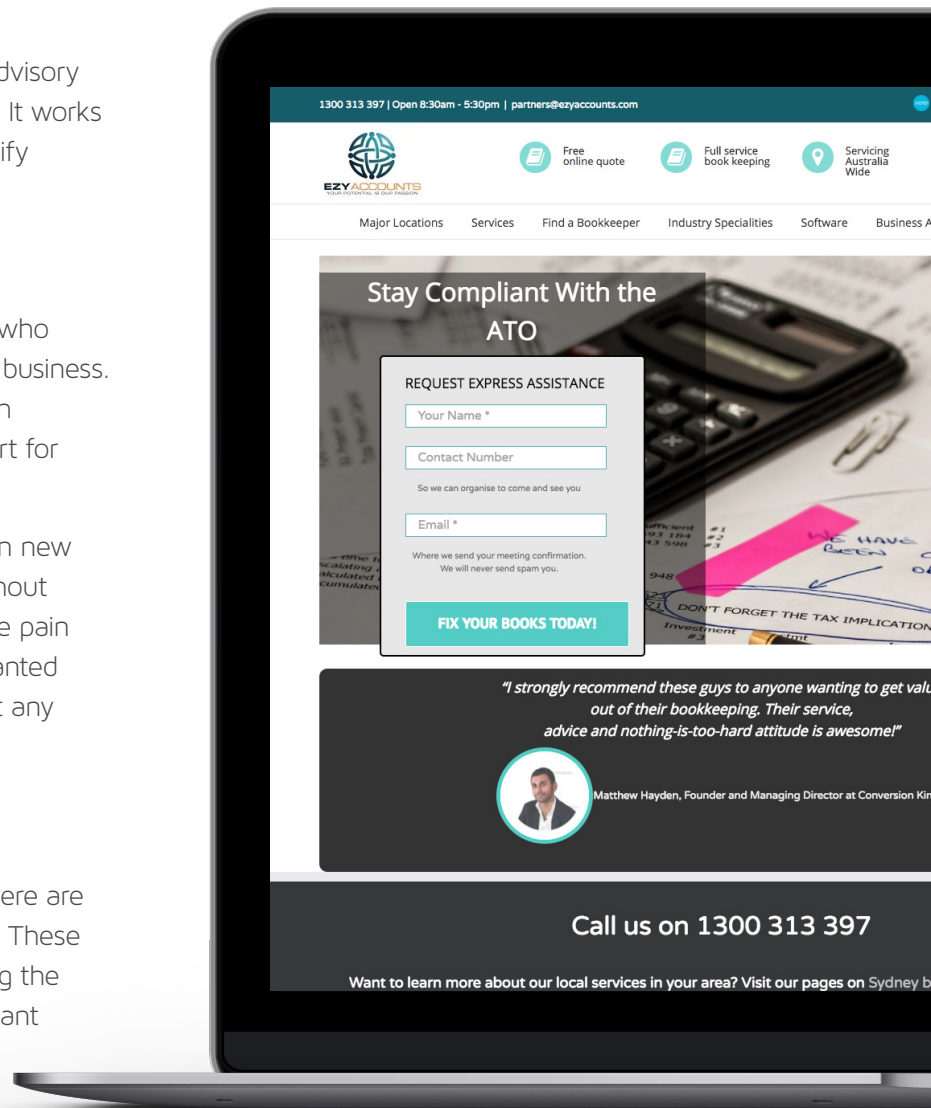
EzyAccounts is growing faster than ever, bringing on new franchisees and clients. Growth seldom comes without a challenge though and, for EzyAccounts, it was the pain of finalising franchise agreements. The business wanted to remove friction from this process and stamp out any impediment to further growth.

Business Challenge

The world of franchising is heavily regulated and there are several hoops to jump through to get deals signed. These include a two-week waiting period between sharing the terms of the agreement and then inviting an applicant to sign.

Results Achieved

- ✓ Franchise agreements now signed in an average of two days as opposed to two weeks
- ✓ Executives save up to four hours finalising each agreement
- ✓ The time savings have helped avoid the need for new headcount and saved an estimated \$750 per agreement
- ✓ Eliminated risk of lost business due to signing delays



To meet compliance, EzyAccounts would print and bind the formal agreement and then post it out as the two weeks came to a close. If the agreement was received and signed too soon, it would be nullified. If it was lost or delayed, it could put the deal at risk.

The process puts pressure on executives to get agreements out just on time and track them through to completion. So, when they discovered they could do this with an eSignature platform, they leapt at the opportunity.

The Resolution

EzyAccounts chose to go digital with DocuSign. It ticked all the right boxes when it came to speed and ease of use, and would help to manage compliance.

“We want to transact without paper wherever we can. As a digital and cloud-based tool, DocuSign was a perfect fit,” said Oliver Hunt, Co-Founder & Executive Director at EzyAccounts.

Using DocuSign’s online resources for support, the business subscribed online and got started right away.

The Key Benefits

EzyAccounts can now send franchise agreements to applicants on the very day they are eligible to sign. The digital documents are typically signed within two days at which point executives have instant assurance that the deal is complete. This is in sharp contrast to the previous process whereby the team would be chasing signatures and checking the post for up to two weeks.

The removal of third-party witnesses from the process has been the biggest time saver and a huge convenience for applicants. Many are still busy with their current roles and do not have a witness ready and waiting who they can confide in about their plans.

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“Taking on a franchise can be a life changing decision. When applicants are ready to take that next step, we want it to be easy,” said Hunt. “DocuSign helps us by reducing the admin involved.”

Today, forms are signed faster and new franchisees can start planning their future straight away. And EzyAccounts has more time to onboard them with an average of four hours saved per agreement. The time saved has led to an estimated cost reduction of \$750 per agreement.

The business is now using DocuSign for renewals, too, and considering embedding eSignatures into its accounting processes.



About DocuSign

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