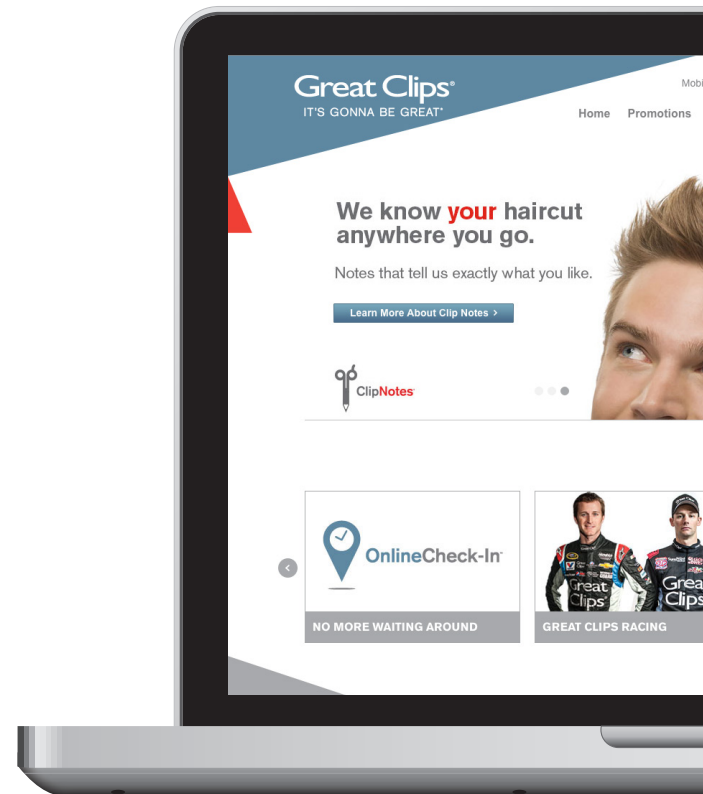


Great Clips Goes Digital with DocuSign, Boosts Efficiency, Cuts Costs

World's largest salon brand uses DocuSign to expedite business with 1,200 franchisees and reduce operational costs

Great Clips hair care salons are springing up across North America at the enviable rate of 200 new salons a year. Customers love the ease of this walk-in hair salon and its online check-in service. It's clear that convenience and great quality haircuts are the cornerstone of customer experience at every Great Clips salon—3,900 and counting. For Great Clips, Inc., convenience is also important when it comes to helping the company's 1,200 franchisees achieve success. With its 41 straight quarters of same-salon customer traffic increases, they're certainly doing a lot right.

"Recruiting top performing franchisees and helping them prosper is the basis of our success," says Heidi Ackerman, Director of Franchise Administration at Great Clips, Inc. "But in today's competitive market, the number of franchisors is twice that of prospective franchisees. As a result, we must differentiate the opportunity and ease of operations with Great Clips corporate for our franchisees. One of the ways we differentiate ourselves from other franchise opportunities is by using technology tools like DocuSign to help our franchisees work efficiently and profitably. That's why we were excited about DocuSign as a fast, secure digital alternative to managing the mountains of paperwork required to support our franchisees."



Top Benefits Achieved

- ✓ Streamlined and expedited business processes for 1,200 franchisees
- ✓ Reduced annual printing costs by \$6,000
- ✓ Improved staff productivity by 15%
- ✓ Reduced postage and courier costs
- ✓ Improved document turnaround time from days to minutes
- ✓ Reduced document errors to zero

Paperwork impeded the business

With more than 1,000 contractual documents mailed or couriered back and forth annually between Great Clips' Minneapolis head office and franchisees in 178 markets across North America, it's easy to see that paperwork had become an expensive productivity blocker. Each year, the Franchise Administration department mails 400 Franchise Disclosure documents, averaging 400 pages each and requiring signatures and dates, to new recruits and existing franchisees looking to renew their agreements or purchase new salons. To save time and money, Great Clips needed a simple, electronic signing solution and Digital Transaction Management platform to accelerate business processes for its franchisees.

"The first solution we tried was not intuitive and our franchisees grew frustrated," says Ackerman. "My staff spent too much time talking our franchisees through the cumbersome electronic signing process over the phone. It was not a positive experience for any of us."

Increases operational efficiency 15 percent

All that changed when Great Clips, Inc. began a digital transformation with DocuSign to make every approval, decision, workflow and signature fully digital. Instead of it taking hours, or even days, to return the Franchise Disclosure document as with the previous solution, franchisees signed and emailed them back to head office within minutes. "We got great feedback instantly," recalls Ackerman. "Our franchisees are busy professionals, and they love that they can keep life and business moving forward by DocuSigning Great Clips, Inc. contracts whenever and wherever convenient."

Ackerman also signs all Franchise Agreements, so DocuSign made a big difference to her mobile productivity. "I use my laptop, my iPad, or my phone to DocuSign documents at the office, at home, or even sitting in my boat at our lake cabin," she says. "Ease of use was a huge factor in the rapid adoption of DocuSign across the business."

When Great Clips, Inc. introduced the previous solution, 50 percent of franchisees had problems signing their documents electronically; subsequently, this number resulted in 15 to 20 percent of documents being returned with an error, or not returned at all. "But with DocuSign, it's so easy to see where to sign and where to fill out fields that the number of documentation errors has dwindled to virtually zero," says Ackerman. "Today, if my staff can send it via DocuSign, they do. As a result, they are no longer spending time helping franchisees sign their documents. Productivity in the office is up by at least 15 percent."



Since we deployed DocuSign, we've significantly reduced paper consumption and costs. We are saving approximately \$6,000 annually in printing Franchise Disclosure documents alone. We've also reduced postage and courier costs."

- Heidi Ackerman,
Director of Franchise Administration



Reduces costs

Great Clips, Inc. saves significant printing, mailing, courier and storage costs with DocuSign, helping to accelerate a larger corporate initiative to go green. Now that the company has a successful electronic signing solution, it has eliminated all physical file cabinets, freeing up office space for new employees—a boon as the company is in high growth mode.

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Enables more secure digital transactions

While Great Clips, Inc. is thrilled with the success of its DocuSign deployment, Ackerman is the first to acknowledge none of this would have happened if the solution did not meet the company’s stringent security requirements and compliance with franchising regulations.

“Security and compliance were paramount,” she says. “We’ve never had a disclosure violation, so when I saw how seriously DocuSign takes its encryption practices, I was reassured. I also liked that with DocuSign you can keep every signature unique, based upon individual email addresses and each document comes with a legally enforceable audit trail that shows us who signed what, when, and where. DocuSign has been a delight for Great Clips, Inc. and our franchisees.”

Improves business relationships

At the end of the day, building better relationships with its franchisees is the lasting benefit of deploying DocuSign for Great Clips, Inc. “We are all about creating as much efficiency as we can for our franchisees. They are sophisticated professionals who expect the latest in technology tools,” says Ackerman. “By using DocuSign to expedite digital transactions and help reduce the stress of managing and expanding their business, we are delivering on our promise to help them be successful. And when our franchisees are successful, so are we. DocuSign is a win for everyone at Great Clips.”

DocuSign | The Global Standard for
Digital Transaction Management™

DocuSign, Inc. (DocuSign®), The Global Standard for Digital Transaction Management™ helps organizations achieve their digital transformations for dramatic ROI, increased security and compliance, and better experiences for customers, partners, suppliers and employees. DocuSign automates manual, paper-based processes with the only open, independent, standards-based DTM platform for managing all aspects of documented business transactions. DocuSign empowers anyone to transact anything, anytime, anywhere, on any device securely.

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