



# TEXAS TAX PROTEST

Texas Tax Protest represents property owners in the state of Texas who wish to appeal their property values. That process is called “protesting.” Texas Tax Protest represents more than 15k clients, offering comprehensive property tax protest representation and advisory service for individual and institutional investors.

## CHALLENGE

The biggest challenge for the company was speed. Property owners have a short window of time each year to complete the “protest” process, and in a paper driven world, meeting deadlines and eliminating errors was extremely challenging. “We basically have thirty days, May 1st to May 31st,” says Odette Pugliese, Operations Coordinator.

The average completion rate was 12 days, so there was no room for mistakes. Lost documents, errors, or a client taking too long to fill out complicated forms could completely derail transactions.

And in the rush, somehow, Texas Tax Protest needed a more efficient way to collect payments.

## SOLUTION

Texas Tax Protest wanted a digital solution and found DocuSign’s e-signature and “payments” to be the perfect fit. And, DocuSign integrated seamlessly with other systems within the company. “We jumped all over it because we were like - ‘this is the solution we were looking for,’” recalls Pugliese.

## RESULTS

“DocuSign solved two problems for us. One, getting signatures in a timely manner. And two, payment is now made up-front,” Pugliese summarizes.



### RESULTS

Transaction completion rate reduced from 12 days to an average of 3 days



Sale close rates now estimated at 75% since implementing DocuSign



20-30 day payment cycle is eliminated, and is now instantaneous



Texas Tax Protest estimates DocuSign solutions have saved 500 employee hours that can now be allocated to do other things within the business.

The 20 to 30-day payment cycle is now instantaneous and happens at the time of signing. “That twenty day-plus, is now eliminated,” exclaims Pugliese.

And DocuSign has been instrumental for the sales team. “Think about their stress, wanting to sign as many clients as they can in a short window. Now, documents have a 75 percent close rate. That’s huge. I don’t know of another sales team that can say it has a 75 percent capture rate,” she concludes.



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**ODETTE PUGLIESE**

OPERATIONS COORDINATOR,  
TEXAS TAX PROTEST

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**ABOUT DOCUSIGN**

DocuSign is changing how business gets done by empowering anyone to transact anytime, anywhere, on any device with trust and confidence. DocuSign keeps life moving forward.

**CONTACT**

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