

DocuSign helps the TUNE sales team complete agreements – and close more deals faster

Most successful marketing today is both digital and mobile. So, when a company needs to track all things “user engagement” and marketing – there’s likely an app for that. Seattle-based TUNE, Inc. is arguably a recognized leader among marketing solution apps with the TUNE Marketing Console – the complete mobile marketing technology stack, with one integrated solution for mobile measurement, engagement, and optimization across the entire customer journey.

Clients tap into TUNE’s industry leading analytics and marketing attribution solution for mobile apps and websites as a single, unified solution that streamlines workflow and provides the most actionable insights. But staying in front – staying relevant, and providing not only clients but employees with the tools to succeed – requires the right partners and the right solutions.

Meeting client and employee expectations

TUNE is an agile, nimble company. Its clients demand agility, as do its employees, so finding a solution that keeps pace with customer needs and staff demands is important. “Our sales team continues to grow at a very fast rate,” says Contracts Manager, Prabhjeet Malhi. “We want to have a system and process that is not inundating, that can change quickly, and that is easily adaptable by our Sales teams,” says Malhi. “Our sales teams are very aware of how slow or how fast something should and does move, and how it can improve or hinder their ability to close.”

Speed is critical, and obviously, a company that embraces mobility like TUNE does needs a mobile friendly solution. But TUNE did not want speed at the compromise of security. “Security is first and foremost. We are hyper aware of wanting to keep our clients’ and our company’s data and information as secure as possible,” exclaims Malhi.

TUNE needed a digital solution that was scalable and could keep pace with its rapid growth, but also a solution that could expand into every other facet of TUNE’s eco-structure.

DocuSign and Salesforce—the integrated solution TUNE needed

TUNE had partnered with DocuSign and Salesforce previously, but it wasn’t until Malhi joined the team that the company went “all in” and really leveraged DocuSign. “The second that I discovered we weren’t fully utilizing DocuSign and Salesforce, we immediately dove deep to take advantage of every feature for our Sales team. We got them quickly trained on both solutions, knowing that together, DocuSign and Salesforce would unlock incredible transparency into both what’s going on within our Sales teams as well as ensuring that all of our customer activity is well organized within Salesforce,” adds Malhi.

Results



DocuSign helps the TUNE sales team complete agreements and close more deals – faster.



The DocuSign Agreement Cloud automates and streamlines TUNE’s workflow to enable sales reps to best serve client needs.



TUNE’s sensitive information and data are more securely stored and managed.

And DocuSign was more than eager to provide TUNE with all the support they needed. “We have a different level of support and dedication from our DocuSign team. It’s something that I’m very excited about as they’re skilled to help us gain deeper value and ROI, further measure our success, and uncover specific metrics that will provide additional support for our future use cases of DocuSign at TUNE,” notes Malhi. “We continue to create new products and continue to find new ways to serve our customers – And we can see how DocuSign is helping our deliver on those goals with their professional services and account management teams,” Malhi adds.

Immediate benefits realized, and this is just the beginning

The quick wins came fast and the results were noticeable immediately. “Within the past year alone, DocuSign has assisted with the completion of 31% of our automated contracts that have come through TUNE, which is a huge win for me, as someone who had to manually create those agreements in the past,” says Malhi. “DocuSign’s robust and seamless API integration with our automated workflow and contracts process has been directly responsible for increasing the efficiency of TUNE and our Sales organization,” she boasts.

DocuSign eSignature has not only made the process faster, its ease of use has helped develop additional value-add services for TUNE’s clients. “Our salespeople are able to access client contracts within DocuSign for Salesforce to know where they are at in the process – and see the content from past agreements so we can quickly and easily identify opportunities for upsell and cross sell to any given customer simply because we have everything we need right in front of us 100% digitally,” explains Malhi.

DocuSign has also enhanced the way the Sales team takes ownership of each contract. Malhi describes it this way: “Salespeople love the fact that, with DocuSign, they can send a contract on their own and close it on their own and not have to go to Legal. I think, from a sales perspective, that’s something that they want to be able to see come through as their own. They close their own sales cycle – and DocuSign has definitely provided that empowerment – which is huge.”

Because DocuSign has had such a positive impact on the workflow processes at TUNE, the way the organization now interacts with its clients, and the enablement of services upselling, Malhi sees additional growth and use of DocuSign. “I made it my mission to become a DocuSign champion for TUNE. And what that meant was company-wide adoption of DocuSign. When I came onboard, we only had the Legal and HR teams using DocuSign. Now we have nearly everyone using DocuSign.” She goes on to add, “We have our Accounting team sending invoices and our Business Development team using DocuSign to send NDAs on the fly when they’re at conferences in Barcelona or Switzerland.

“Our DocuSign integration automated our workflows and contracts processes so our Sales team can close more deals faster. DocuSign has been directly responsible for increasing the efficiency and results of not only our Sales organization, but our entire company.”

Prabhjeet Malhi
Contracts Manager
Tune, Inc.

They're able to complete those processes really quickly because of DocuSign. All of this has freed the Legal team from the massive paperwork that we would normally be tasked with handling, allowing them to focus on higher value add work."

All in all, DocuSign has had a tremendous impact at TUNE. "Our DocuSign integration automated our workflows and contracts processes so our Sales team can close more deals faster. DocuSign has been directly responsible for increasing the efficiency and results of not only our Sales organization, but our entire company."

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About DocuSign

DocuSign helps organizations connect and automate how they prepare, sign, act on and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.

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