

The Gap Partnership Accelerates Contract Signing with DocuSign

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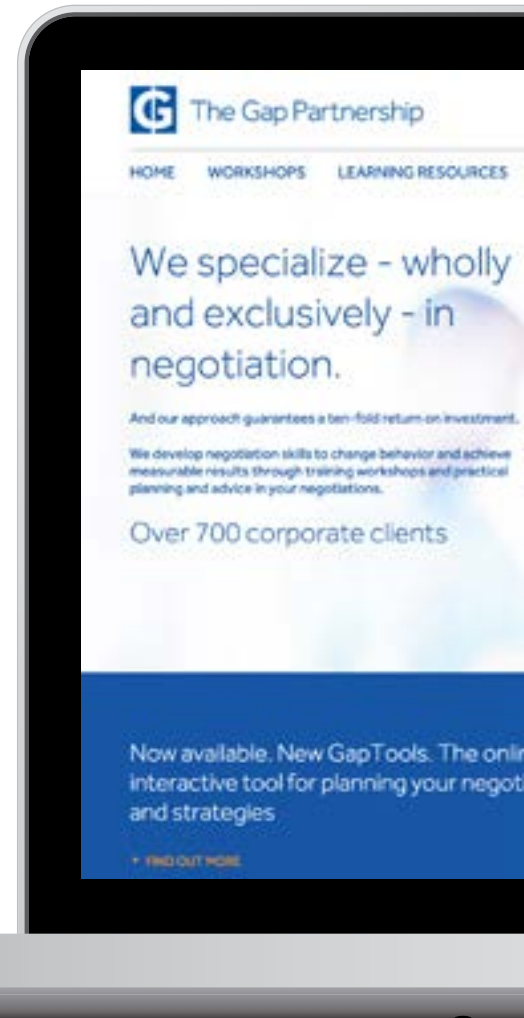
Company's Top Objectives

The Gap Partnership provides training courses and workshops that enhance negotiation skills among business professionals of all kinds. Headquartered in Hertfordshire, UK, The Gap Partnership runs courses from regional centres located worldwide. With DocuSign, The Gap Partnership streamlined the contract signature process, enhancing the client experience and accelerating the sales process.

Challenge

The Gap Partnership struggled with getting contracts signed for the workshops it runs. The process would take weeks for the documents to be returned into the business, and were often lost in the post. Even more critical to The Gap Partnership was that clients would frequently ask to re-negotiate the contract several weeks after it had been originally sent out, often quite close to the date of the arranged workshop.

The chief executive of The Gap Partnership therefore sought a solution to resolve this issue, while reducing the time elapsed from the contract issue to cash hitting the bank.



Top Benefits Achieved

- ✓ Faster turnaround of documents
- ✓ Adds level of professionalism
- ✓ Documents embedded back into the system
- ✓ Improved standardisation

The secure and legal solution from DocuSign gives us confidence in closing these £25-150,000 deals online

The Resolution

As The Gap Partnership coveted a secure and legal electronic signature solution that would integrate into their Salesforce, com instance, it ultimately chose DocuSign due to the seamless integration it has with Salesforce, the ease of implementation and the unparalleled level of security the solution could assure.

The Key Benefits

Since implementing DocuSign for Salesforce, The Gap Partnership has seen the speed of turnaround of sales contracts reduce from weeks, to now being measured in minutes via the DocuSign portal. Clients are not required to print, sign and fax or post contracts, so the process has accelerated dramatically. No longer do clients come back and renegotiate the deal weeks after documents are issued; they are habitually signed and returned immediately.

Francis Dixon, IT Manager at The Gap Partnership, describes how those at The Gap Partnership embraced the streamlined DocuSign process, "The team are loving it. They took the new technology on board and started using it straight away – seeing such fast results and closing their deals faster has made them very happy."

Signed documents are automatically embedded into the client account information in Salesforce so they can be easily referenced when needed. What's more, the team values the added levels of professionalism afforded by DocuSign, and the overall effect of standardisation across the company.

The success of the initial roll out of DocuSign for Salesforce has led to The Gap Partnership initiating a project to implement a proposal builder, which will further utilise DocuSign in conjunction with CongaMerge, as Dixon says, "The secure and legal solution from DocuSign gives us confidence in closing these £25-150,000 deals online."



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Francis Dixon,
IT Manager



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