

20 Years of ESIGN

Personalized Sales Agreements
for More Efficient Sales Cycles

Today's interconnected commercial landscape offers countless ways for sales professionals to seamlessly connect with current customers and new prospects. Providing product information, updating CRM details and sending a contract are all things that happen in seconds with the push of a button. But it wasn't always that easy. These seamless, secure modern transactions are not simply the result of innovative companies that have created brilliant innovations. As digital business has exploded in the new millenium, key legal guidelines have been at the center of that evolution, ensuring that technology used in digital business transactions meets appropriate criteria.

June 30, 2020 marked the 20th anniversary of the Electronic Signature in Global and National Commerce Act (ESIGN) in the U.S. Before ESIGN established the validity of electronic signature, sales transactions required ink-and-paper signatures to finalize agreements. Just 20 years ago, the only way to reliably collect signatures on business documents was to set up in-person meetings or construct a hodgepodge signature process involving long delays, expensive physical mail, fax machines, printers, scanners and photocopiers.

The passage of ESIGN eliminated doubt about the legality and acceptance of electronic signature. ESIGN paved the way for DocuSign and others to build cutting-edge business tools. Milestones like this one are an opportunity to celebrate how far commercial technology has come and how organizations and customers benefit from faster, more connected systems.

In this ebook, we'll examine a highlight reel of B2B and B2C teams that have used electronic signature tools to accelerate the speed of business and give prospects a better experience. As you read through, think of the ways your organization could benefit from an improved sales agreement process and imagine the exciting improvements that will come in the future.

Flexential automates quote and contract processes with the DocuSign Agreement Cloud for Salesforce

Faced with increasingly complex contracts and a merger that united two separate sales processes, Flexential knew it was time to replace its outdated selling system. A homegrown quoting system and third-party contract lifecycle management tools were stalling negotiations with manual data entry and high rates of error. The team knew it was time for a transformation.

To increase the efficiency of the combined sales team, Flexential rolled out DocuSign eSignature and CLM for Salesforce Sales Cloud and CPQ. "With DocuSign, we were able to absorb the two companies' agreement processes and see better efficiency with reps never leaving Salesforce," senior director of operations Jason Rader said. By integrating DocuSign and Salesforce, reps can create highly complex quotes then send them to customers with a single click. As the reps negotiate those agreements, they can easily track live status updates along the way.

Now that Flexential has an all-in-one solution within Salesforce, the sales process is centralized, accessible and transparent. With a cutting-edge system of agreement, Flexential has eliminated the risks of lost contracts, increased partner sales by authorizing appropriate access and improved management of upcoming renewals. All of this has translated to better experiences for the sales team and, most importantly, customers.

Results

25% +
reduction in sales cycle

Zero
document errors

75%
fewer manual transactions

80%
of the Quote-to-Cash Ops
time refocused on higher
value activities

“DocuSign has shortened our sales cycle by at least 25% in large part because we now use DocuSign CLM to create our contracts instead of copying and pasting custom product details and other terms. It’s also especially convenient for our customers who are always on the move because they can securely sign anywhere, 24x7.”

Cheryl Kleiman
Regional Vice President of Sales
Flexential

T-Mobile radically simplifies customer experience with the DocuSign Agreement Cloud

At the core of T-Mobile's "uncarrier revolution" was a basic question: What do customers want?

CIO Cody Sanford and his team set out to answer that question as simply as possible and reimagine the product as if starting over from scratch. What T-Mobile uncovered was that most customers were using their phones to connect to the internet and experience life through a smartphone the same way they had previously used a desktop computer.

The next step was to make that internet connection as easy as possible for customers to purchase and use. Together with DocuSign, T-Mobile built a fully digital lending process that can be completed quickly on a device in any T-Mobile location. The result is mobile experts who are untethered from traditional point-of-sale terminals and an improved customer experience that eliminates time, paper and needless complexity.

Before, T-Mobile team employees were printing out around seven pages for each contract, which had to be read and signed by a customer to complete a sale. The digital sales process ushered in by the uncarrier revolution condensed that to a single page that could be viewed and signed on a tablet. It saved an estimated four minutes per transaction. With each location competing 50-100 transactions per day, that time adds up to significantly improved interactions between sales experts and customers.

“We created this idea of doing a fully digital lending document so we could do loans and leases on devices in the store and make it a side-by-side selling experience.”

Cody Sanford
CIO
T-Mobile

Refinitiv commits to a digital transformation with DocuSign Agreement Cloud

Refinitiv is one of the world's largest providers of financial markets data. That industry moves fast, and a manual selling process that relied on a combination of manual handoffs, scanning, faxing, mail delivery and wet ink signatures was creating difficulties for sellers. It was taking Refinitiv weeks to handle the paperwork processes to close new deals. Head of business process management Alan Bronowicz said, "Our customers literally would say to us, it's hard to buy from you. You don't even make it easy to buy from you. And we want to."

Refinitiv needed a digital transformation. After collecting feedback from customers and employees, the company built a process around an integration between DocuSign Agreement Cloud and Salesforce. The customers wanted speed, transparency and a simplified digital workflow. Sales employees wanted to stay in the Salesforce environment to create and send quotes. The Agreement Cloud delivered on all of those needs.

The new digital sales process has ushered in a 20% increase in customer experience and a rapid adoption among the sales team. Director of digital transformation Eileen Kelly underscored the importance of DocuSign: "For our sales people, if it's a sales close week, if you're not using DocuSign, you're not really looking to make money that week."

“The DocuSign Agreement Cloud makes it easier for our customers to do business with us, it makes it easier for our staff to do business with our customers and it makes it easier on the environment, so it’s a win for everybody.”

Alan Bronowicz
Head of Business Process Management
Refinitiv

Comcast Business takes the paperwork out of field sales transactions

A critical part of the Comcast Business strategy is field sales representatives who go door to door and have personal conversations with customers and prospects every day. This model was successful at creating connections with the local business community, but each sale required the sales rep to return to the office and prepare and print a contract then return to the customer for follow-up negotiations and signature collection. The process was doubling the time necessary for the reps to do business, not to mention increasing printing, faxing, scanning and filing expenses.

To modernize field sales, Comcast Business equipped field reps with sales collateral and DocuSign. In a single meeting, these sellers could initiate the conversation, walk through a presentation and sign a contract. The DocuSign Agreement Cloud enables Comcast Business to skip wasteful keystroking processes and manual data reentry by populating account information directly from Comcast's CRM tool.

Under the updated system, field sellers have reduced the average number of meetings required to obtain new customers by more than 50%. Those reps are using that extra time to talk to more customers, meet new clients and solve their business needs. Senior vice president Terry Connell said the efficiency has enabled the company to rapidly scale field sales. "We are in a rapid growth mode," Connell said. "DocuSign is one of the tools that allows us to thrive and enables us to drive that kind of growth."

“DocuSign gives reps the ability to meet with a customer, draw up a proposal and contract right there, and sign on the tablet in just one meeting.”

Terry Connell

Senior Vice President of Sales & Sales Operations
Comcast

Results

Helped enable business to achieve growth targets

Eliminated majority of paper-based contracts

Closed deals in a single field visit, down from an average of 2.2 visits

Faster, friendlier sales agreements

The DocuSign Agreement Cloud for Sales lets sales reps quickly generate polished agreements from within your CRM. Collaboratively edit and negotiate with changes and versions automatically tracked. When it's time for signatures, automated workflows route contracts for approval and signing. Completed agreements can be automatically written back to the CRM record and a searchable contract repository.

With more than a dozen products and over 350 integrations, the DocuSign Agreement Cloud addresses the entire agreement process, from preparing to signing, acting on and managing agreements.

Learn more about the [DocuSign Agreement Cloud for Sales](#).

Results

B2C sales benefits

20%
more in-store
closed sales

67%
reduction in new-
customer signup time

78%
reduction in consumer
financing time

94%
completion rate
on contracts

B2B sale leaders use DocuSign


90%
of sales contracts
completed in one day


2,195% ROI
with DocuSign


Zero errors
down from 70%

 Microsoft
\$4-6M
saved annually,
\$17/transaction



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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