



Salesforce.com Closes 90% of Deals in 1 Day; 71% in 1 Hour with DocuSign eSignature Solution

Summary

- Deal close cycle time cut from 2 days down to 90% in less than 1 day; 71% in less than 1 hour
- Time spent per quote per Account Executive reduced by 10 minutes
- Saved up to 322 days of work per year

Managing customer information for more than 100,000 customers, salesforce.com was looking to scale and increase efficiency as the company continues to grow. By standardizing on DocuSign for electronic signature within their sales process, salesforce.com cut deal close time from an average of two days down to 90% of deals closing in 1 day; and 71% of deals closing in 1 hour.

Challenge

With continued growth of new customers, salesforce.com was looking for a way to scale while increasing efficiency by closing more deals faster with the same level of resources. Because many of its customer onboarding processes were manual, salesforce.com determined this area was ripe for a technology solution like electronic signatures.

Solution

Initially salesforce.com sought to simply let customers sign documents electronically to streamline the signature. However, salesforce.com found that by integrating with existing systems, DocuSign could provide a way to quickly and easily automate the customer account setup process (saving up to 2,757 hours, or 322 days of work per year) while adding even more value by automatically kicking off internal processes that launch new customers' accounts, with little or no manual intervention needed.

Results

Salesforce.com has achieved fast results by integrating DocuSign for Salesforce. When the quoting process for a customer is complete, account executives send eligible contracts for signature with just a single click from Salesforce. After the order form is DocuSigned and completed by the customer, the system automatically determines if it meets the criteria for automatic launch, or if additional information is needed.

DocuSign has reduced the time spent per quote per account executive by 10 minutes. In addition, DocuSign has helped salesforce.com move from an average of two days to close a deal, to 90% of deals closing in one day and 71% of deals closing in one hour.

The revenue operations team now manually processes fewer orders, despite an increase in transactional volume.

Salesforce.com's use of DocuSign to replace manual processes goes beyond signatures. Signing authority is now verified using DocuSign's integrated authentication. For payments with check or wire transfers, customers can create and complete add-on orders completely self-service thanks to DocuSign. This further increases customer satisfaction and also accelerates salesforce.com's speed to revenue while reducing costs.

DocuSign has improved productivity throughout the revenue operations organization because it facilitates no-touch orders for the back office. Account executives value DocuSign's document trail with the associated status updates through automated Chatter integration. They see in real time when contracts are viewed and completed – giving them greater visibility and control throughout the sale.

About DocuSign

DocuSign® is the Global Standard for Digital Transaction Management™. DocuSign accelerates transactions to increase speed to results, reduce costs, and delight customers with the easiest, fastest, most secure global network for sending, signing, tracking, and storing documents in the cloud.

For U.S. inquiries: toll free 866.219.4318 | docusign.com

For EMEA inquiries: phone +44 203 714 4800 | email emea@docusign.com | docusign.co.uk

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