



Today, more than ever, the customer is at the center of business. Armed with more choice and ultimately more power, customers expect businesses to deliver entirely satisfying, customer-centric experiences throughout the sales cycle. Whether you sell to businesses or consumers, customers are accustomed to one-click purchasing, full mobile access, and social media-driven recommendations, and they are demanding a similar experience of all companies they do business with. With Digital Transaction Management (DTM) from DocuSign you can provide that experience, allowing customers to transact with you on their terms and reinforcing your modern reputation.

## Delight Your Customers

It's imperative to align with the way your customers do business. With DocuSign, customers can sign sales contracts anytime, anywhere, on any device, giving them a faster, more convenient, and more seamless buying experience. An efficient and convenient sales process makes for more loyal customers. In fact, customers love DocuSign so much that one company improved its Net Promoter Score, which measures the loyalty between a company and its clients, by over 50-points after implementing DocuSign.

## Close More Business Faster

With DocuSign, customers can fully execute sales agreements online – directly from your website or mobile app – so you can strike while the iron is hot. This has helped some companies achieve up to 30% uplift in their close rates after implementing DocuSign. And by streamlining the process you can close deals faster, reducing time to revenue. Getting required signatures on sales contracts using ink and paper often takes days or even weeks, while DocuSign can cut cycle time to hours. For example, Salesforce.com cut its deal close time from an average of two days to more than 90% closed in less than a day, and 70% in less than an hour using DocuSign. LinkedIn slashed the time from deal close to initial invoice from 25 days to only five.

## Make Sales Reps More Productive

Up to 50% of a sales rep's time can be spent on administrative tasks associated with closing, processing and fulfilling orders – valuable time they could be spending with customers. Digital Transaction Management from DocuSign streamlines the end-to-end process, alleviating your account teams from chasing down paperwork and boosting their productivity.

## Improve Visibility

Tracking the status of sales documents out for signature can be a challenge. DocuSign provides complete visibility into the status of each deal, letting you see who has – and who has not – signed critical paperwork at each step of the process. This lets you more accurately gauge your sales funnel while unburdening your reps from spending time on trivial tasks, freeing them up to focus on selling.

## Integrate with Leading CRM Systems

DocuSign features integrations with the world's leading CRM systems, including Salesforce, Microsoft Dynamics, SugarCRM, NetSuite and more. Reps can send sales documents from within their CRM without rekeying any data. And DocuSign lets you gather not only signatures on contract paperwork but also required customer data like shipping addresses and payment information, which can then be automatically populated into your CRM and other back-end systems. Required fields ensure that you receive complete information every time.

## Improve Operational Efficiencies

With DocuSign, an easy to use workflow engine lets you specify any signing order to streamline sales operations and eliminate manual, paper-based processes. DocuSign features integrations with leading ERP and other back-office systems, so as signatures are applied to sales documents throughout the sales cycle — from customers or internal approvers — they can automatically trigger provisioning, billing, and onboarding processes without manual intervention. And by eliminating the need for printing, mailing, and overnight shipping, you can save significantly on out of pocket costs.

## Sales and Sales Operations

### Use Cases

With DocuSign you can automate a wide variety of processes, including:

- Sales contracts/renewals
- End-user agreements
- Financing agreements
- Compliance processes
- Audit sign-off
- SOW/MSAs
- Customer service portals
- General contracts
- Licensing agreements
- Loaner asset tracking
- Purchase orders
- Leases
- Consent forms
- Event registration
- Marketing sign-offs
- NDAs
- Contractor agreements
- Sales compensation
- Expense reporting

## Sample Customers



### 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.

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