DocuSign Improves Efficiency by Over 80% for Orbitz Hotel Services Sales Team's Time Spent on Contracts

Summary

• Automated worldwide sales contracting in over 90 countries and 17 languages

• Reduced sales contracting process by over 80% to empower sales to focus on selling

• Saved legal and administrative staff 20+ hours per week

• Improved visibility into deal flow and close rates

Orbitz is one of the most globally-recognized online travel companies, enabling leisure and business travellers to search for, plan, and book airline tickets, hotels, car rentals, cruises, and vacation packages. Its global hotel services sales team brings new hotels into the network and works with existing hotel partners on promotion and merchandising opportunities. As hotels are a key part of the travel experience, managing and expanding its hotel network is critical to Orbitz' business and the satisfaction of its customers.

Challenge

Previously, when a new hotel entered into an agreement with Orbitz, the hotel needed to complete and sign Orbitz' Hotel Participation Agreement (HPA) – basically, a sales contract, and because the HPAs were done via printing, faxing, scanning, emailing and overnighting documents, a tremendous amount of inefficiency resulted from the manual, paper-based process. "We knew there was a better way," said Peggy Bianco, Group Vice President (or GVP), Global Hotel Services.

Solution

Orbitz decided to use Salesforce to automate the sales processes, and Conga to further streamline document generation and reporting within Salesforce. As they looked into a Digital Transaction Management (DTM) platform to streamline its hotel contracting process to eliminate the need to print, scan or fax documents,

> " We are very happy with DocuSign. DocuSign greatly streamlined our hotel sales contracting process, freeing up time for our market managers to focus on bringing in more business and expanding partnerships with our existing hotels "
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> **Peggy Bianco,**
> Group VP, Global Hotel Services

Orbitz didn't need to look far. "We examined a couple of the leading solutions, but when we saw how seamlessly DocuSign works with Salesforce, it made the decision easy," said Melissa Vandyke, Salesforce Administrator. "And DocuSign has the most robust approach to form fields; we have eight or nine fields hotels must enter into the HPA, and with DocuSign the information syncs right back with Salesforce and Conga." The seamless integration meant current information was available in Salesforce as soon as the hotel contact DocuSigned, and eliminated manual entry of data and associated human errors. It also meant a continuous, automated workflow to streamline Orbitz processes to get a hotel signed up.

Once Orbitz made the decision to go with DocuSign, the implementation was quick. Orbitz required an integration with Salesforce and Conga, a task Orbitz took on in-house. The integration was so straightforward it only required a single business analyst, without the cost of a large development team.

Orbitz deployed DocuSign for Salesforce throughout

its global hotel operations, and DocuSign is now used to automate contracts in over 90 countries. "We send contracts to every major region and almost every country in the world," said Vandyke. "We currently support 17 languages with our DocuSign and Conga templates. DocuSign, Conga and Salesforce have made the process easy, fast and secure."

Results

Less than a year after its rollout, 85% of hotel contracts are closed using DocuSign. Orbitz estimates this saves sales reps approximately 82% of the time previously spent on the contracting process, freeing them to focus on bringing in new hotels while expanding programs with existing hotels.

Because contracts come back without hand-written notes and amendments, DocuSign has reduced the need for Orbitz' Legal team to review each contract, saving Legal an estimated 10 hours or more per week. It also saves sales administrators the same amount of time as they no longer have to print out contracts for written VP approval or re-scan them back into the system, saving an additional 10 hours per week.

DocuSign also provides greater visibility into the sales process. With paper contracts, it was difficult to track how many contracts had been sent out, where they were in the sales contracting process, and how many were signed. With DocuSign and Salesforce dashboards and reporting, this information is available at the click of a button. "It's important to know what's in the pipeline so we can better forecast our business and understand

what's coming up next and where we want to focus our efforts, " said Bianco.

The DocuSign deployment is going so well that Orbitz is considering expanding it to other types of hotel sales contracts, as well as promotional and loyalty program agreements with existing hotels. "We are very happy with DocuSign," said Bianco. "We think we are just beginning to scratch the surface of ways DocuSign's Digital Transaction Management platform can add value to our business."

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