

Helutrans digitises paper-based process using DocuSign for Salesforce for improved customer experience

Helutrans Group is Asia's leading art handler and storage provider with offices in Singapore, Hong Kong, Shanghai, Beijing and Yogyakarta.

A commitment to quality and reliability has earned it the trust of local and regional art institutions, collectors, artists and galleries. It has also expanded its services to corporates and families, offering household moves.

Digitising paper-based workflows

Helutrans has built its reputation on the back of exceptional service but to move forward, it needed to modernise operations. It invested in Salesforce to digitise processes but needed an eSignature solution to replace paper delivery notes. These notes were printed daily and used by agents to collect signatures and feedback at the point of delivery. Agents would bring the notes back at the end of each day to be scanned and attached to customer records.

It was easy for notes to go missing or arrive back to the office in tatters with the signature and time of delivery unreadable. Also, management had no visibility as to whether a package had been signed for until notes were returned and processed.

Automation for an improved customer and employee experience

Helutrans turned to DocuSign for Salesforce to eliminate paper delivery notes and streamline the process from end-to-end. Digital delivery notes are now created using data from Salesforce and pushed out to agents who can access them via a tablet or mobile. As deliveries are made, agents complete their fields using DocuSign before handing their device over to customers. They, too, can then sign-on glass and rate the service provided. This is done by simply selecting a rating from a pull down menu – ensuring maximum response with limited effort. Once signed, the electronic forms are instantly attached to Salesforce. This then triggers an email to customer service that the delivery has been made and they can follow up as required.

Results

10 minutes

saved per delivery with digitisation of delivery notes

10 minutes

saved per quotation anticipated as a result of new signing process

“With DocuSign, we have full visibility of every delivery made. This gives us insight into our scheduling, customer feedback and provides overall efficiencies.”

Matthew Chow
Chief Operating Officer,
Helutrans

Delivering real business impact

Matthew Chow, Chief Operating Officer at Helutrans, said the real-time visibility of delivery notes was a game changer. “If a customer calls up and wants to know who signed for a delivery, we can instantly see who signed for it and when. There’s no searching through files or deciphering bad hand writing and we know the time is accurate because it’s all electronic.” Management can also run reports to see how many deliveries have been made within a particular window and analyse customer feedback. It gives them better and more accurate information to improve service and efficiency.

The business has already saved an estimated 10 minutes per delivery based on time previously spent printing, scanning and storing physical delivery notes. It anticipates more time savings as it adopts DocuSign for storage contracts and quotes for household moves. “The biggest benefits for us are the time savings and being able to access more accurate information in real-time. It has removed the errors that come with doing things manually so we can operate in a more professional and modern way,” said Chow.

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About DocuSign

DocuSign helps organisations 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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