

# Domain transforms customer and employee experience with DocuSign for Salesforce

Domain Group is one of Australia's leading property companies. Encompassing an ecosystem of brands, including Domain, Allhomes, and Commercial Real Estate, the company offers property marketing solutions for residential, new developments, and commercial properties with 6 million people heading to Domain each month.

Domain's mission is to provide a complete one-stop shop for clients and consumers, empowering them with data-rich insights and tools that add value to everyone in the property cycle.

## Staying ahead of an accelerating industry

The property market moves incredibly quickly. Customers make decisions fast and they want their choices reflected in contracts and Service Level Agreements (SLAs) at the same speed.

Domain focussed on embracing more agility allowing both staff and customers to sign, send and approve on the move. They wanted to eliminate contracts getting lost in emails, delays in obtaining signatures and the manual intervention needed when contracts were printed and signed. Their mission was to provide a seamless experience for the client and an efficient work flow for their team.

Domain was also looking to maximise the productivity of its sales teams by ensuring they spent as much time as possible doing what they do best: selling. Minimising the amount of time the team spent on administration empowered the team to be more successful.

Domain identified two key improvements they needed to make to stay ahead of disruption. The company's focus on time and accuracy ultimately became the primary drivers in Domain's business-wide decision to implement DocuSign and make it mandatory for all sales contracts.

## Results

Before  
DocuSign

After  
DocuSign

**Slow,  
inflexible**  
and environmentally  
harmful paper-based  
processes

**48 hours**  
reduced SLA

**80%**  
reduced contract  
handling time

**Time  
wasted**  
by sales teams on  
administration

**140**  
contracts digitised  
and automatically  
delivered daily

**“Domain prides itself on sustainability and reducing our footprint. We send out approximately 80 contracts daily and receive 60 more, so using DocuSign significantly reduces our reliance on paper, which is just one of the small steps we can take for the environment.”**

**Chelle Brown**  
Sales Communications Manager  
Domain

## Getting it right, every time

By implementing DocuSign with Salesforce, Domain was able to revitalise its clients' experiences through cloud-based agreement management.

Take contract creation and dispatch, for example. By using simple, repeatable validation rules, Domain ensured new contracts could not be dispatched until the previous contract were voided. That step prevents clients receiving products that they had already changed their mind on.

Similarly, Domain's clients often expressed last-minute requests which needed to be implemented quickly so they can be seen by customers at the right time.

Fulfilling those demands and meeting Service Level Agreements meant Domain had to have the right technology to work immediately and efficiently. By using DocuSign, signed client contracts could be uploaded directly to account records – activating the product. In addition, any changes can be processed quickly by the necessary teams.

## Look after the data and the data will look after you

By using DocuSign for Salesforce, Domain has empowered its sales representatives to deal with customer data in a flexible, agile way.

Contracts can be dispatched from mobile devices, with the ability to check, confirm, or request changes on the spot. Data is pulled from, and updated into Salesforce to ensure it's clean and correct, and they have implemented validation rules to request further action if information is entered incorrectly.

And Domain's internal teams feel the benefit too. The solution has empowered Domain to identify knowledge gaps and organise upskilling and training, while enabling teams to report on incorrect contracts, usage, or compliance issues.

The DocuSign solution improves organisational visibility as Domain can now simply report on the number of contracts that have been created, dispatched, signed and returned.

"This is essential from a strategy point of view as it allows us to change our product offering, create go-to-market plans, and promote products in alignment with desired outcomes," said Chelle Brown.

**"Data is our key business, and using it in a smart way helps us stay one step ahead. We need to provide insights to clients so they can complete their roles and we need to provide that data in real-time. DocuSign is one way we are empowered to do that."**

**Chelle Brown**  
Sales Communications Manager  
Domain

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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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