

Cision Cuts Time from Order to Go Live to Less than 24 Hours

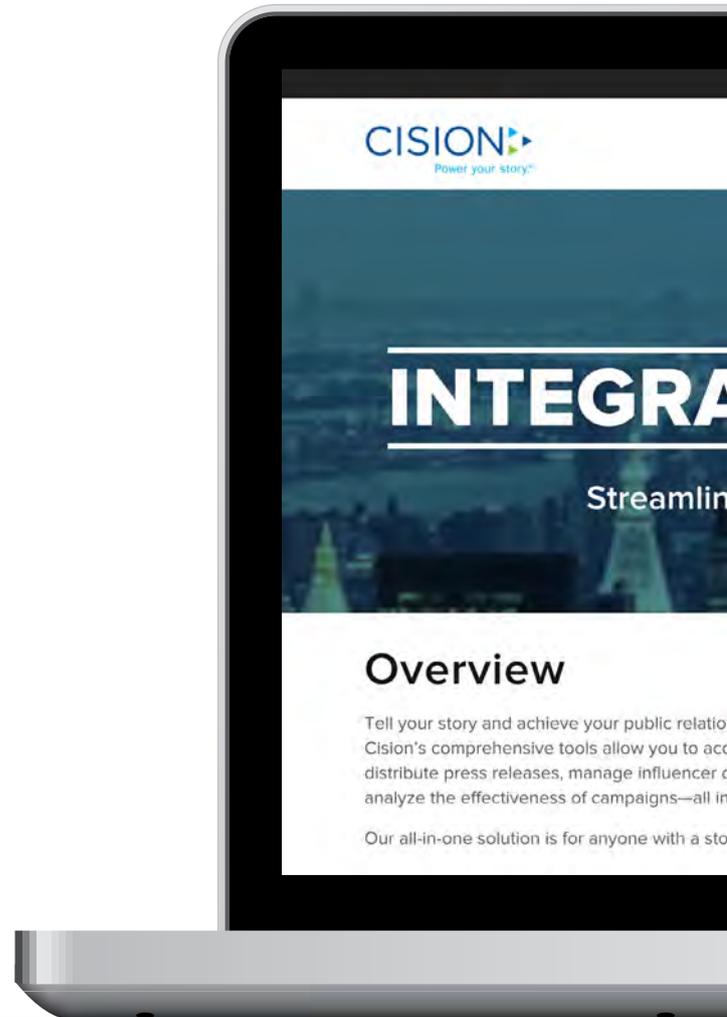
Enhanced customer service that reinforces Cision's brand reputation

Company's Top Objectives

Cision is a leading provider of software, services, and tools for the public relations and marketing industry. PR professionals and marketers use Cision's integrated software to plan their campaigns, connect with the media, monitor their coverage, and analyse their results, all on one platform.

Challenge

Cision's customers operate at a fast pace and expect Cision to provision new accounts quickly and smoothly. Many factors, such as the variety of formats in which contracts were returned to the company, made this a challenging task. Additionally, tracking records proved difficult and as such Cision did not believe customer experience met its high standards.



Top Benefits Achieved

- ✓ Order to provisioning reduced from days to within 24 hours
- ✓ Enhanced customer service that reinforces Cision's brand reputation

Cision chose DocuSign due to its unparalleled integration with Salesforce

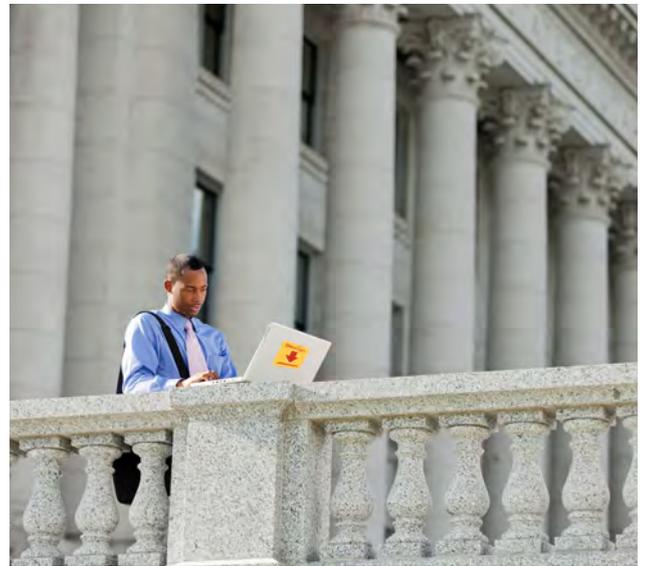
The Resolution

With Salesforce as Cision's CRM system, Cision looked for an electronic signature solution that could be fully integrated into their existing workflow. With advice from their system integration partner, Westbrook International, Cision chose DocuSign due to its unparalleled integration with Salesforce and knowledge that Salesforce themselves have standardised on DocuSign to close their sales contracts.

The Key Benefits

"As a result of implementing DocuSign, we've reduced the lag time between order and go-live from what could be days, to within 24 hours," said Paul Maynard, head of IT at Cision UK. Now, as a salesperson moves a Salesforce Opportunity to Verbal Close, the contract admin team is alerted that they should process the contract. Using DocuSign means that the contract administrator can verify that the Opportunity is approved, and then issue the contract via DocuSign with the click of a button. Once the customer has signed the document, the Opportunity is advanced to 100% in Salesforce, which alerts the account manager and provisioning team that the customer is ready for setup. In addition, DocuSign triggers the creation of the invoice automatically, streamlining back-end processes and subsequently increasing the speed in which payment is received.

"DocuSign enabled business and process automation at Cision, transforming the contact administrator role and increasing team productivity across the board," said Maynard. "With DocuSign we now have efficient and streamlined back-office processes that allow us to continue to grow our business while focusing on our customers rather than paperwork."



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Paul Maynard,
Head of IT

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