

# City Box Saves €60,000 Annually by Keeping Business Digital

Self-storage provider completes the customer application process 3x faster with DocuSign for Salesforce

## Company's Top Objectives

City Box Holding B.V. is the largest self-storage provider in the Netherlands, boasting 23 branches across the country serving to corporate and private clients. As a nationwide provider of safe, affordable and accessible self-storage solutions, City Box prides itself on its customer and employee satisfaction.

The company sought to implement a digital solution that would streamline paper-intensive practices in order to reduce administrative costs, all while guaranteeing the gratification of customers and employees alike.

## Challenge

As the largest self-storage provider in the Netherlands, City Box has experienced accelerated business growth since opening its first storage unit in 1998. City Box now has 23 branches across the country and is consistently seeing its customer base rise. As a result, the organisation needed to streamline its business processes in order to facilitate on going demand.

With a perpetual increase of new customers, the team at City Box was relying on dated and lengthy processes that were taking up valuable time for its staff across the company. These were predominantly administrative tasks that could be cut down dramatically with an automated digital solution.



## Top Benefits Achieved

- ✓ Cost savings of over €60,000 annually
- ✓ A reduction in the application process from 30 minutes to 10 minutes
- ✓ 225,000 pages of paper saved per year
- ✓ Improved customer satisfaction and employee productivity

# DocuSign simplifies City Box's admin processes with a user friendly interface to increase both customer and employee satisfaction

## The Resolution

The key drivers for City Box when investing in an eSignature solution were to enhance the customer experience, all while making life easier for its employees by reducing their administrative hours. While reviewing the company's lengthy processes, it was clear that these could be simplified with the implementation of DocuSign's eSignature platform.

When researching DocuSign specifically, the initial use case for City Box was for sales contracts. However, it quickly became evident after implementation that the flexibility of the solution could be used across all departments to replace paper heavy processes.

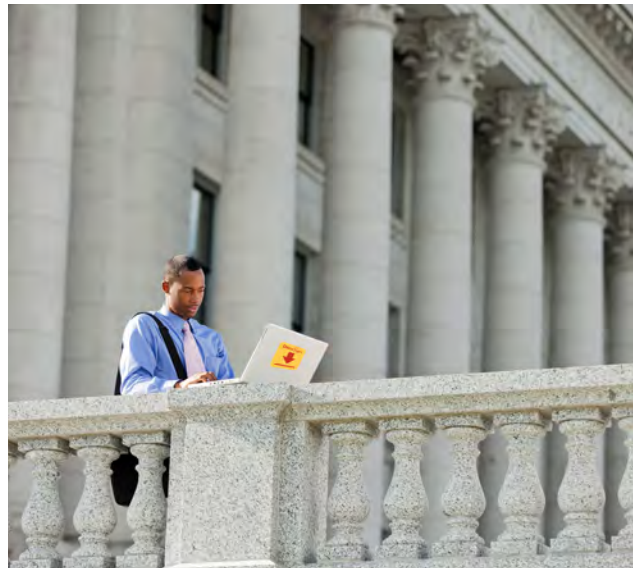
"City Box uses the DocuSign application to sign all of its documents that come from the sales process," says Ronny Schuyt, Chief Financial Officer of City Box Holding B.V., "These include self-service contracts, insurance policies or waivers coming from the insurance process, automatic authorisations, contracts for hiring moving vans, and trailers."

## The Key Benefits

Soon after implementation, it became evident that City Box was immediately saving money and gaining time back in man-hours to its employees.

"Customers find it great to be able to do everything electronically, to sign contracts and have them in their mailbox with the click of a button," continues Schuyt, "Furthermore, the application process has been reduced from an average of 30 minutes to 10 minutes."

This was a key success indicator for Schuyt, who also saw an increase in employee productivity across the company. This was due to the efficiency gains in the employees' everyday processes.



As Chief Financial Officer, I am very enthusiastic towards DocuSign. I believe that a tool like this will help in our customer experience and increase our conversions. But in addition, it is simply an application that saves us just over €60,000 per year in costs, so I'm very happy."

**Ronny Schuyt**  
Chief Financial Officer



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Additionally, City Box saw a huge saving in material costs while ensuring customer satisfaction across the board. "The older generation are especially pleased by how we, City Box, concern ourselves with the environmental and sustainable side of our processes, with DocuSign saving 225,000 pages of paper annually," says Schuyt.

Schuyt also gained positive feedback from customers who prefer to conduct business on their smart device and now with City Box, can sign an agreement at any time and on any device. "The younger generation find it great to use the app with DocuSign, where you can sign a contract on an iPad instantaneously," says Schuyt.

DocuSign's mobile app empowers professionals to sign documents faster, without being tied to the office. Schuyt and his team can also prepare and send documents for signature, complete in-person signing, and get instant visibility into the document status directly from their smartphone or tablet. Seamlessly integrated with Salesforce, DocuSign creates an effortless sales contract process for City Box by allowing transactions to be sent and signed faster by its stakeholders. This ensures the rate of business results is dramatically accelerated. Schuyt continues, "It is one push of a button. It is extremely efficient and another great way for City Box to provide additional investment for its customer service."

Schuyt and his team now have the ability to efficiently sign, send and manage documents, thereby progressing City Box forward with the wealth of cost and time saving attributes.

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