

# Gorkana Reduces Contract Signing Process by up to 1 Week with DocuSign for Salesforce

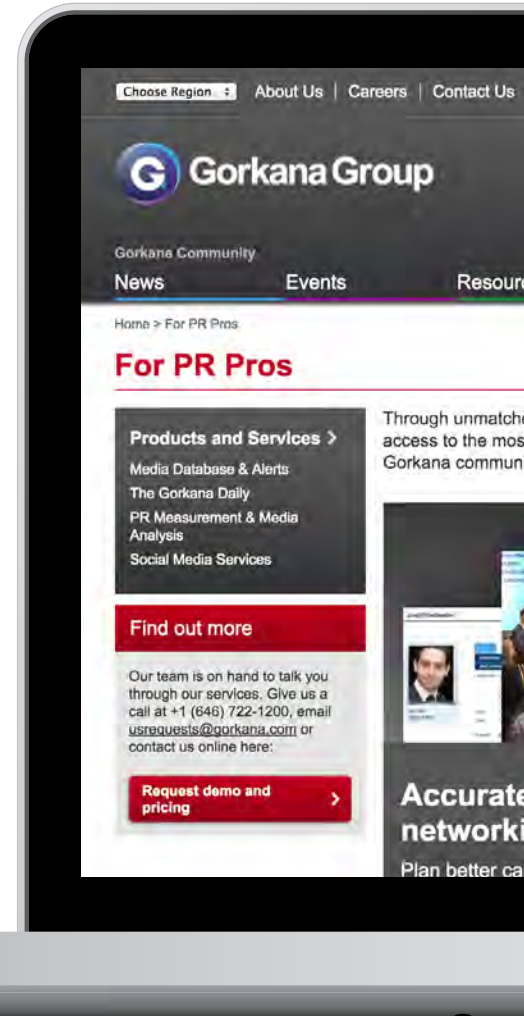
Better visibility of where contracts are in the system and actual sales revenue within the pipeline opportunities

## Company's Top Objectives

Easily accessible through one integrated portal, Gorkana provides the UK's most recommended media database; multi-channel media monitoring and PR analysis services relied on by over 35,000 communications professionals and 100,000 journalists. Its clients become part of a unique community that connects them to everything from industry experts and the latest news, insights and events, jobs and journalists, and their own essential media intelligence services. The company provides the personal touch and assurance that businesses need to make clear, informed decisions – and drive their business forward.

## Challenge

From the media intelligence services to the weekly journalist breakfast briefing events, Gorkana constantly finds ways to give its customers access to rich and forward-looking intelligence on media, journalists and bloggers – ultimately helping them to save time, engage the right influencers and reach their target audiences more effectively. Due to the vast array of services they offer, Gorkana employed a mix of methods for sending contracts for signature prior to DocuSign, which was slowing the sales process.



## Top Benefits Achieved

- ✓ Contract signing reduced from ten days to two-and-a-half days
- ✓ Better visibility of where contracts are in the system and actual sales revenue within the pipeline opportunities
- ✓ More control and accountability on product pricing
- ✓ Data that is 100% correct

# Gorkana sought a solution to manage and monitor the signing process, with greater visibility

Sales executives and account managers were often required to send quotes and contracts to customers manually; waiting for them to print, sign, and deliver the contract back. The company therefore sought a solution that would allow them to manage and monitor the signing process, with greater visibility into the contract status across the organisation becoming increasingly essential.

Gorkana's Head of Marketing, Alex Bates, explained the thought process behind the transformation, "The big driver for change was the desire to have information that was 100% correct in Salesforce and ensure we had a good record of contracts that would give us more control."

## The Resolution

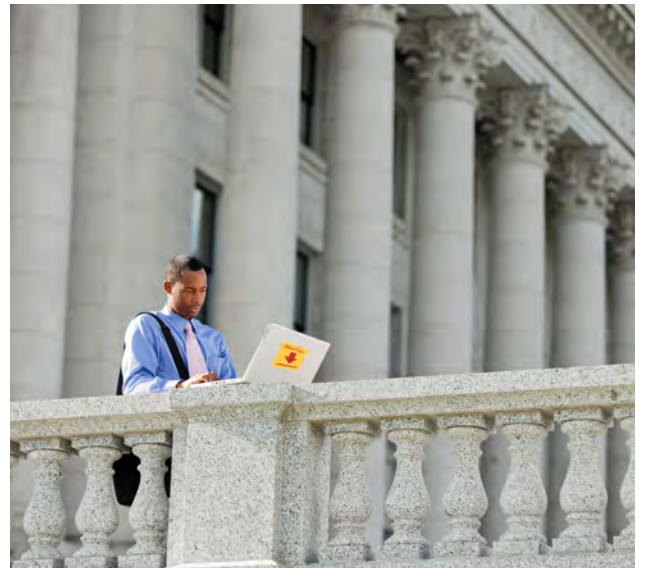
After considering a variety of eSignature solutions, Bates described why Gorkana chose DocuSign as the preferred solution to automate their paper-based processes, "We looked at a number of options but DocuSign was a service we were aware of, had good references from Salesforce and achieved what we needed – predominately to tighten up our contract process and ensure that contracts matched servicing."

Designed to integrate directly into Salesforce, DocuSign has consummate integration capabilities as a result of the open APIs that are in place. Now, when a sales person moves a Salesforce opportunity to verbal close, it begins the contract process. Using DocuSign means that the opportunity is sent to the sales or finance manager for approval and at the click of a button the contract is sent for the customer's signature via DocuSign. Once the customer has DocuSigned the document, it is saved and Salesforce is updated.

## The Key Benefits

Since implementing the solution eight months ago, Gorkana has found that DocuSign for Salesforce significantly reduces the time it takes to get a contract completed. According to Bates, "Contract signing has reduced from approximately ten days to circa two-and-a-half days. We also have better visibility of where contracts are in the system and actual sales revenue within the pipeline opportunities."

Gorkana specialise in connecting journalists and PRs in the UK, Europe and US so it is necessary for DocuSign to match Gorkana's global reach – allowing customers to sign anytime, anywhere and on any device. "Overall, we've had positive feedback from customers," said Bates, as they are now able to complete and sign documents legally, error-free and in minutes. Predominantly used by sales and account managers at present, Gorkana are looking at deploying the solution throughout their Human Resources department, another paper-heavy area that would prosper from moving to a digital platform.



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**Alex Bates,**  
**Head of Marketing**



## Gorkana has found that DocuSign reduces the time it takes to get a contract completed

In addition to contract execution speed, control and accountability on product pricing have also been improved upon, as Bates portrays, "Signed contracts are directly related to the corresponding opportunity in Salesforce so this avoids lost or missing contracts." As a result, Gorkana now has a complete, streamlined contract execution process and certificates of completion, backed by a full audit trail to empower the company to maintain its strong reputation as a must-have service for the PR and journalist communities.

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