

Grass Roots Improves Contract Administration with DocuSign's eSignature Solution

Contracts now signed in as little as 4 minutes compared up to 1 week prior

Company's Top Objectives

Grass Roots is the world's leading provider of employee and customer engagement solutions. Since its formation in 1980, the company has spread its network of offices to 27 locations worldwide across 17 countries, employing over one thousand people. In its London co-headquarters, the events management team improved the contract administration process with DocuSign.

Challenge

The events management team within Grass Roots specialise in delegate management, with particular attention paid to registration and hotel management for corporate events. As such, the team handles a high number of clients which all have tailored contract requirements. It was apparent that a solution was needed to enable the team to make contract amendments, without obstructing the contract process.

Natalie Mullard, Project Consultant at Grass Roots, described the situation; "Our team manages the hotel element, which involves changes to contracts. That can include adding extra rooms or returning them, and we have to send the hotels clear updates for these changes... We have contracts going out to multiple hotels on multiple projects, with up to 35 hotels involved in some cases. As a result, we can be sending high volumes of documents."



Top Benefits Achieved

- ✓ 167 man hours saved on one project compared to previous year
- ✓ Contracts now signed in as little as 4 minutes compared up to 1 week prior
- ✓ Positive feedback from hotels that have used the service

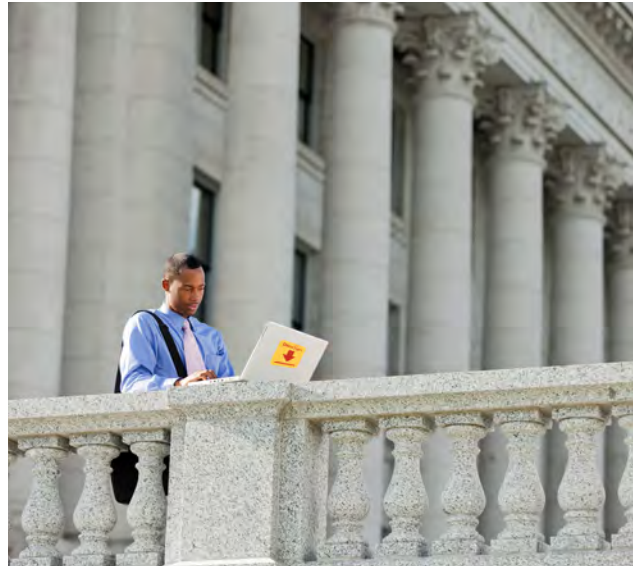
The transition from a manual to digital workflow has been an easy one

The Resolution

Grass Groups chose DocuSign's Transaction Management platform to facilitate any document modifications and streamline the contract execution process. Mullard revealed that the virality of DocuSign contributed to the preferred choice, "One of our directors was buying a house. Her letting agency was using DocuSign, and having used the solution she realised that Grass Roots could utilise it and it all went from there – we started a trial account and it's moved forward in leaps and bounds."

As part of the on-boarding process, DocuSign provides new customers with three hours of bespoke training alongside a dedicated New Client Consultant, who delivers analysis and design advice within existing business workflows. Mullard describes how the training went for Grass Roots: "The session on templates was particularly helpful. We'd used templates in the past but didn't realise how much extra they could do. So, I'm now implementing that feature in to our day-to-day use of DocuSign in order to save even more time."

As a result, the transition from a manual to digital workflow has been an easy one, as Mullard explains, "The implementation has definitely been a success. Everyone that is using it is happy with the service; the training is always really useful and goes over points that I'm stuck on, as it focuses on exactly what I need."



All the hotels revere the process and say it's easier for them as well, so it keeps both parties happy. We've had feedback saying that they've really enjoyed using it and they wish they could have something similar."

Natalie Mullard,
Project Consultant



Grass Roots saved 167.5 hours compared to the preceding year without DocuSign

The Key Benefits

The team has been using the DocuSign platform for 10 months and has achieved compelling results in that time. On one project alone, Grass Roots saved 167.5 hours compared to the preceding year without DocuSign. When preparing a document to sign previously, the team would have to add supplementary details in manually, email them to the client, and then call or email the hotels in order to keep track of the document, as Mullard detailed, "The hotel would return the signed document via email, which we would then print off, counter sign, scan, and email back to them so they had a copy. It was a much longer process compared to what we have now."

With the use of templates, scheduled reminders and the ability to see the status of the contract within the DocuSign browser, the Grass Roots team no longer has to focus their efforts on the menial administrative side of the process and

have freed up time to concentrate on other tasks. The fastest response cited from a hotel, now signing with Grass Roots via DocuSign, is four minutes, when formerly it could take a hotel up to one week to respond.

In addition to the speed of execution, an improvement in the customer experience was named by Mullard as a primary improvement, "All the hotels revere the process and say it's easier for them as well, so it keeps both parties happy. We've had feedback saying that they've really enjoyed using it and they wish they could have something similar."

Although it is solely used by the events team at present, according to Mullard other departments within the organisation are looking to deploy it in the near future, "It's something that we've managed to implement across all projects within our team, so it's saving a lot of time across the board. We're now looking into using DocuSign within HR and there are certainly other different paper-intensive areas we could use it in."

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