

Insights Increase Contract Execution with Digital Transaction Management

Positive feedback from employees and customers alike

Company's Top Objectives

Inspired by the work of psychologists, Insights is a global people development company with the aim of helping everyone to better understand themselves and others. Founded in 1993, Insights has since been improving the effectiveness of the people and the performance of the organizations it works with through its people development solutions. They have immediate impact, and enable positive, lasting change within organizations.

Challenge

Over the last 20 years, Insights has grown organically from its headquarters in Dundee throughout the world. As part of its expansion, the company had been faced with the common occurrence of having large numbers of documents that require signatures, including contracts that are scattered globally. However, getting these contracts signed and returned on time posed a logistical challenge. Insights' Commercial & Contracts Advisor, Susanne McColl, described the previous process, "Before DocuSign we had to print off contracts, complete them and post them off. We moved over to scanning them but they were still taking too long to be returned, and it was very hard to manage and monitor what was signed and what wasn't. That was a real challenge for us given the disparate spread of our people."



Top Benefits Achieved

- ✓ Increase in contract execution and ability to track document status
- ✓ Positive feedback from employees and customers alike
- ✓ Enhanced corporate social responsibility strategy by going paperless
- ✓ 24x7 support to ensure customer success and adoption

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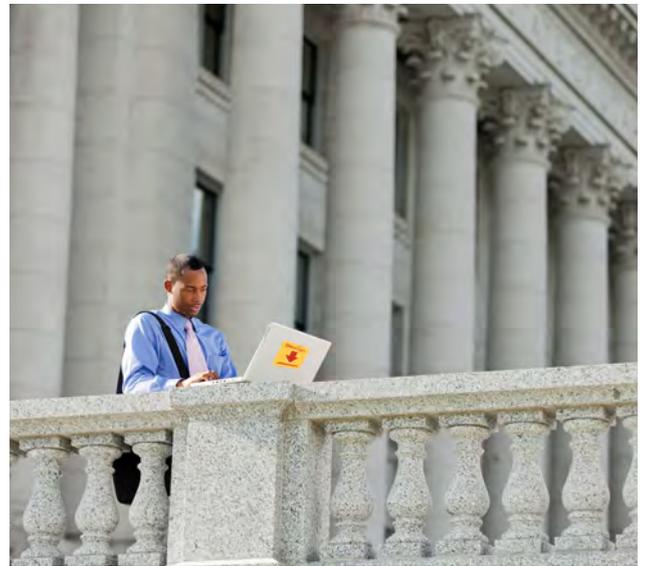
The Resolution

With such widespread activity, the team at Insights required a way to increase efficiency as well as streamline the contract execution process. Having compared a number of solutions in the market, Susanne McColl selected DocuSign's Digital Transaction Management platform, predominantly as a result of the superior service that Susanne McColl received, "I looked at competitors, but the level of customer service was not comparable. DocuSign answered every question I had and was excellent."

As part of the on-boarding process, DocuSign provided one-to-one training with Susanne McColl. Each customer is assigned a New Client Consultant whose role is to provide analysis and design advice on DocuSign solutions in existing business process flow, contributing to the success of customers and engaging them to support product adoption.

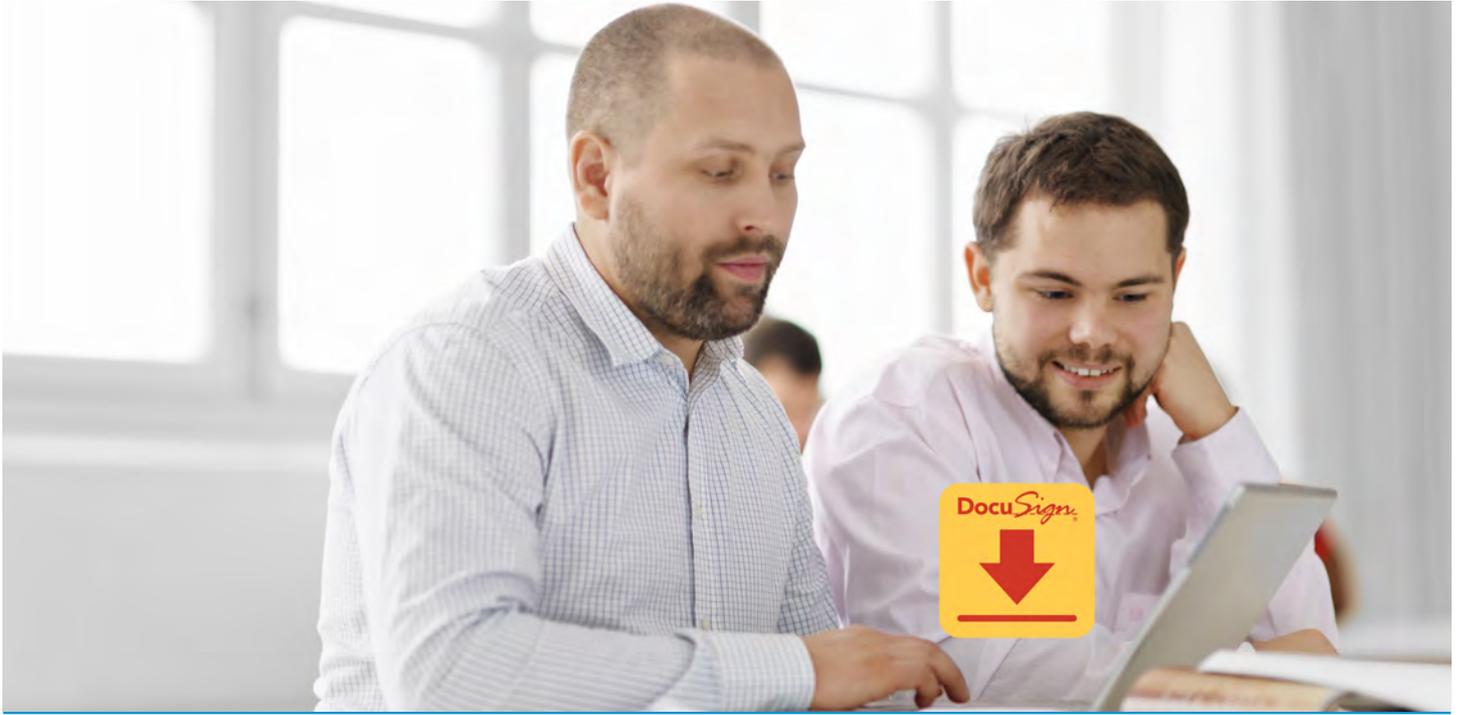
"I attended DocuSign webinars to gain more insight into the product, but I also value the 24x7 availability of the support line if we were ever stuck."

In addition to the helpline, DocuSign's resource centre hosts how-to videos and monthly training webinars to enable customers to learn more about the capabilities of Digital Transaction Management. This is further to the DocuSign Community, a peer-to-peer and direct support channel for people using DocuSign. These resources are central for education and thought leadership on best practices, where customers collaborate directly on how to improve and extend the product platform.



Once we understood the legality of it, the staff started using it and they absolutely love it. It is so easy to use that the clients are very open to it as well. It's everything we could look for."

Susanne McColl,
Commercial and Contracts Advisor



Insights has complete confidence that contracts signed with DocuSign are legally binding

The Key Benefits

Insights has been utilising DocuSign to increase the speed of business for over a year, with Susanne McColl highlighting the great response the solution has received, "Once we understood the legality of DocuSign, the staff started using it and they absolutely love it. It is so easy to use that the clients are very open to it as well. It's everything we could hope for."

As DocuSign follows Directive 1999/93/EC of the European Parliament, Insights has complete confidence that contracts signed with DocuSign are legally binding. This is due, in part, to the rich audit trail that is digitally sealed and encrypted at the end of every transaction to successfully enforce its security. Rather than having to manually track and chase up contracts like before, Susanne McColl and her team can now view the dashboards within DocuSign, which provide a visual overview of the all of Insights' activity, "I like being able to

monitor those using DocuSign, how it's being used, and having a good overall view of how it's being implemented. That way we can see the use and value that it has added to the business."

In order to progress the business effectively on a global scale, Insights are now looking at a digital, paperless strategy that can facilitate such growth, as Susanne McColl explains, "As Insights has grown quite fast to the scale it is at, we're still putting in place a lot of processes and infrastructure. We're looking to roll out DocuSign at a global level in order to help our business move more quickly."

"We're a company that takes corporate social responsibility seriously so we are looking at the paperless environment and how much we can do in terms of renewables and so forth. So DocuSign plays an important part in that," says Susanne McColl.

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For EMEA inquiries: 43 Worship Street, London EC2A, UK
phone +44 203 714 4800 | emea@docusign.com | docusign.co.uk