



CASE STUDY

DocuSign Delivers 70-fold ROI for Large Midwestern State's Child Welfare Department

Summary

- Saved \$70K/year in copying and mailing costs alone
- Saved enough per week to cover the cost of DocuSign for a year
- DocuSigned a contract in 42 minutes that would have taken 3 weeks previously

When you do business with the Child Welfare Department in a large Midwestern state today, you use DocuSign for every contract. That's because when the department learned how much time, money, and frustration Digital Transaction Management from DocuSign saves for everybody involved – \$70K/year in the department's direct copying and mailing costs just for starters – it realized it doesn't make sense not to use DocuSign every time a signature is required.

Challenge

A large midwestern state's Child Welfare Department manages more than 70 programs supporting children and welfare recipients. The department's Contracts Division manages all contracts with vendors that provide services under these programs. These contracts typically require about twelve signatures from staff and vendor personnel around the state – signatures that in the past were extremely hard to secure in a timely manner. "We used to ship paper documents around for signatures using inter-office mail that took two days just to get from our capital to our largest city and up to a week to reach some outlying areas," said the department's Contracts Division Chief. "More often than not, the process took so long that contracts weren't signed off until after they were supposed to go into effect. And that's not counting when they got lost or contained errors that required starting over."

The situation reached a climax recently when the department was renewing its annual contracts with each of the state's counties and realized that about 12,000

"DocuSign is a tremendous product. It has profoundly improved the way we do things around here."

Chief, Contracts Division

pages worth of documents had to be signed off. "We had to stack the paperwork on a cart because no one could carry it anymore," the Division Chief said. "That's when we said it's time for something better and began pursuing a Digital Transaction Management solution to automate and streamline our paper-based processes."

Solution

To decide on the right Digital Transaction Management (DTM) solution, the department carefully composed a wish list of features and functions desired by staff and outside users including vendors. Then it examined several suppliers and culled from the list a pair of finalists, which staffers tried out online. "Ease of use was tops on everybody's wish list, and in a nutshell that's why we picked DocuSign," the Division Chief explained. "DocuSign DTM stood out in several other ways that are important to us too, like security, but ease of use was far and away the most important differentiator. We wanted to make sure everyone would use it, and we knew the only way for that to happen was for it to be easy right from the get-go with no downloads or special applications required."

With all the department's careful preparation, DocuSign was an immediate hit with the staff, and it did not take long for vendors and other outside users to agree. "Before long DocuSign just became the way we complete transactions in the state," reported the Division Chief, "and our Deputy Director made sure it stayed that



way by saying she wouldn't sign a document any other way except DocuSign."

Results

DocuSign has been a big success by every measure. To estimate its cost savings, the department performed a return on investment (ROI) analysis. The Division Chief and his team considered the number and size of all documents issued; the number of copies of each; copy machine and paper costs; packaging, postage, and mailing costs; the time staffers spent copying and mailing; and their labor costs. "It came out that we'd been spending about \$70K per year just in copying and shipping. All those expenses were eliminated by DocuSign. Now that's a pretty outstanding return on investment," said the Division Chief. "Our time savings are just as dramatic as our cost savings. We had one document where the signatures had to be collected in a specific order from someone in one city, then someone in another city, then someone else in the first city, and finally yet another person in the second city. That would have taken three weeks in the past, but we did it in 42 minutes with DocuSign. We don't get them all done that fast, but same-day signoffs are commonplace with DocuSign."

Documents are as easy to track today as they were difficult in the past. Everyone involved in processing a document can quickly find out exactly where it stands at all times and can obtain a signed copy for their files at the end. As a result of all these improvements, contracts are signed off before they are set to begin, not afterwards.

"DocuSign has been a remarkable adventure for us," the Division Chief concluded. "It seemed revolutionary when we first started using it, but now DocuSign is so woven into the fabric of our daily life that I can't imagine any other way to work. The ROI has been dramatic and that doesn't even count the benefits we are seeing from being easier to do business with for both our staff and residents of the state."



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