

# LSL Property Services Signs Tenants in Under 10 Minutes with eSignatures

Leading letting agency improves efficiency and customer satisfaction with DocuSign

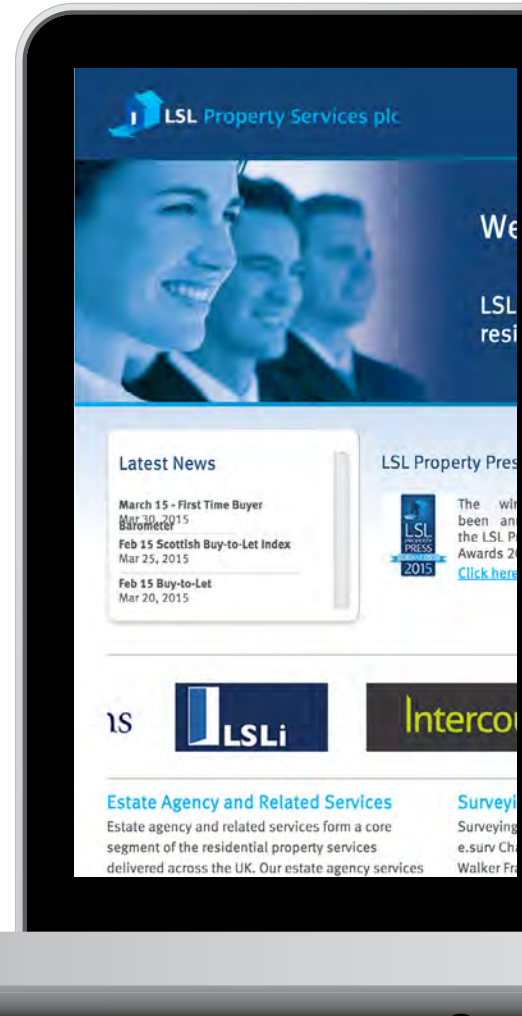
## Company's Top Objectives

LSL Property Services is a leading provider of residential property services with over 5000 staff nationally; specialising in residential sales, lettings, surveying, conveyancing and mortgage advice.

## Challenge

LSL Property Services is one of the UK's foremost estate agencies that has built a market-leading position in the residential property services market. To achieve this goal, and to keep up with the fast paced real estate industry, efficiency is business critical.

"Customer expectation is a lot higher than it used to be and speed of transaction is key with so many competitors in the market" says Brian Judd, IT & Online Director of LSL Property Services. Due to an ever-expanding market, the clients of LSL Property Services who own property in the UK are often internationally based, however still need to sign off quickly on letting agreements. With such fierce competition in the UK currently, it is essential that LSL Property Services are the first finger on the button and can appease their clients by matching their response time with the speed of the market they are in.



## Top Benefits Achieved

- ✓ Tenancy agreements signed in under 10 minutes by overseas landlords
- ✓ Improved customer satisfaction coupled with huge cost savings
- ✓ Invoices signed in minutes rather than weeks, across multiple office locations

With the high level of competition we are experiencing within the industry, digitising our processes is an absolute must to stay ahead of the curve.

### The Solution

LSL Property Services looked at the lettings part of the business where efficiency and response time could be improved. The organisation sought to implement an eSignature tool to ensure that customer satisfaction rapidly increased by delivering and returning paper-heavy letting agreements in minutes rather than weeks.

From this decision, it was clear that LSL Property Services could lead the way ahead of competition by providing real-time letting agreements which not only boost efficiency and customer satisfaction but, in turn, ensure continued business growth.

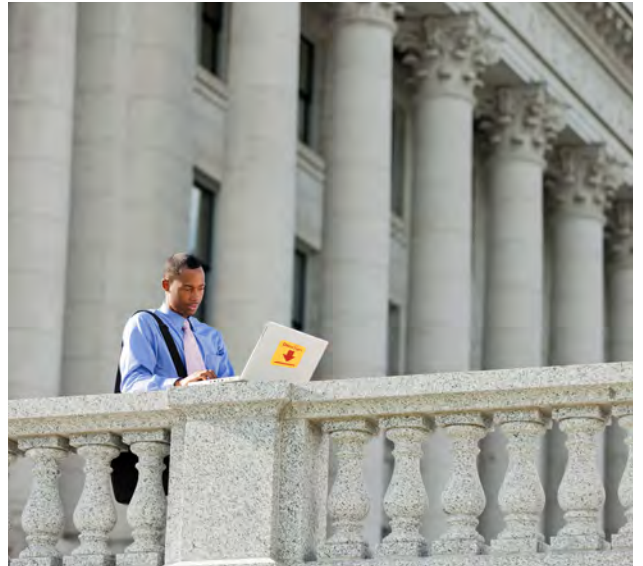
"With the high level of competition we are experiencing within the industry, digitising our processes is an absolute must to stay ahead of the curve," says Judd, "keeping business digital is critical to LSL Property Services."

### The Results

Since implementing DocuSign, LSL Property Services has seen the benefits of keeping business digital and has quickly realised a great ROI on the solution, whilst considerably cutting down extensive costs of regular international mail delivery.

"On the cost side it has saved enormous amounts of money, and from a customer satisfaction perspective, they are thrilled with the speed of transactions," explains Judd.

LSL Property Services has seen relationships with its clients improve as landlords can now see that their experienced letting agent is staying ahead of the times with new technology; improving the rate of business transactions. Now, the clients of LSL Property Services have the option to be more involved and can personally sign the documents regarding their properties, which helps maintain a trusting business relationship.



With the competition within the industry, digitising the processes is an absolute must to stay ahead of the competition. The majority of customers are really excited to use DocuSign; the level of customer satisfaction has improved massively."

**Brian Judd,**  
**IT & Online Director**



Once people see it working and how quick it is, all of a sudden everybody wants it

"Because we've integrated DocuSign into the lettings side of the business, landlords can be based anywhere in the world, so for them it's fantastic to sign with DocuSign; we can actually get the landlords to sign their own tenancy agreements in under 10 minutes wherever they are in the world," says Judd.

Further to LSL Property Services' extensive results of improving efficiency externally with DocuSign, it was evident that internal processes were also greatly benefiting as the speed of business communications rapidly increased.

"The best part of using DocuSign within the LSL group is the speed of which internal processes have changed from having invoices authorised and taking up to a week bouncing around the different offices, to being completed in under 10 minutes," says Judd.

LSL Property Services and anyone who connects with the company are quickly seeing fantastic results with the service. "Once people see it working and how quick it is, all of a sudden everybody wants it," says Judd of LSL Property Services' extensive client base, who are seeing first hand how much quicker business is transacted through DocuSign.

"Our customers are really excited to use DocuSign. Customer satisfaction has improved massively."

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