

Páginas Amarillas Saves €30,000 Annually with DocuSign

Substantial hard cost savings coupled with immediate productivity gains experienced

Company's Top Objectives

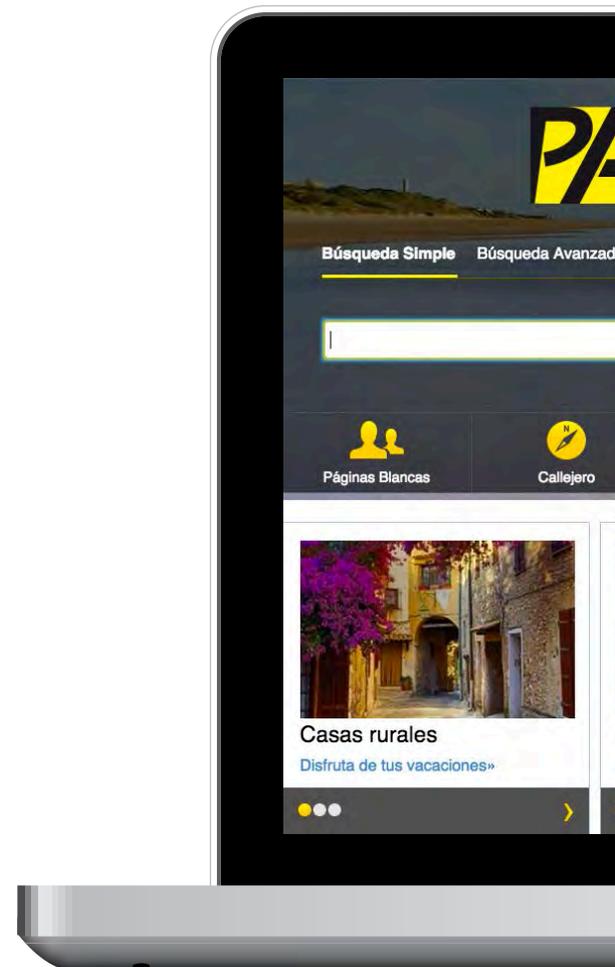
For almost 50 years, Páginas Amarillas has specialised in helping small and medium sized businesses be found and chosen by local Spanish customers. From print to digital, Páginas Amarillas delivers a range of solutions to help its customers find the perfect marketing mix for their business.

With DocuSign in place, Páginas Amarillas is benefiting from utilising a digital platform to improve the customer experience and strengthen relationships.

Challenge

From building a home on the web to helping a business be found on Google, Páginas Amarillas prides itself on being the only marketing department its customers will ever need. The company combines the latest in digital marketing technology with decades of local marketing experience to help businesses achieve their ambitions.

In order to do so, Páginas Amarillas has to get to know its customers and their businesses individually. As the company provides digital products and services, it wanted to add value to the customer journey by making the last piece of the puzzle, the contract signing, completely digital.



Top Benefits Achieved

- ✓ Cost savings of €30,000 per annum
- ✓ Immediate productivity gains, enabling the sales team to focus on selling
- ✓ Improved customer experience
- ✓ Complete, real-time visibility into every aspect of its transactions

Before DocuSign, we had a manual process. That process was very slow, as we had to handle physical documents

Israel Díaz Domínguez, Head of Cloud, Infrastructure, Telecommunication and Engineering Services at Páginas Amarillas, describes how the company has witnessed an increase in usage across mobile platforms to conduct business transactions, "Our customers want to interact with their clients through their mobile phones via the Internet, so we need to give them a wide range of digital products and services."

The need for an electronic signature solution became apparent as Páginas Amarillas had a convoluted signing process in place, with customers having to scan and post documents, as Israel Díaz explains, "Before DocuSign, we had a manual process. That process was very slow, as we had to handle physical documents. We were looking for a real-time, digital solution that would quicken the process."

The key drivers for Páginas Amarillas when investing in an eSignature solution were to enhance the customer experience whilst speeding up the contract execution process.

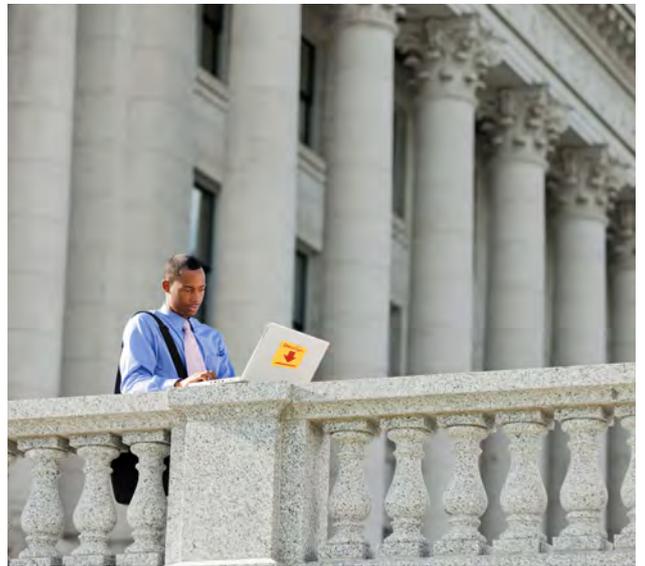
The Resolution

While reviewing the company's lengthy procedures, it was clear that these could be streamlined with the implementation of DocuSign's eSignature solution.

Israel Díaz was initially impressed by the ease at which the solution could be implemented; "It was very easy to integrate DocuSign with Páginas Amarillas processes because the API was very easy to use and very powerful."

Páginas Amarillas opted for DocuSign's Business Edition to nurture its transactions moving forward, with the aim of aligning its manual contract process with the rest of the digital offering, which it provides so successfully.

"It didn't make sense that we should sell a digital product with a contract process that required our customers to sign on paper," says Israel Díaz, "We therefore looked for a new piece of technology that would work with what we had in place, to create a new and complete system. We realised that DocuSign is the most suitable technology that we needed for our process."



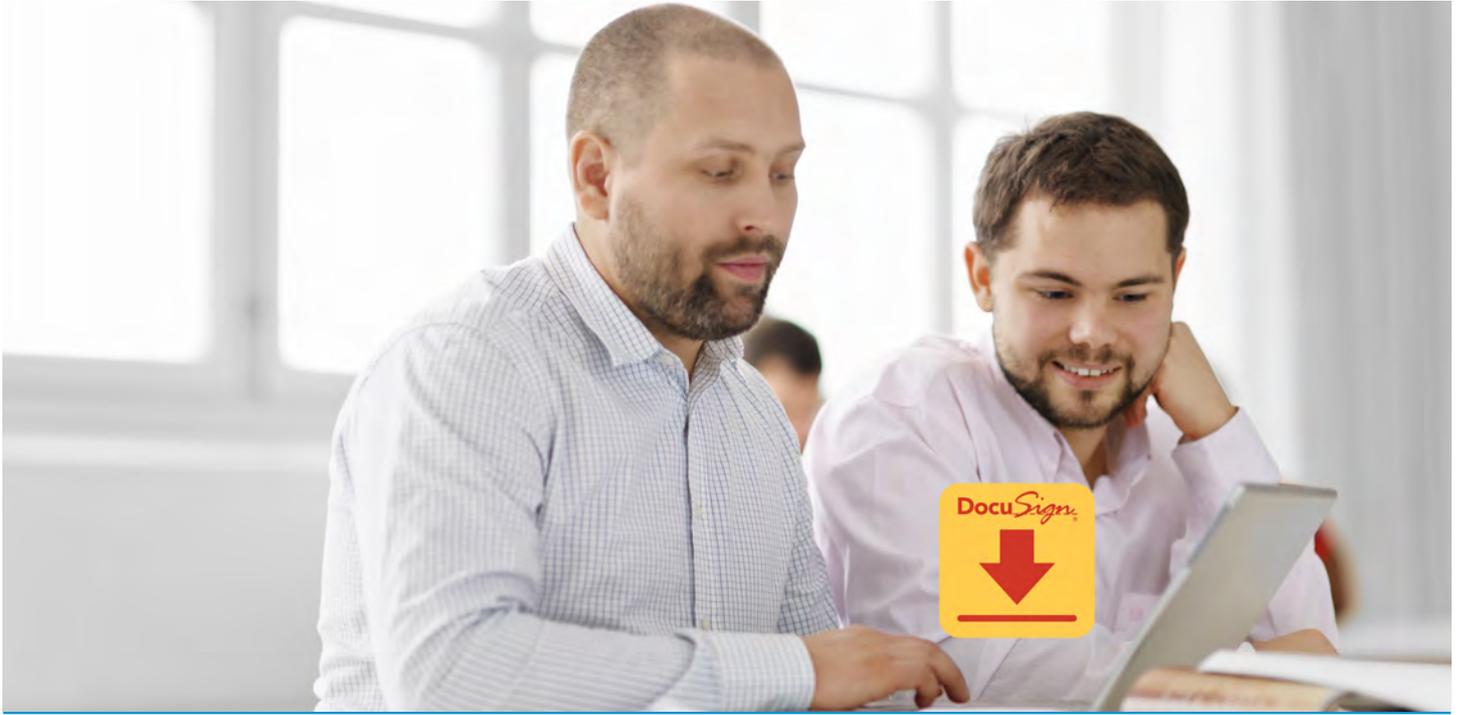
We have saved around €30,000 per year, but the most significant benefits are the time savings; making the most of Sales Team o Páginas Amarillas' time, and providing a really good experience to our customers."

Israel Díaz Domínguez,
Head of Cloud, Infrastructure,
Telecommunication and Engineering
Services



DocuSign, Inc. (DocuSign®), The Global Standard for Digital Transaction Management® helps organizations achieve their digital transformations for dramatic ROI, increased security and compliance, and better experiences for customers, partners, suppliers and employees. DocuSign automates manual, paper-based processes with the only open, independent, standards-based DTM platform for managing all aspects of documented business transactions. DocuSign empowers anyone to transact anything, anytime, anywhere, on any device securely.

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Páginas Amarillas can go from start to signature in hours instead of weeks

The Key Benefits

Páginas Amarillas has experienced a significant return on investment; substantial hard cost savings coupled with immediate productivity gains.

The team at Páginas Amarillas is able to prepare and manage documents to transact business from any device, at anytime and from anywhere. This has resulted in little or no time or money wasted on slow, error-prone, paper-based processes.

“We have saved around €30,000 per year, but the most important benefits are the time savings; making the most of our sales peoples’ time and providing a really good experience to our customers,” says Israel Díaz.

Páginas Amarillas now has complete, real-time visibility into every aspect of its transactions — who has signed, who has declined, and who’s next in turn to sign. Within the DocuSign dashboard, Sales Support Team can check the document status, run reports and see audit trails.

This has produced a fully digital experience; end to end, according to Israel Díaz, “For Páginas Amarillas, it’s very important to manage our documents from the very beginning to the end. It’s equally important to have the information on who signed the contract, where they signed the contract, and the sales person involved in the signing process.”

The Sales Support Team can set automatic reminders and is notified at every step of the process; thereby accelerating the sales cycle to help Páginas Amarillas be closed more to their customers. With DocuSign, Páginas Amarillas can go from start to signature in hours instead of weeks, so the Sales Reps Team is empowered to spend more time selling and less time chasing paperwork.

“Thanks to DocuSign, we have the information in real time and we can start producing our products immediately, instead of waiting for a paper document,” says Israel Díaz, “We used to spend a lot of time doing paperwork but now, with DocuSign, we use this time talking with customers.”

In a business culture that’s grown to expect immediacy, Páginas Amarillas has made it easier for its prospects and customers to do business with the company by reducing the time and hassle to open an account and acquire its products.

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