

Solgari Cloud Communications Revolutionises the Telecommunications Industry with DocuSign

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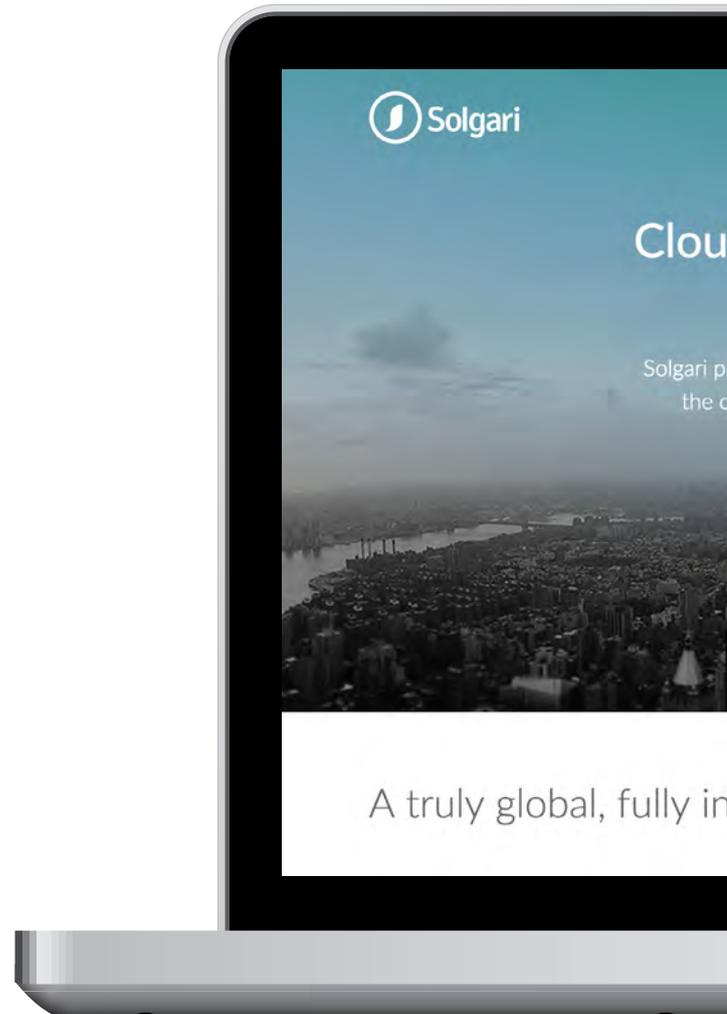
Company's Top Objectives

In 2011, Solgari Cloud Communications launched an entirely new telecommunications platform. This cloudbased platform meets all telecommunication and software requirements anywhere in the world, serving the needs of straightforward PBX users all the way up to the most advanced contact centres. The company is revolutionising communications for forward-thinking organisations around the world, and required a digital transaction management solution to facilitate the growth of the company's innovative model.

Challenge

Solgari runs all of its technical on boarding through Salesforce and the team built out a bespoke process for when a lead turns into an Opportunity. This process involves five different phases until the customer is fully on boarded. In order to keep it streamlined, Solgari required a digital workflow tool that would integrate with its own process and Salesforce alike.

Edward Grant, Chief Financial Officer and Co-founder, describes the unique makeup of the platform, "This is an enterprise-class cloud telecommunications service that we provide, so each customer typically doesn't have the requirement that the previous customer had. Once we capture the client's details we need to run a technical review and sign-off, and commence the on boarding process swiftly."



- ✓ Customer on boarding reduced by days, and weeks in some cases
- ✓ Seamless integration with existing processes
- ✓ Contracts now signed within 1 day rather than weeks
- ✓ Slick and professional user experience

Solgari therefore sought a solution that could enable a quick and easy sign-off, while allowing the initial invoice to be placed on the contract electronically.

The Resolution

Having previously sent contracts via email, Grant explained how Solgari adopted DocuSign in 2013 due to the open availability of its APIs, which could be incorporated in to its own, "I was aware that DocuSign could fit in to the Solagri process very neatly, so we started using it initially outside of Salesforce and thought it was fantastic; our customers preferred signing electronically. Once we saw it working within that instance, we positioned it in the middle of our process so that contracts were issued straight out of Salesforce to the contact."

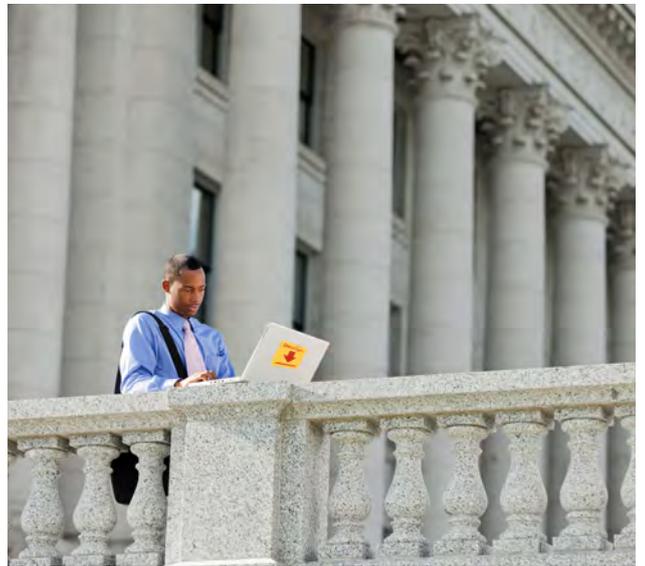
With DocuSign for Salesforce, you can quickly pull in data from Salesforce like contact names and PO numbers and then either sign documents or send them out for signature directly from Salesforce. Completed documents are then returned to Salesforce and data is automatically updated to your Salesforce records, for a completely seamless experience.

"We're a massively innovative cloud business within the telecommunications space so we adopt the cloud for absolutely everything. We use SharePoint for marketing documents, Salesforce for CRM and support, and of course DocuSign for transaction management. In terms of running the business, it's all done in the cloud," says Grant.

The Key Benefits

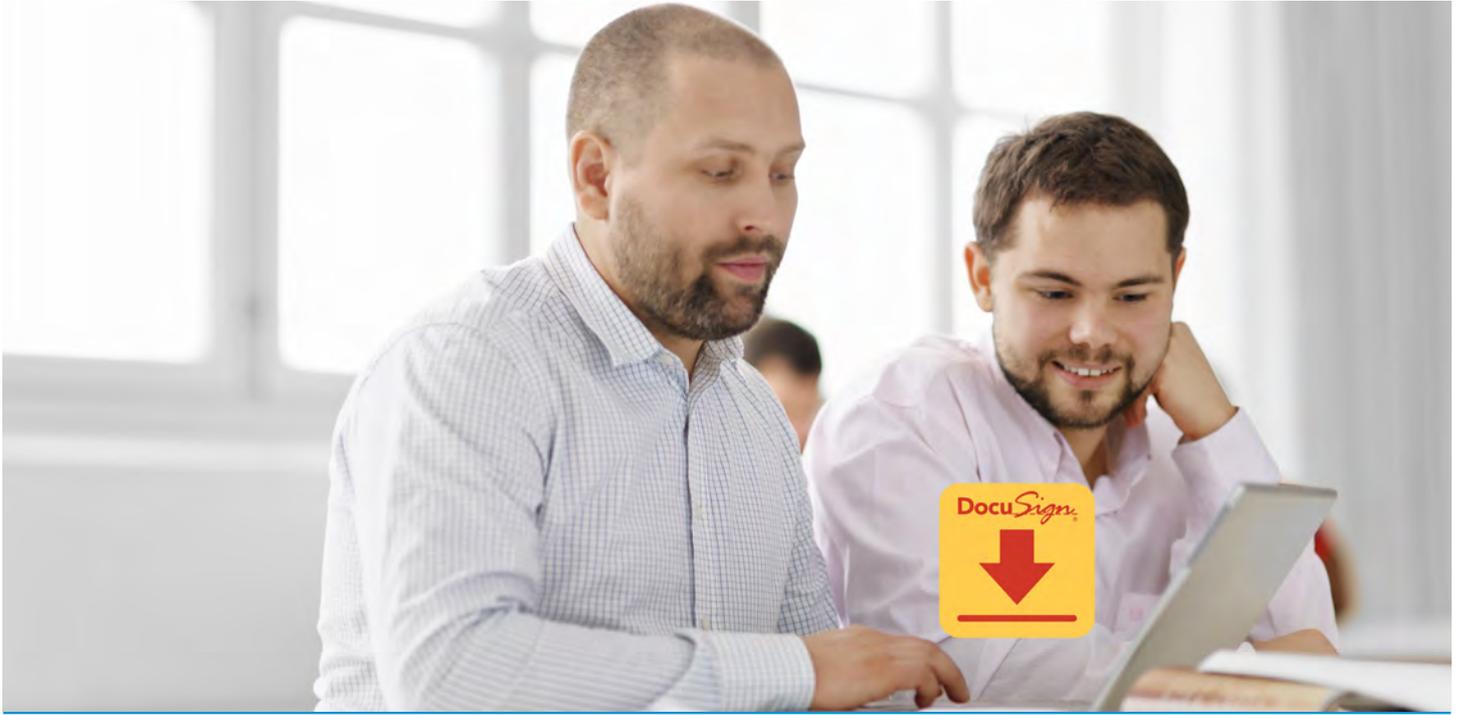
The impact of this at Solgari has been far-reaching, with the time to on board customers reducing by days, and weeks in certain circumstances. The customer is routinely prompted to sign the contract from the Solgaribranded email reminders that are sent automatically via DocuSign, which Grant views as "absolutely brilliant" – removing the time and effort spent pursuing the customer manually.

"We have only seen positives. Firstly, it's very to easy to use, whether it the stand-alone product or within Salesforce," says Grant, "In terms of filing, the documents can be held in DocuSign in addition to our own and templates allow us to speed up contract execution." Templates can be utilised for the documents and processes the business uses frequently, reducing errors, ensuring compliance, and increasing efficiency. Users can conveniently drag and drop data fields directly from Salesforce, and specify who should receive the contract in what order.



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Edward Grant,
CFO & Co-Founder



DocuSign has become a fundamental component of the Solgari process

Once the client has been through Solgari's technical evaluation and the contract is presented, a contract is typically signed within one day, versus the previous situation where the team wouldn't know the status of the document and it could take a couple of weeks.

"From a process perspective, that's a brilliant turnaround. From a revenue recognition perspective, as a CFO, it's also really important. The sooner we get them to sign, the better," says Grant.

Now the contract is provided with the invoice to the client simultaneously, and DocuSign has become a fundamental component of the Solgari process, which is now completely digital, adding to the slick and professional user experience. "It's one of the best I've seen in terms of a software-as-a-service application. It's extremely easy to make changes to documents when required, and moreover it's had a very positive impact on our business."

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