

Sparked Sees ROI in 6 Months with DocuSign

Technology solutions consultancy shortens the sales cycle dramatically by acquiring signatures electronically

Company's Top Objectives

Founded in 2008, Sparked is a technology solutions consultancy that enhances companies' online communication and collaboration. Headquartered in Amsterdam, Sparked is one of the most innovative players in the market for Office 365 and SharePoint, belonging to a very select group of Dutch Microsoft Partners. It has been awarded Microsoft Partner of the Year Finalist in 2013 & 2014.

Sparked partnered with DocuSign to streamline its sales order processing, thereby shortening the sales cycle by leveraging DocuSign's electronic signature solution.

Challenge

Sparked's business is centred on mobile and cloud technology. Having originally started making apps, the company recently moved in to the CRM space in order to provide integrated solutions rather than individual products.

One of the core attributes of Sparked is ease of use. The company therefore sought to implement an electronic signature solution that would emulate this philosophy, making it quick and easy for Sparked to attain the signature of a potential client.



Top Benefits Achieved

- ✓ ROI experienced within 6 months of implementation
- ✓ Increased organisational productivity by dramatically shortening the sales cycle
- ✓ Improved customer satisfaction, enhancing the company's reputation
- ✓ Facilitated a move to a paperless office

Sparked improves its brand reputation and increases its responsiveness to ever-changing market

Laurens Frijters, Co-founder & CEO of Sparked, describes the company's objectives, "Sparked designs and delivers what we call the 'modern workplace'. We aim to close the gap in perception between what people find very normal at home, and what they have not yet experienced at work, namely, easy functionality."

The goal is to bring together technologies in creative ways to facilitate new business scenarios that will make a difference to its customers. However, the company was using archaic methods for acquiring signatures that did not match its innovative nature for optimising technology.

Sparked was sending a contract for signature via email, where its customers were then required to print and sign the documents, before scanning them and emailing them back to Sparked. This delayed the sales effectiveness of the organisation due to the amount of long-winded steps that were involved in the process.

Inspired by agile development, Sparked works closely with its customers to deliver fast results and achieve high customer satisfaction. The company has an entrepreneurial culture, a passion for technology and a motivation to bring customers to the next level, so required an innovative digital solution that would streamline its sales process and improve the experience for its stakeholders.

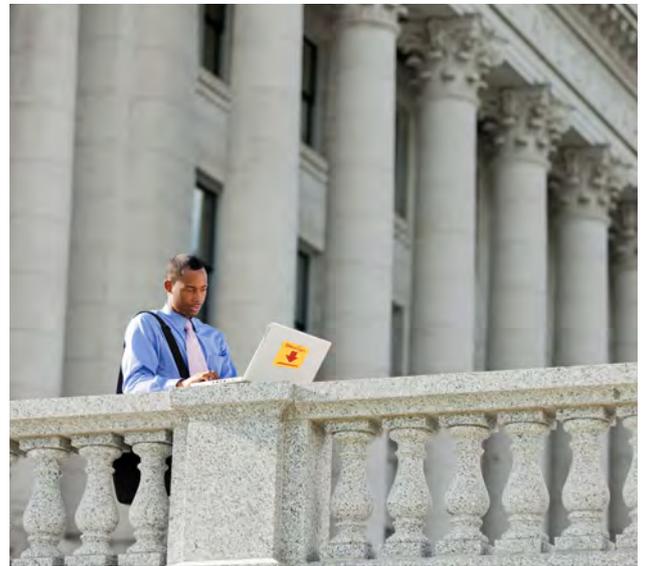
"What we do, together with organisations, is see how they can make the most of cloud and mobile technology. These are significant developments where we deliver the modern workplace," says Frijters.

Sparked is also working on a pioneering solution that brings Office 365 and CRM apps together. The company believes that this approach will deliver added value to its customers, and so required a product that is deeply integrated with the Microsoft Suite.

The Resolution

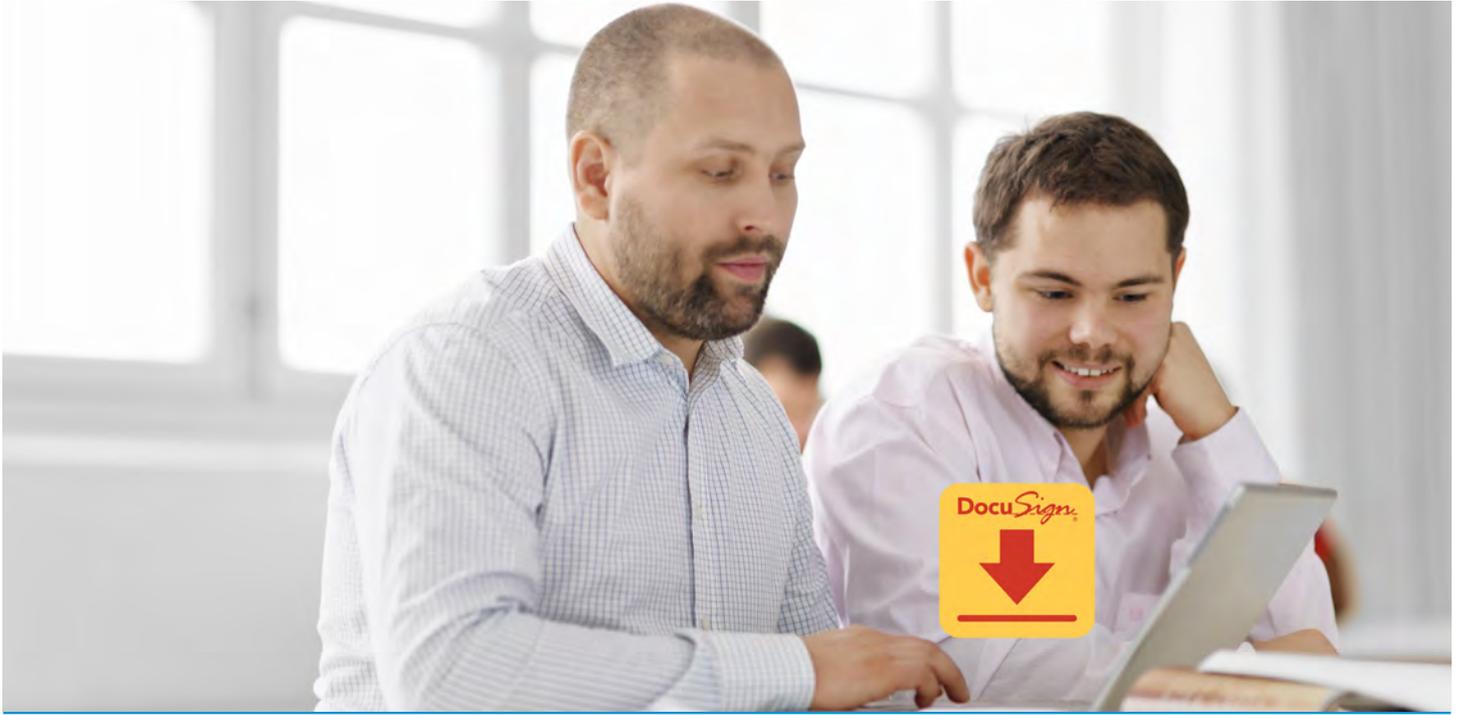
Sparked chose DocuSign, chiefly due to the long-term strategic partnership it has with Microsoft. DocuSign has made its industry-leading eSignature apps and Digital Transaction Management functionalities widely available to businesses and consumers within Microsoft products.

"The fact that DocuSign is integrated with Microsoft is for us a logical, but also a very positive development. It allows us to serve an even larger group of knowledge workers with cloud technology, and for this, DocuSign is the last piece of the puzzle to finally move on to working completely digitally," says Frijters.



Implementing DocuSign means that not only are we able to save time and make the organisation more productive, but it also makes it easier, faster and more pleasant for people to sign their documents and do their work, and that is good news."

Laurens Frijters
Co-founder & CEO



Sparked improves the productivity and customer service of its clients by showing them how to get the most out of technology. This improves the performance of its clients and makes their business more adaptable to the changing future and competition, so it was natural for Sparked to align with a productivity tool such as DocuSign for its sales order processing.

"DocuSign makes it possible not only to create and share documents, but they can actually be signed digitally as well. That means that we can do this not only in a fixed workplace, but also on the go, using a smart phone," says Frijters.

The Key Benefits

Since implementing DocuSign, Sparked has seen the time it takes to turnaround contracts reduce considerably, as it has automated a previously time consuming and costly sales process, as Frijters explains, "Using DocuSign accelerates the dialogue around contracts and bid tenders with our customers, so we can shorten the sales cycle dramatically." Customers no longer have to follow the slow methods associated with signing contracts manually. As a result, Sparked has strengthened its reputation as a leading cloud consultancy in the Netherlands.

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Sparked has experienced a great ROI on the product, having gained payback within as little as six months since implementation. Sparked now has full visibility in to the status of a contract through the dashboards within the DocuSign portal, so rather than performing administrative tasks, the team at Sparked can concentrate on business development.

"DocuSign is an important partner for us because we see that it really is one of the best kept secrets for doing work completely digitally," says Frijters, "All this together means that working digitally with DocuSign saves time, and therefore costs. Your organisation is responsive. In addition, you also save trees along the way, since you simply no longer work with paper."

DocuSign | The Global Standard for Digital Transaction Management®



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