

# USB2U Closes More Deals Faster with DocuSign

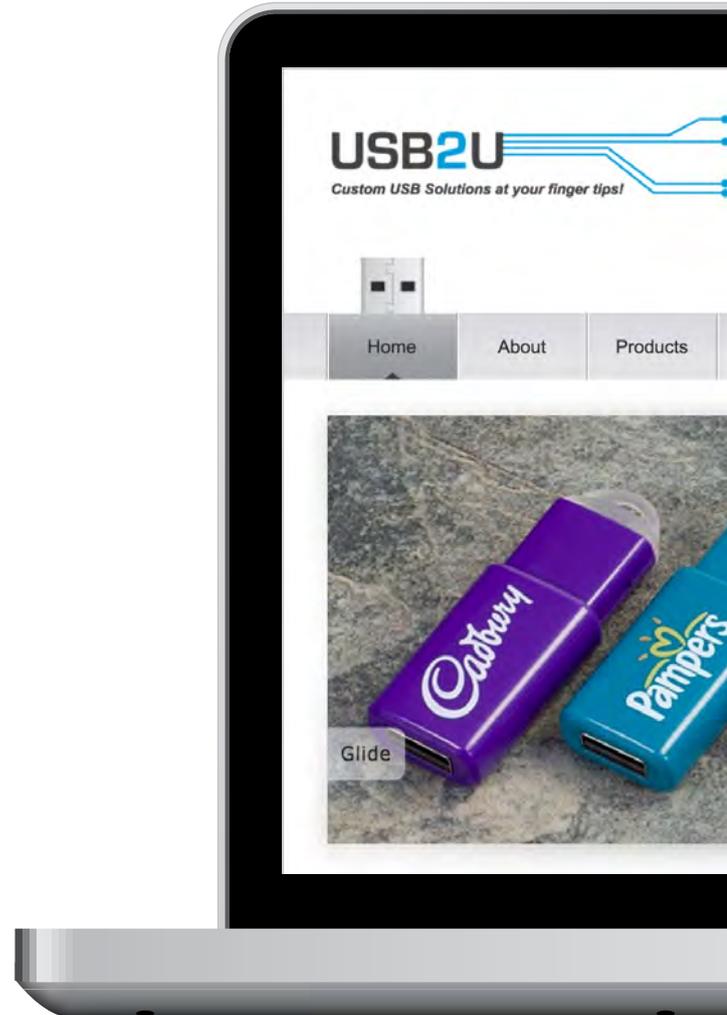
80% of documents now returned within 4 hours by using electronic signatures

## Company's Top Objectives

USB2U is one of the UK's leading suppliers of promotional and branded USB flash drives. The organisation supplies hundreds of thousands of USB sticks printed with its customers' logo each and every year. Their customers range from SME's up to large corporations such as Microsoft, BT, Intel, Tesco, Barclays and UBS, as well as schools and universities.

## Challenge

USB2U sends hundreds of contracts out every month, however they were having difficulty getting the documents finalised. It therefore required a solution that would reduce the turnaround time of its contracts. The Co-Founder of USB2U, Phil Battison, explained, "Our transactions are not classic online transactions where a consumer buys our product, and pays for it with a debit card at the end of the shopping experience. 98% of our business is a business-to-business process governed by a formal business contract. Therefore we need a signature in place."



## Top Benefits Achieved

- ✓ 80% of documents returned within 4 hours
- ✓ On average 1-2 days lead-time saved
- ✓ 5 less complaints per month that previously arose from having to fax, scan or post order forms
- ✓ Orders now completed within a matter of minutes

# USB2U has saved on average 1-2 days lead-time

USB2U has grown rapidly in the eleven years it has been trading and it sought a platform that would facilitate its upward trajectory, by streamlining the contract process, “We get customers to the point where they want to buy from us, but then asking them to actually print off and scan, fax or take a photo and send the contract back on their smartphones was the difficult last piece. That then delayed the conclusion of the contract and therefore made our sales team’s life much more challenging” Battison said.

## The Resolution

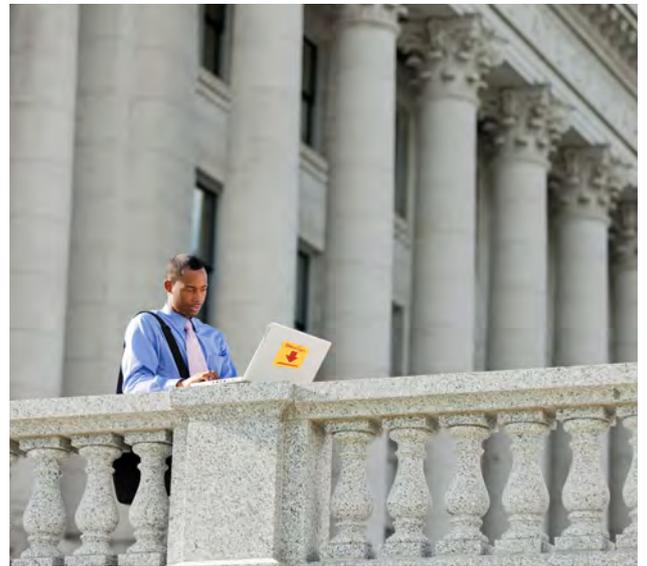
USB2U identified eSignature as a means to explicate their challenges. Having previously signed documents with DocuSign for Salesforce, the company selected DocuSign due to its ease of use and open APIs that facilitate a direct integration into Salesforce – a fundamental part of USB2U’s day-to-day business. Battison elucidated, “We’ve been a Salesforce customer for two-and-a-half years and we know that they are a strong advocate of DocuSign and use DocuSign’s solution as part of their process.”

USB2U’s products are typically ordered for press events, conferences and seminars, so customers have a deadline on the order. Thus due to the time critical nature of the products they provide, USB2U opted for DocuSign’s solution, with Battison also citing the speed of execution, “What we can’t afford, and the customers can’t afford, is a day or two delay while the customer prints a contract, signs, and faxes it back to us. So DocuSign seemed like a great solution for us to deal with that particular issue and get documents signed and returned quicker than we had historically seen.”

## The Key Benefits

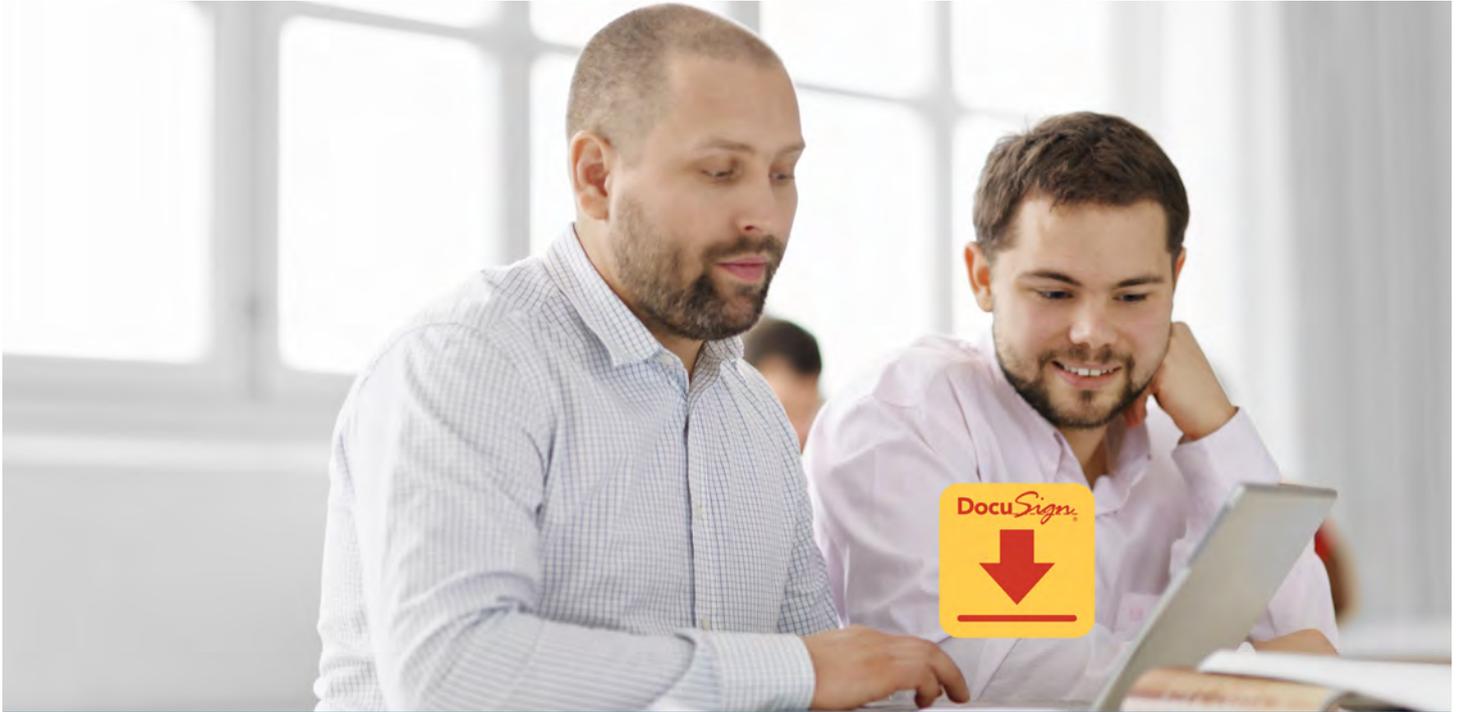
DocuSign’s integration was “smooth, easy and painless to achieve” as Battison describes. Consequently, USB2U has saved on average 1-2 days lead-time. “We’re not getting as many abandoned contracts. People aren’t going to competitors because they have to print the documents, sign and send them off.

“It’s a fantastic unique selling point for us to have and a point of differentiation in terms of the service we offer. Rather than spending time chasing signed order forms we’re now able to spend more time supporting our customers and getting new business.” They can agree via an email or phone call and we can follow it up within minutes with a document that they sign and send back – it removes the opportunity for them to rethink the decision.”



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**Phil Battison,**  
**Co-Founder of USB2U**



Like all new processes, the return on investment is an important determinant. Now that contracts aren't being left unsigned and the sales team are able to execute them much more quickly, Battison's view is that "the system more than pays for itself."

Aside from the immediate monetary benefactors however, there was also a dramatic speed improvement cited in the contract execution that is continuing to enhance the customer experience, with 80% of documents now returned within 4 hours. "It really benefits our business as it demonstrates our continued investment in wanting to provide a very seamless, tight solution to our customers and the feedback we get is extremely positive" Battison said.

The company is now receiving five less complaints per month that previously arose from having to fax, scan or post order forms, "We're also seeing some orders completed within a matter of minutes which simply didn't happen before the introduction of DocuSign."

This in turn offers a definitive competitive advantage that keeping business digital provides, as Battison explained, "The customers are delighted that they've been able to DocuSign, get the contract concluded and out of the way. It therefore

puts us ahead of the game. It's a fantastic unique selling point for us to have and a point of differentiation in terms of the service we offer. Rather than spending time chasing signed order forms we're now able to spend more time supporting our customers and getting new business."

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