

Webrecruit Decreases Risk, Builds Brand with DocuSign

Salesforce Dashboards now accurately reflect revenue to be received

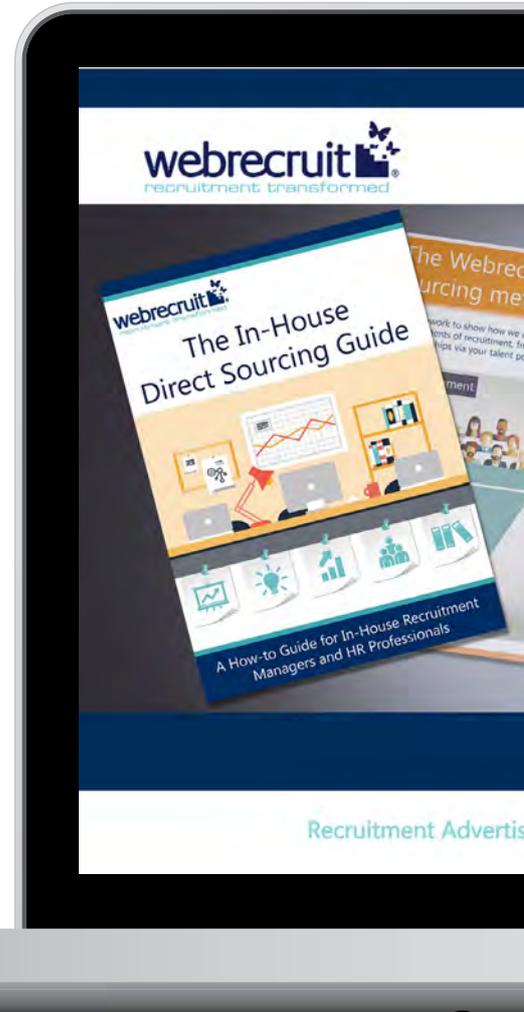
Company's Top Objectives

Founded a decade ago, Webrecruit offers the UK's first fixed-fee recruitment model to reduce recruitment spend and make top talent accessible to everyone. As the company was looking to grow internationally, Webrecruit implemented DocuSign as part of the talent recruitment process, decreasing risk and providing a better brand experience for customers.

Challenge

Webrecruit's online recruitment service allows employers to recruit top talent at previously unachievable rates thanks to a smooth, convenient online application process for candidates. This untraditional approach means that Webrecruit accumulates the costs associated with each hire up front, often before the client has been invoiced. Webrecruit has always maintained a very low cancellation rate, but the firm sought to further reduce it to drive even better business results.

"Traditional recruitment agencies don't worry about having signed terms and conditions in place," said Chris Edwards, project manager at Webrecruit. "They take the risk that as long as they have emailed T&Cs to the customer – regardless of whether they've been signed or even read – that they are protected. At Webrecruit we wanted to put a stronger system in place to drive deeper commitment with our employers and candidates."



Top Benefits Achieved

- ✓ Salesforce Dashboards now accurately reflect revenue to be received
- ✓ Decreased risk
- ✓ Faster response times and deeper commitment from customers

Webrecruit looked for an electronic signature solution to accelerate its processes

Cancellations presented a potential risk: Webrecruit may do all the work required on a hire, but sometimes before the opportunity goes live the job is cancelled. As such, Webrecruit wanted to put in place a secure process for terms and conditions to be quickly and easily signed off by customers to guarantee payment before the start of projects.

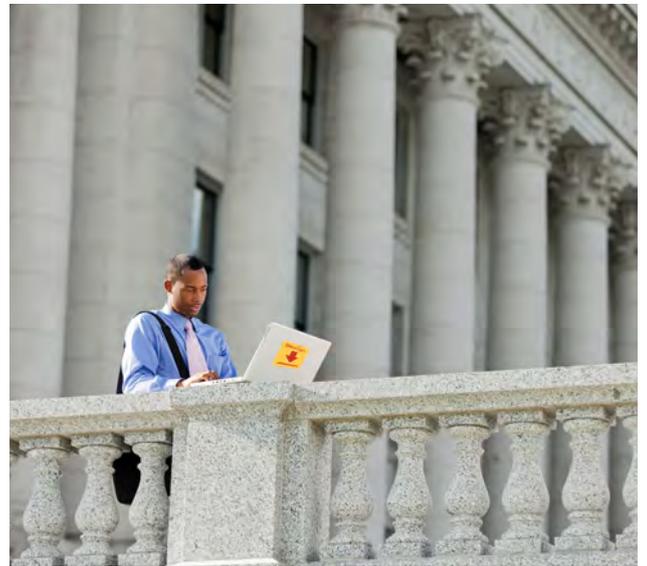
The Resolution

Webrecruit looked for an electronic signature solution to accelerate its processes and capture rapid sign off of those terms and conditions. It was important to Webrecruit that the solution integrate seamlessly into Salesforce and be easy for customers and salespeople to use—while being trusted and secure for their business. After evaluating several eSignature providers, Webrecruit chose the global standard for eSignature, DocuSign.

The Key Benefits

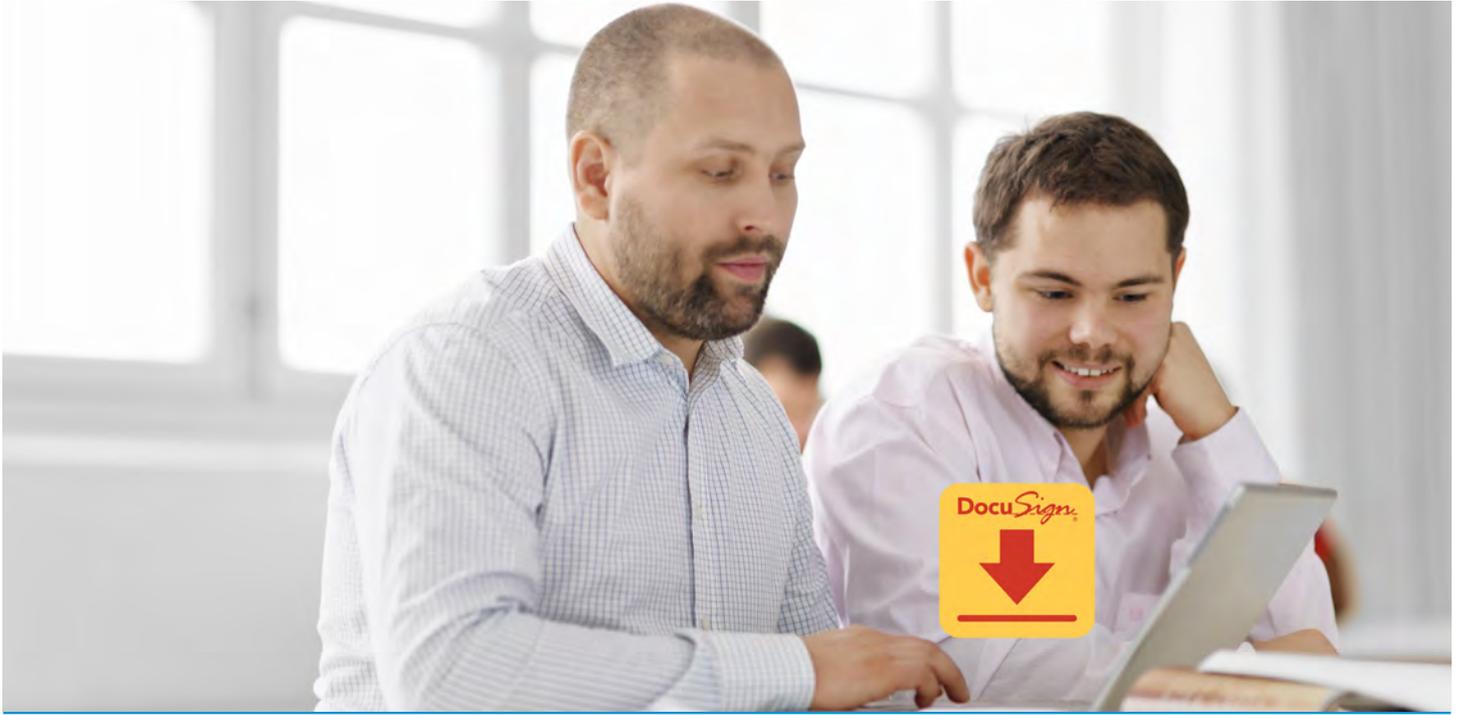
“DocuSign has helped WebRecruit mitigate risk and ensure revenue attainment in our business,” said Edwards. “With an innovative model like Webrecruit, where we charge people hundreds to recruit rather than the thousands that is common, DocuSign has helped us drive deeper commitment with our customers and recruits, giving us real confidence that the hires we are working on are true and the figures in our Salesforce dashboard are accurate.”

For customer relationship managers, Webrecruit’s process is simple: they create an Opportunity in Salesforce, and from within that Opportunity they click a single button to send the T&Cs for signature. Only after the terms and conditions have been DocuSigned can the Opportunity be closed as won. The process then moves to the delivery cycle. Today, every advertised job vacancy is DocuSigned.



DocuSign helps Webrecruit recognise revenue effectively, offer our competitive solution for top-level recruitment, and make it possible to open our first North American office”

Chris Edwards,
Project Manager



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"We have had great customer feedback on DocuSign. One customer was on a climbing holiday and needed to get a vacancy advertised quickly—before he got back to his desk in the UK," said Edwards. "With DocuSign he signed it off on his iPhone whilst he was away."

Webrecruit has found that DocuSign has helped strengthen their reputation and brand. "Putting DocuSign in place with a formal terms and conditions document has meant that our customers view us as a professional, well-structured recruitment agency," said Edwards. "Our customers even come to us for advice on their terms and conditions. It is great to realize that our customers are not only using our service, but that they see us as a technology thought leader which in turn gives us great brand recognition."

Edwards added, "DocuSign helps Webrecruit recognize revenue effectively, offer our competitive solution for top-level recruitment, and make it possible to open our first North American office."

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