
Yamaha gets in tune with DocuSign eSignature for Salesforce.

In 1887, Torakusu Yamaha built his first reed organ and began taking orders. In 1900, Yamaha began manufacturing upright pianos. The rest is history. From its humble beginning in Japan more than 100 years ago, Yamaha has grown into the global leader in the design and manufacture of both musical instruments and video/audio products. Today, Yamaha's products have won the world over with their superior quality acoustics, design, technology, and customer-oriented services.

An error prone, and month long contract cycle.

As the world's largest manufacturer of musical instruments, Yamaha caters to an extensive dealer network made up of thousands of locations. These locations range in size from smaller Mom-and-Pop dealers to large, national chains. Prior to implementing DocuSign eSignature and digitising its transaction workflows, Yamaha's process for sending, signing, and archiving contracts for this dealer network was paper-based and completely manual. Each time a dealer contract was up for renewal, Yamaha would assemble the paperwork, send it for signature through FedEx or UPS, and then wait for it to come back. 70% of the time, paperwork was returned incomplete, either containing unintentional errors or requests for terms to be altered. Yamaha would draw up the paperwork again and resend, often extending the contract cycle over 30 days and racking up monthly courier charges.

"Sometimes contracts would be lost altogether, and then we'd have to start from scratch," says Michael Machado, CRM Manager at Yamaha Corporation of America. "We had zero visibility into what phase of the cycle contracts were at, whether they had actually found their way to our dealers or not. And at the end of the day, when contracts would finally return to us, we still had to rekey all that data into our systems, and that could be time consuming and was also prone to error."

In search of a way to increase transparency and simplify the contract cycle for both employees and its extensive dealer network, Yamaha began investigating options for digitizing and automating its contract process.

A harmonious integration.

When the search for a digital solution began in 2007, Yamaha considered offerings from three different providers. Ultimately, DocuSign's customer-centric design, data security and expansive partner ecosystem made it the best fit for Yamaha.

Results

Days

or minutes to complete contracts,
down from months or weeks
before DocuSign.

Zero

contract errors, down from 70%
of contracts containing errors
before DocuSign

£12,000

saved per month in courier services.

Positive

contract experience for customers
and employees.

Today, Yamaha employees use DocuSign's integration with Salesforce and the partnership with Drawloop to digitally manage contracts. To send out a contract, Yamaha employees simply locate a customer's information in Salesforce, select the document(s) to be auto populated with customer information by Drawloop, and then send the paperwork to be signed electronically via DocuSign. With DocuSign, Yamaha can easily monitor the status of paperwork and send automatic reminders to customers to expedite lingering tasks. When a contract is completed, it returns to Yamaha via DocuSign and any information or changes are automatically updated in Salesforce.

After several years with the product, Yamaha employees and customers continue to applaud DocuSign.

Reaping the rewards of a customer centric business.

When Yamaha first implemented DocuSign eSignature, they were immediately able to eliminate the monthly cost of sending contracts through courier services like FedEx and UPS. This cost savings was further complemented by time savings in various areas. Not only did the digital nature of DocuSign allow employees and customers to send, open, review, and sign documents much more quickly, but the platform's ability to automate and direct the signing experience also led to an elimination of errors which in the past had caused significant delays. "We used to experience errors in 70% of our contracts," says Machado. "That meant we'd have to draw up new contracts, resend, and wait again. With DocuSign, we've been able to eliminate those types of problems, and instead of contracts taking weeks and months, we are getting everything filled out and signed correctly in days and minutes." Additionally, DocuSign's integration with Salesforce automatically stores and updates

customer information, so Yamaha employees no longer spend time rekeying information and risking more errors.

Yamaha also reports that DocuSign helps deliver an excellent customer experience. "When we were first looking at tools for automating our paperwork, we knew we wanted something that was intuitive and could replicate the signing process, so that the new technology would be as easy as possible for our customers to adopt," says Machado. "DocuSign's platform does all of this, and the fact that it works on any device makes it easy for our customers and employees to do business on the go, whether they are travelling or working remote."

Another benefit of DocuSign is that it has given all of Yamaha's paperwork a single, unified, branded look. Machado explains, "Before DocuSign, each of our sales divisions – the keyboard division, band and orchestral division, pro audio division – had different sales agreements. If a single dealer wanted equipment from different divisions, they would receive different sets of paperwork, and this could be confusing." Machado reports that with DocuSign, all the agreements are now the same. This type of unified image is important for Yamaha.

"It's very gratifying after being with DocuSign for several years and seeing it develop into the world leader for electronic signature to know that we made the right choice."

Michael Machado
CRM Manager

About DocuSign

DocuSign helps organisations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.

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