



Angie's List Increases Productivity by 90% with DocuSign for Salesforce

Summary

- Lowered printing and distribution costs by 90%
- Improved productivity up to 90%
- Accelerated revenue realization by 1.5 days

Angie's List is a US-based website that aggregates "word-of-mouth" reviews of service providers to enable consumers to make informed purchase decisions. Launched in 1995, the company is based in Columbus, Ohio, and has been recognized as one of the 100 fastest-growing inner city businesses in the country. The Angie's List website includes detailed reviews on roofers, plumbers, house cleaners, dentists, and other service providers. The company estimates that its national customer base now exceeds 1.5 million households. With DocuSign, Angie's List successfully lowered printing and distribution costs, increased productivity and accelerated revenue.

Challenge

Angie's List generates more than 50,000 advertising agreements per year. Processing all of this paperwork manually had become a burden for staff. "Between printing, distribution, and project management, it had become costly and really cumbersome just getting sign off on documents," said Angie Hicks, chief marketing officer and co-founder of Angie's List. "The paperwork was threatening to overshadow our ability to achieve strategic business goals, and we knew we had to find a solution."

Solution

Looking for an eSignature solution to address its situation with advertising agreements, Angie's List found DocuSign for Salesforce. The seamless integration of DocuSign within Salesforce allowed the sales team to continue to use its primary CRM system.

Results

Since implementing DocuSign for Salesforce, Angie's List staff have significantly streamlined processes

Angie's list

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Angie Hicks
Chief Marketing Officer

around advertising agreements and letters of intent. Even the new hire paperwork is being processed more quickly with DocuSign. According to Hicks, "Being able to electronically distribute paperwork, and track and confirm execution of signatures, has really made a difference for us. We've reduced our document turnaround time by 60%, and are saving more than \$9 per document in processing costs."

Angie's List has also been able to significantly reduce overhead, lowering printing and distribution costs by 90% through DocuSign. Productivity has improved, with less time now needed to create, distribute, manage, process, scan, and store paper documents. "Our process improvements have been significant," said Hicks. "In many areas of our workflow, we've increased our productivity by about 90%. That's huge."

Prior to implementing DocuSign for Salesforce, Angie's List was experiencing longer-than-desired revenue realization cycles. With the process efficiencies enabled by DocuSign, the company has compressed its time-to-cash by 1.5 days. "Overall, we've been really thrilled with the results since implementing DocuSign for Salesforce," reported Hicks. "It's made a real difference in our business, and the investment paid for itself in less than two years."



In part thanks to its favorable experience with DocuSign for advertising agreements, Angie's List is looking to implement DocuSign's secure, legally enforceable electronic signatures across the enterprise, including Human Resources for new-hire paperwork.



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For U.S. inquiries: toll free 866.219.4318 | docusign.com

For EMEA inquiries: phone +44 203 510 6500 | email emea@docusign.com | docusign.co.uk

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