



DocuSign Helps Comcast Business Sales Reps Close More Deals On The Spot

Summary

- Reduced average number of meetings for new customer onboarding from 2.2 to 1.1
- Helped enable business to achieve growth targets
- Eliminated majority of paper-based contracts

Comcast Business, a unit of Comcast Cable, provides advanced communication solutions to help organizations of all sizes meet their business objectives. Since launching in 2007, Comcast Business initially concentrated on the small and medium sized business (SMB) marketplace. In recent years, Comcast Business has expanded its customer base to include businesses within the enterprise space as well. Today, Comcast Business serves clients of all sizes, from boutique pizza parlors and nail salons to major metropolitan hospital systems and law firms and beyond.

Challenge

Comcast Business prides itself on providing clients with industry-leading customer service, and to this end values face-to-face interactions with prospective customers over phone and email. Every day, Comcast Business Sales Representatives take to the field equipped with tablets to give live, door-to-door presentations and close deals on the spot.

Prior to implementing DocuSign, bringing on new customers was a multi-step process. If the initial face-to-face meeting with a prospective customer was successful, the Sales Rep would return to the office to prepare and print contracts for the customer. Following this, the Sales Rep may have to make a return trip into the field either to do a contract-signing or a follow-up meeting with the customer.

Additionally, with thousands of Sales Representatives in the field everyday and new contracts signed every day, printing, faxing, scanning, and filing were adding up to huge expenses. Comcast Business sought a solution that could cut down on these expenses and enable Sales Reps in the field to stay mobile and efficient.

COMCAST BUSINESS

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Terry Connell,

Senior Vice President of Sales and Sales Operations,
Comcast

Solution

After examining various tools on the marketplace, Comcast Business opted to go with DocuSign's Digital Transaction Management (DTM) platform for its ease-of-use, document management capabilities and integration with Comcast's other sales tools, which Sales Reps accessed in the field from their tablets.

Results

Since implementing DocuSign, Comcast Business's Sales Reps have been able to get more business done faster. Terry Connell, senior vice president of sales and sales operations for Comcast says, "Equipping our Sales Reps with tablets has made them more efficient in the field, but the fact that we have DocuSign, we close the loop, close the deal. DocuSign gives Sales Reps the ability to meet with a customer, draw up a proposal and contract right there, and then sign on the tablet in just one meeting."



Under this new system, Sales Reps have slashed the average number of meetings necessary for bringing on new customers, and they are putting this extra time back into delivering world-class customer service. "Now that Sales Reps have that extra time back, they can do more, talk to more customers, meet new clients, and put time in to solving their business needs," adds Connell.

Along with time savings, Comcast Business has realized significant hard-dollar reductions by cutting paper from its workflows. With DocuSign's DTM solution, Sales Reps can easily avoid scanning, faxing, and printing. Connell reports "The majority of our contracts are executed electronically today — so we can close deals without firing off a printer or lifting a pen. Connell notes that many customers are often interested to learn more about DocuSign.

DocuSign has also been an important tool in helping Comcast Business scale to growth. "We are in a rapid growth mode," says Connell. "DocuSign is one of the tools that allows us to thrive and enables us to drive that kind of growth.



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