



DocuSign – Centerpiece of XOJET’s Client Service Success

Summary

- Sped up the sales process by up to 35%
- Cut errors in half
- Achieved double-digit growth
- Improved client satisfaction
- Gained competitive advantage

XOJET, one of America’s leading private jet charter companies, distinguishes itself in the highly competitive private aviation industry by providing outstanding service to its clients, a focus that has paid off with double-digit growth. DocuSign Digital Transaction Management (DTM) has been an essential tool for XOJET’s sales team and has contributed greatly to its productivity. The ease and convenience of DTM appeals especially to XOJET’s smart, busy clients when they contract for air transportation. It also appeals to XOJET’s salespeople, who find they can book more business faster with DocuSign.

Challenge

XOJET originally considered itself to be in the airplane business, not the client service business, but EVP for sales and client service Gregg Slow made sure to change that as soon as he joined the firm. “Our sales department had no client focus when I came in,” he said. “A glaring example was the outdated pen-and-paper process we forced on clients who contracted for our services. The class of people who charter airplanes have no patience for slow, inefficient, error-prone processes. They want to be able to sign off contracts the way you can with DocuSign DTM – quickly, easily, securely and with protection from errors and omissions.”

“Often they charter a flight to get someplace fast because of an emotional event in their life – sometimes happy, sometimes sad,” Slow continued. “The last thing they want is having to wait for documents in need of signatures to be delivered or a paperwork error to be corrected.”

“ Have we recouped our investment in DocuSign? You bet we have. By 1000% we have. ”

Gregg Slow
EVP, Sales and Client Service, XOJET

Solution

Slow had used DocuSign with his previous employer, so he knew well how it could make it easier for clients to do business with XOJET. “We didn’t waste any time looking at other vendors,” he reports. “I knew DocuSign is the bellwether of its industry – the global standard. And I knew how easy DocuSign is to use and maintain. DocuSign’s ease of implementation and stellar reputation made it easy for our leadership team to see that DocuSign was the right solution.”

XOJET wasted no time deploying DocuSign. All the necessary functionality was available out of the box – no customization required, no interfaces to other applications needed, not even any user training. All the company needed to upload its contractual documents was DocuSign’s built-in document template functionality. Soon the entire company was using DocuSign DTM for all client contracts.

XOJET has found DocuSign’s mobile device support to be very valuable since clients are often on the go, away from their computers – sometimes even in flight over WiFi on an XOJET booking their next trip. The solution’s multi-lingual, international support makes a big



difference to the firm's overseas clients, who found the old pen-and-paper methods especially inconvenient. And the wealthy clients who comprise much of XOJET's client base appreciate DocuSign's tight security provisions and the anonymity they provide.

Results

Slow has succeeded refocusing the company on client service, which is proving to be the differentiator he hoped. "Many of the companies in the charter aviation business are basically mom-and-pop shops, and we win a lot of business against them by displaying professionalism. DocuSign is a big part of that," he explains. "We also win business by being faster to secure the final contract – no slow paper-based processes to wait for, and no errors and omitted signatures to cause backtracking. Faster sign offs means less time for something to go south with the client."

"DocuSign makes a big difference to everyone involved in the contracting process, especially the client," Slow concluded. "I would not want to run any kind of client service business without DocuSign."



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About DocuSign

DocuSign® is the Global Standard for Digital Transaction Management™. DocuSign accelerates transactions to increase speed to results, reduce costs, and delight customers with the easiest, fastest, most secure global network for sending, signing, tracking, and storing documents in the cloud.

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