

SentriLock Saves 1½ Hours Per Contract with DocuSign



CASE STUDY

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As the official lockbox provider of the National Association of REALTORS®, SentriLock serves real estate agents and brokers nationwide who use lockboxes to make home showings secure and convenient for buyers and sellers. With DocuSign's electronic signature solution, SentriLock has automated their processes to accelerate the sales cycle and deliver a better experience for customers.

Challenge

SentriLock's paper-based contract process was like that of many sales organizations: complicated. Once a prospect verbally agreed to the sales terms, the SentriLock sales representative would write up the contract, and put it in the mail or fax it to the customer. Then the customer would sign, scan, and email or overnight the signed document back. Printed copies of every contract were stored in folders and filing cabinets – and redistributed back to customers. Throughout the process, which took up to several months, there was often the question of who had the correct, most current version of the document, and where it was in the signature process. SentriLock was looking to make the process easier and more efficient, so they could close more business faster and manage a larger volume of business.

Solution

The SentriLock team researched electronic signature solutions for more than six months, and tried several different options to find the right fit. SentriLock selected DocuSign for its cost effectiveness, ease of use, routing capabilities, and multiple inputs and data fields, all of which would enable SentriLock to streamline their post-sale operations to accelerate speed to revenue, reduce costs, and enhance the client experience.

Results

Now using DocuSign, SentriLock saves about 1.5 hours per contract, adding up to nearly 300 hours saved to date. SentriLock is also saving on the costs of paper, printing, shipping, and other office supplies with its DocuSign enabled paperless contract process.

Using templates set up in DocuSign, sales representatives now create contracts in a few clicks to quickly and easily send agreements to



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Brent Borel
SentriLock

customers. The process takes an average of just three minutes to complete start to finish, dramatically accelerating SentriLock's sales cycle.

Signed documents are returned much faster than before. "With DocuSign we receive most signed contracts back within days—sometimes even minutes," said Brent Borel, strategic alliances and business systems developer at SentriLock. "It's really simple for our customers to use, and the routing features make it easy to ensure that the right person approves and signs the contract at the right time."

SentriLock lets customers complete initial purchase agreements directly on the SentriLock website; automatically updating data within its MySQL database using DocuSign's open and secure API. With DocuSign, SentriLock has automated processes dependent on the signed contract, delivering needed information downstream to the installation department upon contract completion. "The DocuSign API makes it very easy to develop web solutions using DocuSign's eSignature technology," said Borel. "DocuSign integrates with in-house systems to easily automate many internal processes, furthering the value that eSignature brings to SentriLock."

Based on the results achieved to date with DocuSign, SentriLock is looking to implement DocuSign's eSignature solution in other parts of the company. "DocuSign provides great benefits to the way we do business," said Borel. "We estimate that SentriLock has already earned a 300 percent return on our DocuSign investment."

Summary

- Saves 1½ hours per contract
- Earned estimated 300% return on its DocuSign investment
- Receives signed contracts within days instead of months

About DocuSign

DocuSign® is the global standard for electronic signature®. 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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