



## Kayak Reduces Contract Cycle Time from 2 Weeks to 6 Hours with DocuSign

### Summary

- Reduced the contracting process from 2 weeks to 6 hours
- Increased accuracy of ad campaigns matched to signed contracts to nearly 100%, up from 30%
- Greatly improved efficiency, status tracking, compliance, and customer satisfaction

Kayak.com is no ordinary travel website. Kayak searches hundreds of websites at once and shows you the best deals that fit your needs. Kayak makes its money by selling advertising – lots of it. Every ad sale entails an intricate contracting process that used to be an arduous, error-prone, paper-based ordeal for both Kayak and its advertisers. But that was before DocuSign Digital Transaction Management.

### Challenge

Kayak adopted Salesforce to manage its contracts with advertisers in 2009, but initially resorted to a manual, paper-based process to obtain all necessary signatures. Kayak salespeople began by creating contracts in Salesforce and making either a PDF to send via email to clients, or a printout to fax to them. Clients then had to print, sign, scan, and email documents back to Kayak. Only then could Kayak obtain the internal signatures required within its own business processes and procedures, using the same paper-based methods and culminating with another round of scanning and emailing back to the client. “It was very painful,” said Tony Leung, director of system administration for Kayak. “The process took up to two weeks and was very error-prone. Contracts were forever getting stuck in people’s in-boxes, misfiled, incomplete, or just plain lost. We had internal auditors check how many of our advertising campaigns were actually backed up by a signed contract in our system – only 30%! Meanwhile we were growing fast, especially internationally where the problems were even worse. We just had to do something.”



“We wanted the global market leader and that’s what we got with DocuSign. It’s recognized and trusted around the world.”

**Tony Leung**  
Director of System Administration,  
Kayak

### Solution

Leung and his team began researching eSignature products and realized how much they could help, but the question was which one? Leung got his answer attending a conference sponsored by salesforce.com. “It seemed like every time the subject of eSignatures came up, DocuSign was the standard,” he explained. “We looked into the product and found that it completely covered our needs. We especially liked its ease of use and support for multiple languages, which is critical to a company like ours with customers in 30 countries. We wanted the global market leader and that’s what we got with DocuSign. It’s recognized and trusted around the world.”

### Results

Kayak began with DocuSign for Salesforce and customized it to support the complex internal signing process, a task that proved straightforward because of the DocuSign Digital Transaction Management platform’s inherent support for advanced workflows. The rollout was smooth both internally and with clients. “Everybody loved DocuSign immediately,” Leung reported. “In fact,



when word started getting around about our change, advertisers started asking if they could DocuSign their contracts. Now we use it 100% of the time.”

Kayak’s signing process is now highly automated and efficient. Instead of having to contend with the cumbersome paper trail of the past, Kayak managers continually track the exact status of every contract using a dashboard the company created in DocuSign. Automatically filing signed contracts into Salesforce has reduced billing errors and eased concerns about potential legal issues. “Introducing DocuSign helped every aspect of our business – efficiency, compliance, measuring, tracking – everything,” Leung concluded. “We definitely have gotten and continue to get our ROI from DocuSign every day.”

#### 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.

For U.S. inquiries: toll free 866.219.4318 | [docusign.com](http://docusign.com)

For EMEA inquiries: phone +44 203 510 6500 | email [emea@docusign.com](mailto:emea@docusign.com) | [docusign.co.uk](http://docusign.co.uk)

Copyright © 2003-2014 DocuSign, Inc. All rights reserved. DocuSign, the DocuSign logo, “The Global Leader in Digital Transaction Management”, “Close it in the Cloud”, SecureFields, Stick-eTabs, PowerForms, “The fastest way to get a signature”, The No-Paper logo, Smart Envelopes, SmartNav, “DocuSign It!”, “The World Works Better with DocuSign” and ForceFields are trademarks or registered trademarks of DocuSign, Inc. in the United States and/or other countries. All other trademarks and registered trademarks are the property of their respective holders.



The Global Standard for Digital Transaction Management™

Follow Us

