

From Contracts to Connections: Smart Agreements to Drive Loyalty

Frustrating delays and bureaucratic hurdles can make building lasting customer loyalty feel impossible, even for exceptional CX teams. The [DocuSign and Deloitte report](#) reveals how a poor agreement process costs businesses a staggering \$2 trillion annually in global economic value.

Discover how modern agreement management can transform your customer journey and turn frustrating delays into lasting relationships. We uncovered transformational benefits that spanned from CX teams to entire organizations.

The cost of poor agreement management

A smooth agreement process means faster service and stronger customer relationships. But a clunky or non-existent one? That leads to frustration, abandoned onboarding, and lost customers.

Additional issues created by inefficient agreement management:

- Friction and delays in the customer journey
- Manual processes and disconnected workflows
- Slow, cumbersome digital experiences
- Deteriorated customer relationships
- Challenges with updating information across partners

Results

83%

of CX leaders met customer support goals using smart agreement management.

31%

saw lower deal abandonment compared to less mature organizations.

2x

more likely to outperform digital and self-service experience goals than their peers.

The agreement tools that set high performers apart

With advanced agreement management platforms, CX professionals can focus on delivering customer value and building loyalty. In fact, respondents with advanced solutions were 54% more likely to report outperforming their customer support and issue resolution goals.

With **advanced agreement management tools**, CX teams saw:

- A significant reduction in deal abandonment
- Enhanced customer support and issue resolution
- Improved digital and self-service experiences
- Increased customer value and loyalty
- Greater agility in adapting to market changes

Customer satisfaction starts with smarter agreements

Advanced agreement management solutions can transform the customer experience by reducing friction, providing actionable insights, and automating tedious, time-consuming tasks.

Is your company's agreement management process helping or hurting your customer relationships? **Take our advanced agreement management assessment** to find out.

Discover areas for improvement and unlock the advantages of a fully developed agreement management system.

Use case examples

77%

of high-performing organizations say advanced agreement management helped them exceed business goals.

“Universal updates across all 7,000 partners used to take **weeks of manual updates**; now, this effort only takes **a few hours** because we can quickly find the impact of contracts in our tool.”

**Customer Experience Leader
at an Automotive Company**

About DocuSign

DocuSign brings agreements to life. Over 1.6 million customers and more than a billion people in over 180 countries use DocuSign solutions to accelerate the process of doing business and simplify people's lives. With intelligent agreement management, DocuSign unleashes business critical data that is trapped inside of documents. Until now, these were disconnected from business systems of record, costing businesses time, money, and opportunity. Using DocuSign IAM, companies can create, commit to, and manage agreements with solutions created by the #1 company in e-signature and contract lifecycle management (CLM).

DocuSign, Inc.
221 Main Street, Suite 1550
San Francisco, CA 94105
docusign.com

For more information
sales@docusign.com
+1-877-720-2040