

DocuSign CLM Accelerates The Sales Lifecycle And Improves Productivity For Sales Teams

DocuSign commissioned Forrester Consulting to interview six DocuSign CLM customers and conduct a Total Economic Impact™ (TEI) study to better understand the benefits, costs, and risks associated with DocuSign CLM.¹ This abstract will focus on the use of DocuSign CLM by sales and sales operations teams and its value to their organizations. Sales teams are under constant pressure to identify potential customers and opportunities, present the right products or services, and quickly close deals to drive revenue for their organizations. However, they are burdened by time-intensive administrative processes that detract from selling efforts. In fact, Forrester's research finds that the average B2B seller spends only 26% of their time on customer-facing, core selling activities.² Sales teams often struggle with inefficient contract lifecycle management (CLM) processes that lead to administrative burden, slow down sale cycles, and limit the amount of time that can be spent nurturing prospects and customers, ultimately impacting overall sales and revenue performance for their organizations.



Reduction in overall contract creation and review time

94%



Reduction in drop-off contracts

70%

DocuSign CLM automates the entire contracting lifecycle to make the process easier, faster, and less risky. It provides an end-to-end solution from pre-signature activities (e.g., document generation, collaboration, workflow orchestration) to post-signature management with an intelligent and searchable repository, obligation management, reporting, and analytics. With DocuSign CLM, sales teams gain a centralized platform for managing contracts across the sales lifecycle; leverage automation, templates, and preapproved contract language; and benefit from integrations with existing business applications. These


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capabilities help sales teams to improve productivity, accelerate sales cycles, reduce errors, and ultimately drive revenue for their organizations.

INVESTMENT DRIVERS FOR SALES TEAMS

Before adopting DocuSign CLM, sales teams at the interviewees' organizations faced several challenges managing contract processes, including:

- **Lack of visibility and version control reduced selling time.** Interviewees said their organization's sales teams faced difficulties in tracking the status of contracts and having a centralized view of all contract-related information, reducing the time they could dedicate to selling. With contracts being handled in isolated systems and no unified repository, the lack of visibility across the organization made it difficult for sales to track document versions and statuses. This limited the time they could spend nurturing sales opportunities to close deals and drive revenue.
- **Inefficient manual processes led to delayed deals.** Many interviewees highlighted the significant time spent on manual contract management processes by sales personnel, and they said the administrative burden associated with manually drafting, sending, tracking, and storing contracts was a significant challenge. These manual processes were not only time-consuming, but they also delayed sales cycles.
- **Human errors resulted in unfavorable contract outcomes.** The manual management of contracts introduced the risk of errors due to miscommunication, incorrect data entry, and the difficulty of tracking contract changes and approvals. These errors further hindered sales teams' ability to close deals efficiently as they resulted in extra cycles of revisions and clarifications. They also increased the risk of unintended contract obligations that could result in diminished sales performance and impacts to revenue.



“One of the most important areas I would say is around the automation that we’ve been able to put into place, getting quotes out to customers so much faster and really providing our users with that frictionless user experience. Now, a sales rep can go in, create their quote, get their quote approved, then trigger off their contract to be sent out, and they don’t have to do anything else. It’s saving sales [employees] — who are not the most technical users — so much time. Providing sales a frictionless user experience has been a huge, huge ROI for us.”

SENIOR DIRECTOR OF ENTERPRISE APPLICATIONS, TELECOMMUNICATIONS


KEY RESULTS FOR SALES

The results of the investment for the interviewees' organizations include:

Increased sales efficiency from faster contracting time. Interviewees reported that DocuSign CLM significantly contributed to efficiencies for their organizations' sales teams by automating contract management workflows, enabling the use of templates and preapproved language, and providing a centralized platform to enhance the visibility and traceability of contracts. These capabilities expedited contract creation and review processes while reducing

errors, leading to time savings for sales personnel and expedited contracting cycles.

- The COO from the financial services firm noted that the time spent per deal went from about 75 minutes to about 5 minutes — a 93% reduction in the time required to prepare, review, and complete contracts. The COO said: “Our highly configurable product determines the content of your contract. Previously, it took a lot of administrative time to manually input these details when the data could have easily been rules-based and extracted directly from our CRM. Therefore, the investment in [DocuSign] CLM reduced the time spent per deal.”
- Similarly, the head of CRM systems in the software industry said their firm was able to reduce its overall contract creation and review process by 94% — from as much as two weeks to as little as 5 hours.



“Before we went live with DocuSign CLM, it would take roughly 2 hours for a typical sales order to go through. We literally had each person start and stop a timer when their task got to them, and we got it down to 10 minutes.”

SENIOR DIRECTOR OF ENTERPRISE APPLICATIONS, TELECOMMUNICATIONS

Enhanced sales performance due to faster contracting lifecycles. The interviewees provided compelling evidence that implementing DocuSign CLM contributed to accelerating the volume of contracts and deal closures. By leveraging automated workflows, templates, and standardized contract language, sales teams improved contract turnaround times, reducing friction during the sales cycle that ultimately drove revenue growth. Further, the reduction in manual

contract management work enabled sales teams to allocate more time to fostering customer relationships and sales discussions.

- The IT program manager at an information technology organization shared how DocuSign enabled a one-meeting-close sales strategy, and they emphasized the positive impact on customer relationships: “We want to quote and present a contract in that first meeting. This is something we hadn’t been able to do prior to [DocuSign] CLM. Before, if a customer needed a contract, sales needed to find the document and get it written up and reviewed. It didn’t go back to the customers until two weeks later. Now, if we can turn it around in that first meeting, we can get those deals. That is the real benefit.”
- The same interviewee talked about how DocuSign CLM allowed their organization to manage renewal contracts for smaller clients with little friction: “We’re able to turn around renewals very, very quickly. We’re capturing good data that indicates when it’s time for those renewals, and [we] start engaging the customer far ahead of time, so we don’t see a disruption in business.”
- The head of CRM systems in the software industry said that by using standardized contract language, their organization’s sales team gained more time to spend working on larger accounts that generate more revenue for the organization. They explained that the organization leveraged details captured from previous deals in similar industries to bring in new sales contracts or to negotiate from a stronger position.

Optimized sales processes through integration with Salesforce.

Interviewees said integrating DocuSign CLM with Salesforce drove additional efficiency in contract management and sales processes, helping their organizations’ sales teams accelerate deals. With document generation capabilities, collaboration features, workflows, and central agreement repositories integrated into the Salesforce platform, sales teams improved visibility across sales interactions and contract statuses, enhanced coordination with other departments to ensure the use of standard contract terms and language, and automated manual tasks. These efficiencies and insights led to improved sales performance and more seamless customer experiences.

- The COO in financial services discussed how their integrated contract lifecycle solution enabled business growth. They said, “I think the [DocuSign] CLM products being well integrated to other technical platforms like Salesforce and eSignature enabled us to very quickly deploy a capability that resulted in a 70% reduction in drop-offs of contracts.”
- The same interviewee talked about how their organization leverages integration to save time for its sales team while driving clients forward in the process in a seamless way: “When a client signs an agreement, three things happen. One is that it automatically pushes a bunch of data back to Salesforce to automatically close the opportunity, which I would quantify saves sales 5 minutes of time. An even bigger deal to us [is that] we were spending about 20 minutes uploading all of the agreements to the right place on our platform, but we’ve now automated document uploading, which shaved another 20 minutes off per plan. As for the client experience, they get a registration invitation, kicked off by [DocuSign] CLM, to take the next steps to implement the product. So, while they’re already in the moment of working with us, they are immediately taken to that next step.”

Reduced contract value leakage due to reduced errors. Contract value leakage refers to the loss of potential revenue or benefits due to inefficient contract management processes, ineffective negotiation strategies, or unclear contract terms. The impact of contracting mistakes becomes evident post-contract signature and can occur when organizations fail to maximize the value of their contracts, miss out on opportunities for renewals or upsells, or struggle to enforce contractual obligations. Interviewees said that in addition to improving contract negotiation position and understanding renewal obligations, DocuSign CLM enabled sales teams to reduce errors that negatively impacted sales performance and revenue.

- The IT program manager in information technology talked about how their organization went from a standard master agreement to more than 100 standard contracts in its DocuSign CLM tool: “We have the capability to see if you’re quoting a particular product and make sure that we’re presenting the right standard contract. When sales uses the tool, we’re seeing a reduction in revenue leakage. For those who choose to work around the

tool, they may pull the previous customer contract but not realize it's out of date. We are realizing the benefits where people are using the tool.”

- One interviewee described how errors impacted their organization's bottom line: “We were making mistakes that cost us about 4% of revenue sold because we were putting in the wrong pricing, which probably would have only worsened. I estimate that we could probably only collect 95% of income because of contracting mistakes, and [DocuSign] CLM fixed that.”
- The senior director of enterprise applications at the telecommunications organization said: “With [DocuSign] CLM, you're taking out the manual aspect of contracts. [If] someone types an extra zero, it could be a huge thing in a legally binding contract. The customer ends up signing a contract with ridiculous pricing.”

“The best part of our integration with [our CRM system] is after the contract is signed, we have done a massive automation in [our CRM system] ... before, people would spend two or three days to fill out the information — or longer if someone was on PTO. Now, all of the contract information is auto-populated based on the data of the contract, and there is no human intervention needed. This was a massive change in how we operate after contracts have been signed.”

HEAD OF CRM SYSTEMS, SOFTWARE

TOTAL ECONOMIC IMPACT ANALYSIS

For more information, read the full study: “The Total Economic Impact™ Of DocuSign CLM,” a commissioned study conducted by Forrester Consulting on behalf of DocuSign, August 2024.

STUDY FINDINGS

Forrester interviewed six total customers at organizations with experience using DocuSign CLM and combined the results into a three-year financial analysis for a composite organization. Risk-adjusted present value (PV) quantified benefits for the composite organization include:

- Nearly \$2.4 million in employee efficiency gains due to faster contracting time.
- Increased profit of \$508,000 due to accelerated revenue.
- Nearly \$296,000 in risk reduction due to improved contract quality and compliance.
- More than \$511,000 in avoided contract value leakage due to error reduction and improved decision-making.



Return on investment (ROI)

449%



Net present value

\$3.01M

Appendix A: Endnotes

¹ Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

² Source: [Revenue Enablement Is Not In The Tool Business](#), Forrester Research, Inc., August 20, 2024.

DISCLOSURES

The reader should be aware of the following:

The study is commissioned by Docusign and delivered by Forrester Consulting. It is not meant to be a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in Docusign CLM.

Docusign reviewed and provided feedback to Forrester. Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning.

Docusign provided the customer name(s) for the interview(s) but did not participate in the interview(s).

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