

Case Study

Rapidly growing services company improves sales and impresses new hires with AssureSign for Microsoft Dynamics 365

Customer Profile

PowerObjects is the go-to partner for Microsoft Dynamics 365. A professional services firm, Power Objects is focused on providing the best in CRM service, support, education, and add-ons to all users of Dynamics 365. PowerObjects offers training on everything from user basics to advanced topics. PowerObjects is continuously adding on to its suite of CRM enhancements, dubbed the PowerPack suite, which helps users get the maximum benefit of their Dynamics 365 software. These tools help improve sales, marketing, productivity, and more. Its global team of employees hail from seventeen countries and speak thirty-one languages, and has grown from 35 to 405 employees in less than ten years.

Situation

Rapid growth is great, but it comes with its own pitfalls. PowerObjects' human resources department was struggling to keep up with all the paperwork involved in the hiring process. From creating and sending job descriptions, to



to interviewing candidates and sending out offer letters, the entire experience was clunky and time-consuming for both PowerObjects' HR team and the candidates it was working to impress. As technology experts, the team knew there must be a better way to handle all this paperwork. And they knew that asking candidates to print, sign, and scan or fax them their contracts was no way to make a positive impression on the top talent they were recruiting for their team.

The sales department was experiencing similar issues. First, the amount of time it took to complete their sales process with tedious paperwork was costing them valuable time with their customers, which pro-longed their sales cycle, and at times cost them the sale. Additionally, the lack of transparency within their system provided no insight as to where the clients were in the signing/closing process. The



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client could be waiting for their boss's approval, or not even have read the document. At this time, the only way the sales team could identify where their client was with the signing process was to check-in and ask – which could cause tension in the relationships they had worked so hard to create.

Solution

PowerObjects knew they needed an eSignature solution to speed up their administrative work. After considerable research, PowerObjects chose AssureSign because it was the easiest option to install without any tricky configuration requirements. What they didn't expect was to be able to adapt AssureSign to solve workflow issues in several different departments. Because of AssureSign's seamless integration with Microsoft Dynamics 365, these CRM experts were able to adapt the software to perform functions that had never before been automated for their team. Using AssureSign allowed people from multiple departments, including HR, development, and sales, to automate their workflows to save time and achieve better results.

Benefits

Implementing AssureSign for PowerObjects' HR and recruiting department made keeping track of records through the recruiting and hiring process much more efficient. Instead of sending a physical application and offer letter, now they handle all of their paperwork in just a few clicks. The company is growing so quickly that using

AssureSign to send and receive documents saves a ton of time tracking paper, impacting the entire hiring cycle from contract delivery to the turnaround time of receiving a signed offer. And AssureSign has strengthened PowerObjects' reputation among future hires. The HR department regularly receives compliments on how slick the process of applying and onboarding is. For a technology-focused and –enabled company, there could be no greater kudos.

Happily, the sales team reports closing more deals now than ever before. In fact, PowerObjects has found such success integrating AssureSign to improve their workflow that they have become a reseller partner for the software. "It doesn't take me long to get excited about something that helps me sell, and AssureSign definitely has," said a PowerObjects salesperson. "When I show the customers the technology, they get excited, too. It's made me a better salesperson." Now, PowerObjects' salespeople can send agreements and contracts to their clients with just a few clicks, meaning they can get the process done over the phone. Maintaining that customer touch-point is invaluable. What's more, those improvements don't just work for one person; they've impacted the entire sales team. AssureSign's software has become the one source of information and one business process that handles the entire business unit's need. That means the sales team is free to focus more attention on the customer and their needs, resulting in better relationships, increased sales, and more satisfied customers.

