

# DocuSign Helps Comcast Business Sales Reps Close More Deals on the Spot

Comcast Business, a business unit of Comcast, provides advanced communication solutions to help organizations of all sizes meet their business objectives. Since launching in 2007, Comcast Business initially concentrated on the small and medium sized business (SMB) marketplace. In recent years, they have expanded their customer base to include businesses within the enterprise space as well. Today, Comcast Business serves clients of all sizes, from boutique pizza parlors and nail salons to major metropolitan hospital systems, law firms and beyond.

## Great customer relationships start with responsive reps

Comcast Business prides itself on providing clients with industry-leading customer service, and because of this values face-to-face interactions with prospective customers as well as phone and email correspondences. Every day, Comcast Business Sales Representatives take to the field equipped with tablets to give live, door-to-door presentations and close deals on the spot.

Prior to implementing DocuSign, bringing on new customers was a multi-step process. If the initial face-to-face meeting with a prospective customer was successful, the rep would return to the office to prepare and print contracts for the customer. Following this, the rep often had to make a return trip into the field either to do a contract-signing or a follow-up meeting with the customer.

Additionally, with thousands of Sales Representatives in the field and many more new contracts signed every day, printing, faxing, scanning, and filing were adding up to huge expenses. Comcast Business sought a solution that could cut down on these expenses and enable reps in the field to stay mobile and efficient.

## A digital and integrated solution

After examining various tools on the marketplace, Comcast Business opted to go with DocuSign's Agreement Cloud platform for its ease of use, document management capabilities and integration with Comcast's other sales tools, which reps accessed in the field from their tablets.

## Results



Eliminated majority of paper-based contracts



Helped enable business to achieve growth targets



Closed deals in a single field visit down from an average of 2.2 visits

## DocuSign enables growth at the speed of business

Since implementing DocuSign, Comcast Business reps have been able to get more business done faster. Terry Connell, senior vice president of sales and sales operations for Comcast says, “Equipping our reps with tablets has made them more efficient in the field, but with DocuSign, we close the loop and close the deal. DocuSign gives reps the ability to meet with a customer, draw up a proposal and contract right there, and sign on the tablet in just one meeting.”

Under this new system, reps have slashed the average number of meetings necessary for bringing new customers from over 2 to just 1, and they are putting this extra time back into delivering world-class customer service. “Now that reps have that extra time back, they can do more, talk to more customers, meet new clients, and put time into solving their business needs,” adds Connell.

Along with time savings, Comcast Business has realized significant hard-dollar reductions by cutting paper from its workflows. With DocuSign’s Agreement Cloud solution, reps can easily avoid scanning, faxing, and printing. Connell reports “The majority of our contracts are executed electronically today – so we can close deals without firing off a printer or lifting a pen.” Connell notes that many customers are often interested to learn more about DocuSign once using it to sign on with Comcast Business.

DocuSign has also been an important tool in helping Comcast Business scale to growth. “We are in a rapid growth mode,” says Connell. “DocuSign is one of the tools that allows us to thrive and enables us to drive that kind of growth.”

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**Terry Connell**

Senior Vice President of Sales & Sales Operations  
Comcast

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**About DocuSign**

DocuSign helps organizations connect and automate how they prepare, sign, act on and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world’s #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people’s lives.

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