



CASE STUDY

Blue Circle Insurance Revs Sales and Operates Greener—thanks to DocuSign

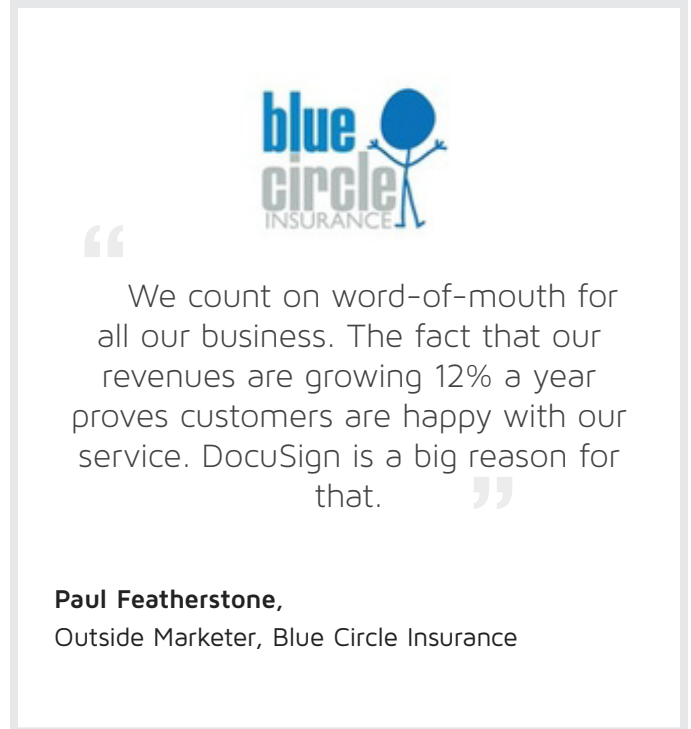
Summary

- Contributed to 12% annual revenue growth
- Reduced paper consumption and signature cycle time by 60%
- Increased efficiency by 60%

Let's say you're at a dealership to buy a new motorcycle and everything is settled except for the insurance. What if you could sign up for a new policy right then and there with just a couple of taps on your cell phone, and then immediately drive away on your new bike? Try that with paper, printers, scanners, fax machines, and mailing physical documents back and forth. It just doesn't work that fast or efficiently. But Blue Circle Insurance of Calgary makes it possible thanks to Digital Transaction Management (DTM) from DocuSign. The result: more business for dealerships and Blue Circle alike, not to mention happier motorcycle owners.

Challenge

Blue Circle Insurance provides a range of insurance and financial services products throughout Alberta. It has many insurance offerings for businesses, homes, automobiles, and especially motorcycles, where it is number one in the province. The company proudly boasts "Blue is the new Green," a tagline that reflects its commitment to sustainability. Cutting paper consumption is a major component of Blue Circle's green initiative and the initial reason the firm began researching eSignature solutions, though it soon became apparent that DTM could provide many other benefits as well by taking their entire transactions digital. "The more we looked into it, the more we realized that we could save not only paper but also time and money while boosting customer satisfaction and ultimately sales," said Paul Featherstone, outside marketer for Blue Circle and a member of its motorcycle team. "DocuSign helps close sales on the spot so everyone is happy."



Solution

Once Blue Circle learned about DocuSign, it wasted no time evaluating other products. "We found that DocuSign has an outstanding reputation and all the functionality we were looking for," Featherstone explained. "After checking customer testimonials to confirm our feelings about DocuSign, we made our decision and never looked back."

Blue Circle is an insurance broker, a middleman company that sells to customers on behalf of major insurance providers. One of its first tasks was to make sure those insurance companies would accept documents signed electronically, a task that proved to be extremely successful. Now almost every supplier in the company's value chain is pleased to accept DocuSigned policies, and 98% of all new customer policies are DocuSigned.

Blue Circle uses DocuSign out of the box, with no customization. Featherstone and his team found that DocuSign's landing page provides an excellent cross-

selling opportunity while providing an important customer service. Customers who visit that page are informed about the savings available by choosing Blue Circle for all their insurance needs. "People who buy their bike, car, and home insurance from different companies have to pay the deductible three times if a fire or other disaster strikes, whereas they only need to pay it once if they buy all three from us," Featherstone explained. "The DocuSign landing page is an ideal place to convey that message."

Results

With improvements on the order of 60% for paper consumption, efficiency, and processing speed, Blue Circle's expectations have all been satisfied in full. And thanks to Mother Nature the company also learned that DocuSign can make the difference as to whether business can be conducted at all. Recently Alberta experienced its worst flooding in recorded history, with downtown Calgary immersed in water and the transportation network paralyzed. Blue Circle's office was flooded and people could not make their way in. "If we'd still been relying on paper documents, business would have ground to a complete halt," explained Featherstone. "But DocuSign enabled us to continue working and selling no matter where we were. We were three weeks without power, and if it weren't for DocuSign our revenues would have been crippled."

DocuSign has helped Blue Circle increase its sales not only in times of natural disaster, but throughout the year. Motorcycle buyers are just one example of the type of customers who are buying more because DocuSign DTM

has simplified the purchasing process so much. "We grew 12% in each of the last two years and we're on track to do it again this year," explained Featherstone. "Our ability to sell to clients and provide excellent customer service while keeping our staffing levels the same is a result of DocuSign. No doubt there's a correlation between our sales growth and what DocuSign delivers – making it easier for the customer to buy." Just ask the motorcycle dealers of Alberta.

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.

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