

2017

# DocuSign for HR Customer Case Study Sampler

Read stories from San Diego Zoo, Kelly Services, and Orscheln Farm & Home

**DocuSign**<sup>®</sup>



# San Diego Zoo Streamlines HR Processes with DocuSign

The San Diego Zoo Uses Digital Solutions To Save Time And Money, Eliminate Paper, And Cut Back On File Storage

## Company's Top Objectives

Housed on a 100-acre stretch in Balboa Park, the San Diego Zoo hosts an extensive menagerie of rare and endangered animals and is home to more than 700,000 exotic plants. In operation since 1916, the Zoo boasts the world's largest zoological membership association, and every year more than 5 million visitors pass through its gates to enjoy exhibits, tours, and educational programs. Today, the Zoo maintains its commitment to "saving species worldwide by uniting expertise in animal care and conservation science with a dedication to inspiring passion for nature."

## Challenge

One of the strategic initiatives of the Zoo's HR department in recent years has been to phase out paper-and-ink processes and to become a fully paperless operation. To start, this meant finding a storage system that could digitize and store the 87 boxes of paper files that the department already had on hand.

Additionally, the HR department required a solution that would prevent the need to produce more paper in the future. As things stood, whenever new hires were brought onboard, paperwork had to be printed out and signed with a wet



## Top Benefits Achieved

- ✓ Reduced the time required to file, retrieve and manage employee documentation
- ✓ Eliminated need for printing, faxing, signing, and scanning new-hire paperwork
- ✓ Reduced time needed to obtain signatures for new-hire paperwork
- ✓ Provided an easy-to-implement, easy-to-use, secure DTM

“On paper alone the cost savings is in the thousands and possibly the hundreds of thousands when all is said and done”

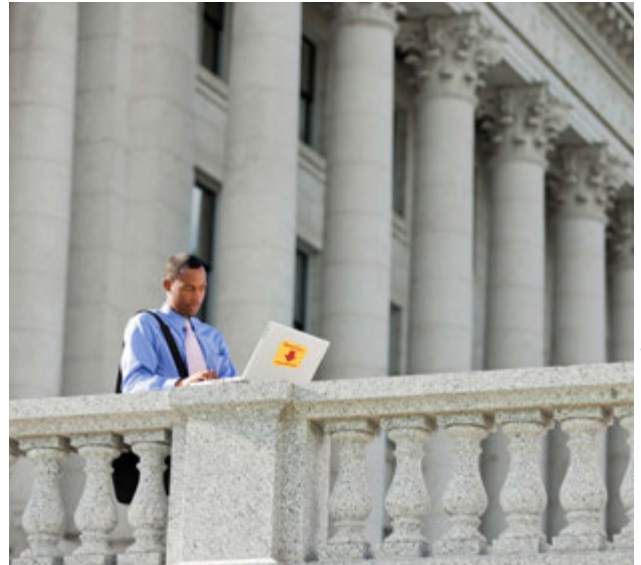
signature. Basic cloud storage just wouldn't cut it, as most solutions did not include a quick and easy way to get paper files into the system. Without DTM and eSignature capabilities, there would also still be a need to print, fax, and scan files back into the cloud every time a new hire joined the Zoo. If a solution was to succeed, it needed to be comprehensive, providing a practical conversion process, abundant storage, and an eSignature tool that would end the need for printing. That's why the San Diego Zoo turned to DynaFile and DocuSign for Digital Transaction Management.

### The Resolution

The Zoo's HR department spent nearly a year serving due diligence in search of a cloud-document management platform that helped them take their existing files paperless, affordably satisfied their storage requirements and allowed new-hire paperwork to be signed and stored digitally. After much investigation, they opted to go with DynaFile for their document management needs and DocuSign's DTM platform, which integrates with DynaFile and provides fully digital and secure electronic transactions.

### The Key Benefits

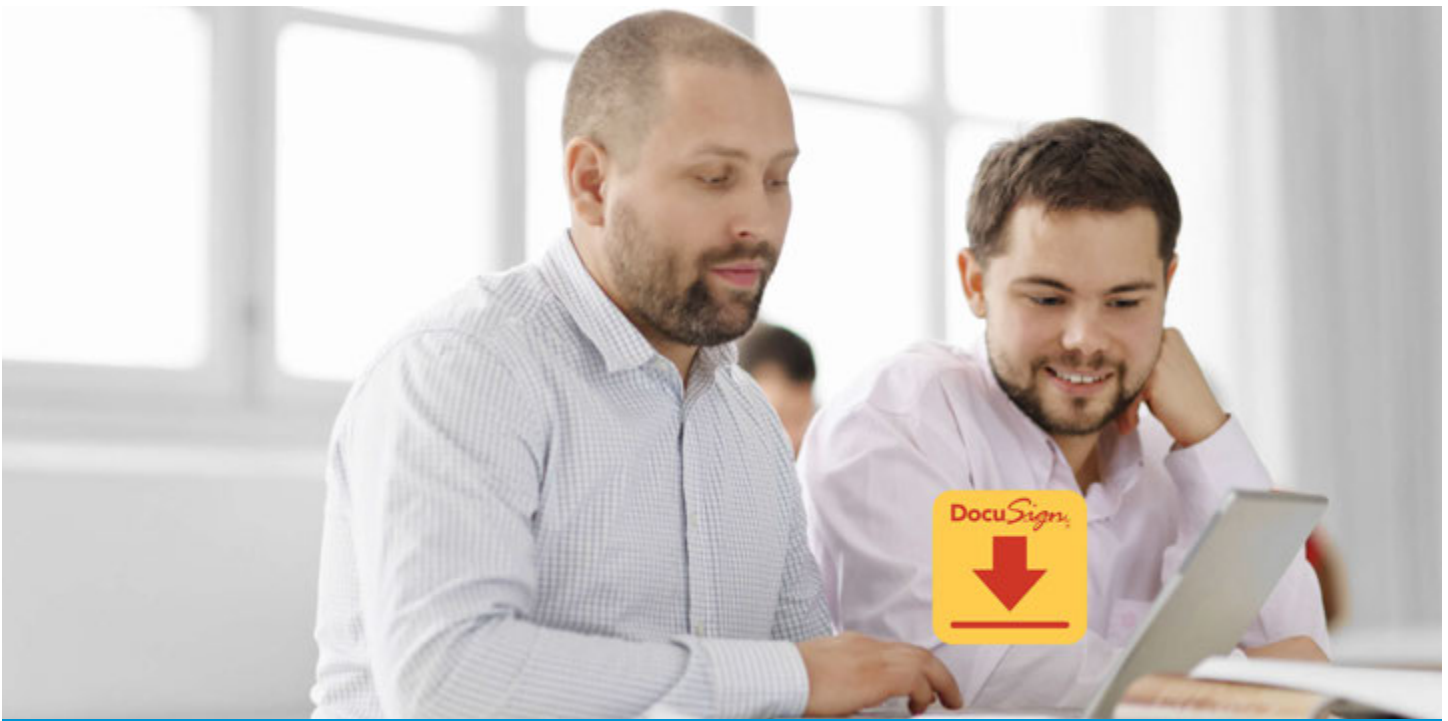
With DocuSign and DynaFile, the HR Department at the Zoo has not only transferred its store of physical, paper files into cloud storage, but with DocuSign's DTM solution, it has also been able to keep operations paper-free and 100% digital. "DynaFile allowed us to automate the scanning process and house the 87 boxes of personnel and medical folders we had previously kept in physical storage in the cloud; and now, with DocuSign, we are taking our business digital," says Stephanie Crise, Senior Human Resources Representative with the San Diego Zoo.



Laura Martella, Director of Human Resources at the Zoo, also reports that DocuSign has greatly simplified new-hire paperwork from end-to-end with its ease of use: "We can send out all of our onboarding paperwork online through DocuSign, have new-hires fill it out through DocuSign, have it sent back to us, and after it is approved, it's archived in DynaFile's storage cloud. With DynaFile's segmented access controls we can now give Payroll access to just the documents they need. It's quick, secure, easy — anyone can do it." Martella also notes that being able to do away with paper-processes like printing and faxing is already leading to cost savings for the zoo: "On paper alone the cost savings is in the thousands and possibly the hundreds of thousands when all is said and done."

Our goal is to share DocuSign and DynaFile Zoo-wide — to lead the way in making our Zoo a totally digital operation”

**Stephanie Crise,**  
**San Diego Zoo HR Department**



Since implementation and rollout of DocuSign for DynaFile in HR, other departments looking to go digital have begun asking questions. “We have great plans to take other documents and processes paperless,” says Crise. “As we get more comfortable with these processes in HR, our goal is to share DocuSign and DynaFile Zoo-wide — to lead the way in making our Zoo a totally digital operation. DynaFile and DocuSign are helping us achieve our digital transformation so we are the model zoo – in terms of efficient operations – now and in the future.”



#### About DocuSign

DocuSign® is the leader in eSignature and Digital Transaction Management, changing how business gets done by empowering anyone to transact anytime, anywhere, on any device with trust and confidence. DocuSign keeps life and business moving forward.

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For EMEA inquiries: phone +44 203 510 6500 | email [emea@docusign.com](mailto:emea@docusign.com) | [docusign.co.uk](http://docusign.co.uk)

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# Kelly Services Increases Efficiency by 34% as Talent Supply Chain Management

## Summary

- 60% increase in work
- 18% decrease in staff
- 34% efficiency improvement

Kelly Services is an industry leader in talent supply chain management. Founded in 1946, Kelly Services has been described as the creator of the temporary staffing industry. The company provides employment to more than a half a million workers each year and supplies world-class staffing to customers around the world. Kelly recently selected DocuSign's eSignature platform to streamline their workflow, reduce labor and overhead expense, and digitize their contract process.

## Challenge

Kelly offers a comprehensive array of staffing, outsourcing and consulting services to customers around the world. Despite having automated much of their workflow, every contract and supplier form still needed to be physically printed and manually signed. The reliance on paper slowed cycle times and resulted in unnecessary administrative overhead. The company was seeking a more modern and efficient way to handle contracts, forms and signatures to get talent placed more quickly to benefit client organizations immediately.

## Solution

Kelly Services adopted DocuSign's eSignature solution to streamline workflow and eliminate the administrative burden of paper processes. DocuSign had the added value of seamless integration with Salesforce.

## Results

Kelly supplier contracts and forms have been digitized with DocuSign. According to Steve Collins, global supplier relations contract and compliance director, the efficiencies obtained with DocuSign were simply not within reach using a paper-based workflow.



“We've achieved a 60% increase in work with an 18% decrease in staff with DocuSign – that's a 34% efficiency improvement. That's a huge accomplishment.”

### Steve Collins

Global Supplier Relations Contract and Compliance Director, Kelly Services

“Before DocuSign the process was quite cumbersome,” said Collins. “We would have to email a document to a supplier who would then print it, fill it out, and sign it. From there the supplier would have to scan the printout and email it back to us. Once it was received we would print it out once again simply to sign and date it. These days, printing documents that start as electronic doesn't make sense.”

Collins says that another important feature of DocuSign that has resulted in dramatic improvements in workflow and accuracy is the real time integration with Salesforce. “When suppliers log in, the system automatically pre-populates the contract or form with their account information directly from Salesforce. That prevents errors and eliminates problems on the back end. When they are finished and hit send, DocuSign automatically updates the account status in Salesforce. The real time integration is a big benefit – our ability to use DocuSign without changing our supplier processes is huge.”

In addition to using DocuSign externally, Kelly also uses the eSignature platform to facilitate internal workflow.

“It's been very beneficial within our organization as well,” says Collins. “We use DocuSign to facilitate a rather





complex routing that involves multiple people for review and signature.”

Collins points out that Kelly has seen some noteworthy improvements by bringing their process into the digital age. “We had 90% of all our programs migrated within the first six months and so far we have completed almost 30,000 contracts with DocuSign. As a result, we’ve achieved a 60% increase in workload with an 18% decrease in staff with DocuSign – that’s a 34% efficiency improvement. That’s a huge accomplishment.”



The Global Standard for  
Digital Transaction Management™

#### 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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## Orscheln streamlines employee document processing by deploying fast and convenient eSignature service

For more than 50 years, Orscheln Farm and Home has provided quality merchandise to consumers in the Midwest.

Headquartered in Missouri, Orscheln retail operations include an online store and brick and mortar locations in 154 locations in 9 states. Orscheln employs more than 2,500 employees.

### Challenge

Orscheln Human Resources (HR) is centralized at their home office in Moberly, Missouri. This department manages all employee paperwork—including new hire packets, insurance, retirement, reviews, changes in employment status, taxes, training and more.

Orscheln HR paperwork routinely requires multiple signatures—the employee, supervisor, manager, HR and so on. Thousands of pages are printed, mailed, tracked and routed for signing in a particular sequence. For example, to convert a part-time employee to full-time requires 15 pages of paper that is completed and routed through various levels of the company for sign-off.

### Solution

Orscheln chose DocuSign as the fast and convenient electronic signature service to streamline employee document processing.

### Results

With DocuSign, Orscheln HR staff quickly tag employee documents for signature. Signers receive an email



“Using DocuSign has solved the headache of getting employee documents completed and signed. Now the entire process is fast and easy for us and the signer. And the time-savings is huge as DocuSign automatic signing reminders eliminate the need for us to continually follow-up.”

**Carrie Robuck**  
Human Resources, Orscheln

notification, are quickly authenticated and navigated through the document signing process in the required sequential order.

### Summary

- Process is easy and takes just minutes from document preparation to signing
- Signing is simple and convenient from any Internet-connected device
- Document signing time is faster and the process is now hassle-free
- Increased legal compliance

The entire process is easy, convenient and takes just minutes for Orscheln employees to sign and complete documents from any Internet-connected device.

DocuSign expedites employee document signing time and reduces legal risk. Completing HR paperwork is now faster, easier and hasslefree with DocuSign.

#### About DocuSign

DocuSign is changing how business gets done by empowering anyone to transact anytime, anywhere, on any device with trust and confidence. DocuSign keeps life moving forward.

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