

DuPont Crop Protection Eliminates \$50,000 of Non-Productive Sales Time in Ten Months Using DocuSign for Salesforce

DocuSign e-Signature Service Drives 300% Increase in Salesforce CRM Usage



The Global Standard for eSignature

CASE STUDY

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Founded in 1802, DuPont Crop Protection puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in approximately 80 countries, DuPont offers a wide range of innovative products and services for markets including: agriculture, nutrition, electronics, communications, safety and protection, home and construction, transportation and apparel.

The mission of the DuPont Crop Protection division is to enable the production of safe, high-quality and abundant food and feed crops by providing farmers, retailers and advisors with products and services that best meet their needs. To fulfill this mission, DuPont Crop Protection specializes in providing global herbicide, fungicide and insecticide products for grain/specialty crop sectors and forestry/vegetation management.

Situation

DuPont Crop Protection employs approximately 150 sales professionals working remotely across the United States. These sales resources spend considerable time on the road, often times, traveling great distances between clients. The disparity between clients adds to the time and expense invested managing existing clients.

Part of the sales process includes managing renewals and new contracts. Even though DuPont uses Salesforce CRM, packaging and managing contracts was a cumbersome process—printing multiple page documents and then either faxing, scanning, mailing or driving the documents for client signature. Bulk sales of DuPont Crop Protection products are also regulated by the Environmental Protection Agency (EPA), adding another layer of complexity to the sales process. Therefore, if a data field was overlooked or signature missing, the sales representative would have to start the process all over again.

Tim Kantor, data manager in the marketing and sales operations team of DuPont Crop Protection supported the sales process. One day he received a call from Bill Wasser, a sales representative in Mississippi. Wasser, often ribbed as “technology challenged” related that he had just used an electronic signature service so simple “his dog could do it.” Kantor was intrigued. Wasser explained how easy the process was to electronically sign his real estate documents and



“When the least computer-savvy salesperson can use DocuSign and says it’s easy, then can you imagine what it will do for power users... Area managers have credited DocuSign as the most productive tool within DuPont.”

Tim Kantor

Data Manager, Marketing & Sales Operations,
DuPont Crop Protection

referred Kantor to the DocuSign electronic signature service. Kantor agreed to look into it.

Business Challenge

DuPont Crop Protection had a number of challenges revolving around paper processes:

- Shorten the sales lifecycle and eliminate the sales reps time and pain shuffling paper and managing the contract delivery and signing process.
- Enhance compliance, including federal regulatory compliance, by ensuring all contracts are completed correctly, signed and immediately accessible.
- Improve the customer experience by offering electronic signing.
- Ensure the process was simple and could be integrated with DuPont’s existing CRM.

Solution

Kantor viewed a demo and immediately saw opportunities where DocuSign could significantly improve workflows, reduce costs and improve customer satisfaction. DuPont employed Salesforce CRM and DocuSign offered a service specifically designed to seamlessly integrate within this popular customer relationship management application.

Summary

- Saved more than 500 hours or \$50,000 of non-productive admin time in less than 10 months
- Increased Salesforce CRM usage by 300%
- Reduced errors; 50% decrease in bounced back emails
- Virtually eliminated noncompliance with Environmental Protection Agency regulations
- Enhanced internal compliance as all documents are complete and accessible on-demand

About DocuSign

DocuSign® is the global standard for electronic signature®. 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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