

# Cheering for the home team.

Clemson Athletics simplifies the enrollment experience for Tigers fans attending key sporting events, using Adobe Sign.

## CLEMSON TIGERS

*“The efficiencies of Adobe Sign let us put more focus on our sports events, rather than the processes behind them, creating a richer, more memorable experience for the Clemson Family.”*

*Eric George, Associate Athletic Director and CFO, Clemson University Athletics Department*

### SOLUTION

Adobe Sign and Adobe Acrobat Pro DC, Adobe Document Cloud solutions

### RESULTS



**SAVES 20 HOURS** in administration time per bowl event



Improves **SERVICE EXPERIENCE** for students, parents, alumni, and staff attending games



Increases **EMPLOYEE PRODUCTIVITY**, leaving more time to develop successful events and serve stakeholders



**STREAMLINES** the enrollment process for campers at Dabo Swinney football camps



## Clemson University

Established in 1889

Students: 24,387

Clemson, South Carolina

[www.clemson.edu](http://www.clemson.edu)

### CHALLENGES

- Reduce the administrative burden associated with the bowl and playoff ticketing process
- Streamline the enrollment procedure for Dabo Swinney football camps
- Deliver a better service experience for Tigers game attendees

### USE CASES

- Digital Workflows
- Administration and Control



### A rich sporting tradition

Athletics is so integral to the culture of Clemson University that every Friday, students, faculty, staff, and alumni—regardless of where they are in the world—don the university's trademark orange Tiger Paw to celebrate their home team: the Clemson Tigers.

Tigers fans faithfully gather at the university's football, baseball, basketball, soccer, tennis, and track and field events to show their support. This enthusiastic, vocal community doesn't just help motivate Clemson's athletes and teams, they are integral to the reputation and financial standing of the university itself.

Football bowls are a highlight of any Clemson fan's calendar. The events are not a given—the team needs to win 6 out of 12 games in order to participate. In recent years, Clemson's football team has won that right, as well as the right to participate in the College Football Playoff as one of the top four teams in the country.

### Reducing the administrative burden of bowls

During the bowl season, the pressure is on Clemson's Athletics Department to make sure every game comes together seamlessly. In recent years, the team's success has occasionally led to two bowl games scheduled within two weeks of each other, intensifying the pressure on administrators.

To streamline the organization of these games, which involve detailed logistical planning and coordination with teams, parents, trustees, alumni, and employees, Clemson's Athletics Department decided to deploy Adobe Sign, an Adobe Document Cloud solution.



“Through Adobe Sign, we’ve reduced the 25-hour completion time for attendance forms to an average of 5 hours. We’ve freed our administrators to spend more time managing other critical aspects of these large, complex events.”

*Eric George, Associate Athletic Director and CFO, Clemson University Athletics Department*

Adobe Sign helps automate and expedite the orchestration of Clemson's bowl and playoff games. Attendees traveling or staying with the team for these events include players, Athletics Department staff, trustees, boosters, family, and friends.

Previously, department personnel would ask attendees to complete and return printed ticket request forms, follow-up to ensure the forms were completed, input the data into an Excel spreadsheet, and route the information to the football organizing body and the university's accounting team for payment. Once payment was verified, administrators then sent final confirmation details, including venue, timing, and transportation and hotel options, to attendees. With so many stakeholders attending bowl games, departmental resources were tied up for long periods at a time.

Today, administrators use Adobe Acrobat Pro DC to create ticket request forms in PDF, and then send them via Adobe Sign to bowl attendees, which can be as many as 1,000 recipients for popular games. Forms are completed, signed, and returned by recipients, with the resulting data incorporated into a detailed dashboard. Data is also aggregated into Excel spreadsheets that are shared with the university finance team and the football organizing body.

“Through Adobe Sign, we’ve reduced the 25-hour average completion time for bowl attendance forms to an average of 5 hours,” says Eric George, Associate Athletic Director and CFO, Clemson University Athletics Department. “By automating legacy manual processes and streamlining the distribution of data to stakeholder groups, we’ve freed our administrators to spend more time managing other critical aspects of these large, complex events.”

### **Streamlining enrollment for football camps**

Adobe Sign is also used to organize Clemson's popular Dabo Swinney football camps, which give aspiring young football players a unique opportunity to showcase their skills in front of Division-I coaching staff. Athletics Department administrators use Adobe Sign to send enrollment forms and waivers to campers and parents, and employment forms to camp workers and counselors, prior to the start of camp. Previously, participants received up to 14 different paper forms to complete, keep track of, and submit on the first day of camp.

“Adobe Sign helped consolidate and expedite the registration process for our camps, creating a better first impression among campers and their parents,” says Jordan Sorrells, Assistant Director of Recruiting (Football), Clemson University Athletics Department. “Previously, day one involved what felt like a frenzy of last-minute paper-based form completion by participants. Today, the first day is focused on a warm welcome and an introduction to the basics of football.”

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## SOLUTION AT A GLANCE

Adobe Document Cloud

Adobe Acrobat Pro DC

Adobe Sign

### For more information

<https://acrobat.adobe.com/us/en/>

<http://acrobat.adobe.com/us/en/sign.html>



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## Delivering a more efficient service experience

First impressions matter to Clemson’s Athletics Department, and Adobe Sign helps create a better service experience for bowl and playoff attendees by enabling them to submit and complete ticket request and enrollment forms quickly and easily from any desktop, tablet, or mobile phone.

“Adobe Sign transformed our customer service capability,” notes George. “Our stakeholders no longer have to manually complete, scan, and email attendance forms, or hand-deliver copies to our office. They can now complete their forms using their phones and submit them with the click of a button.”

Adobe Sign also helps the university improve the accuracy of data associated with these events. The potential for errors while manually transposing information into Excel spreadsheets or other formats has been eliminated through the Adobe Sign digital workflow.

## Simplified document management and administration

Meanwhile, Adobe Sign notifications and reminders help to keep the completion of attendance forms on track.

“It’s easy to manage outstanding ticket request forms using the Adobe Sign dashboard,” adds George. “We no longer need to follow up with people by phone or email; we can simply click ‘reminder,’ or even set automated reminders, and Adobe Sign sends them a notification.”

In the future, Clemson’s Athletics Department plans to use Adobe Sign for compliance purposes. George explains, “We need to verify that the family members requesting tickets are who they say they are, and not boosters or agents. With Adobe Sign, we can do this easily by asking people to confirm their identities and addresses, and verify that everything matches up.”

## Focusing on creating memorable events

Above all, Adobe Sign helps Clemson’s Athletics Department reduce administrative complexity, allowing more time to be spent on developing relationships and fine-tuning event details.

“The efficiencies of Adobe Sign let us put more focus on our sports events, rather than the processes behind them, creating a richer, more memorable experience for the Clemson Family,” concludes George.