



# Making it easier to celebrate life's events.

D&D London simplifies event planning for clients using Salesforce CRM and Adobe Sign.



*"By moving to a paperless digital solution with Adobe and Salesforce, we've made event planning a lot easier and faster for our customers."*

*Carlotta Albanese, Head of Sales, D&D London*

## SOLUTION

Adobe Sign, an Adobe Document Cloud solution  
Salesforce CRM

## RESULTS



Contracts returned in less than **30 MINUTES**



Greater **EFFICIENCY** with paperless contract workflows



Improved **ACCURACY** from Adobe Sign and Salesforce integration



Digitalisation offers significant **TIME SAVINGS** for the sales team



## D&D London

Established in 2006

Employees: approx. 2,100

London, United Kingdom

[www.danddlondon.com](http://www.danddlondon.com)

### CHALLENGES

- Improve customer experiences when planning an event
- Reduce time spent on time-consuming contract processes for sales staff
- Future-proof processes to continue improving experiences

### USE CASES

- Sales Acceleration
- Digital Workflows

“With the integrated Salesforce and Adobe Sign workflow, we’re giving customers the speed and convenience they expect. Contracts are now being returned in as little as 30 minutes.”

*Carlotta Albanese, Head of Sales, D&D London*

## Taste of luxury

Sharing a meal is a major social activity for many. People gather at their favorite restaurants to celebrate birthdays and anniversaries, seal business deals, and bond with family and friends. Since 2006, D&D London has owned and operated luxury dining restaurants, bars, and hotels in London and worldwide. The company’s well-known restaurants include Quaglino’s, Le Pont de la Tour, and Chelsea’s famous Bluebird.

Known for exceptional dining experiences, many people also choose D&D London restaurants for corporate parties, wedding receptions, charity events, bar mitzvahs, and other events. Members of the sales department work with customers to make sure that every event goes off without a hitch. Always looking for ways to improve service, the company wanted to make event organization even easier for customers. The company’s sales staff readily identified one area of improvement: the time-consuming contract process for event planning.

“Customers are used to instant responses when they book a table online or do any number of other activities, but arranging an event was still a very manual process,” says Carlotta Albanese, Head of Sales for D&D London. “Sales staff would email documents as attachments, including terms and conditions and the events service contract. Customers would print, sign, and scan the documents and email them back. Staff then had to print and process the documents before an event could be finalized.”

D&D London decided to digitise its event contract process to reduce time and effort for everyone involved. The company deployed Salesforce CRM to improve customer management in sales and then built upon its digital backend by adding e-signatures using Adobe Sign, an Adobe Document Cloud solution.

### Contracts returned in minutes

The Adobe Sign and Salesforce CRM integration helps D&D London offer a smooth digital contract process. Now, staff can easily pull client details from the Salesforce record and merge the data directly into a contract, adding greater consistency and accuracy to documents.

Customers receive a single message in their email inboxes containing both the terms and conditions and the contract. From there, they can view and electronically sign the documents on any device with just a few clicks—no printing or scanning required. Once the contract is signed and returned, any additional information from the customer is entered into the Salesforce record automatically and both parties are notified that the contract is complete.

“Previously, using our manual processes, it would take at a least half a day or longer for contracts to be returned,” says Albanese. “With the integrated Salesforce and Adobe Sign workflow, we’re giving customers the speed and convenience they expect. Contracts are now being returned in as little as 30 minutes.”



## SOLUTION AT A GLANCE

Adobe Document Cloud

Adobe Sign

Salesforce CRM

For more information

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



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USA  
[www.adobe.com](http://www.adobe.com)

## Improving internal productivity

Sales staff currently complete an average of 500 agreements per month. While automated workflows cut down on the time to process contracts, document tracking provides additional benefits by accelerating workflows and adding extra security. Using the tracking feature in Adobe Sign, sales staff are able to see exactly where documents are—whether they have been received, when and where they were signed, and what information was added.

“Sales staff would spend about 30 minutes monitoring or following up on each contract,” says Albanese. “With Adobe Sign, follow up now takes just 5 minutes and we always know where the contract is. That time savings is significant. Now, our sales staff is able to spend more time working directly with customers to further develop relationships and increase sales.”

D&D London plans to continue building upon the Adobe Sign and Salesforce CRM workflow to further reduce wait times and increase adoption. “By moving to a paperless digital solution with Adobe and Salesforce, we’ve made event planning a lot faster and easier for our customers,” says Albanese.