



reed.co.uk enables faster revenue realization.

Top U.K. job board adopts Adobe Sign to support core B2B and growing B2C business segments.



"With Adobe Sign, we're able to demonstrate a clear path from adoption to revenue realization."

Brett Orr, Head of Service Delivery, reed.co.uk

SOLUTION

Adobe Document Cloud
• Adobe Sign

Salesforce CRM

RESULTS

4x
FASTER

FASTER TURNAROUND

Majority of contracts authorized within two hours instead of eight hours for faster revenue realization



FOCUSED SALES TEAM

One-third of business-to-business (B2B) contracts signed and returned within five minutes, freeing sales managers to focus on other tasks



GREATER UPLIFT

Significantly higher rates of completion on business-to-consumer (B2C) contracts to support growth objectives



CRM INTEGRATION

Seamlessly integrated with Salesforce CRM for one-click workflow and contract customization based on products purchased

reed.co.uk

Established in 2007

Employees: 260

London, England

www.reed.co.uk

CHALLENGES

- Accelerate contract authorization for core B2B and growing B2C business
- Improve productivity of sales team while easing sales pressure
- Eliminate reliance on fax machines and postal service
- Create first impression with customers that aligns with company's reputation as digital innovator

Removing business barriers

reed.co.uk is the United Kingdom's leading online recruitment service, featuring over 200,000 jobs from more than 10,000 recruiters across 42 industry sectors. It also features over 4,500 courses and learning opportunities, including online, distance, and classroom-based courses. Recruiters of all types benefit from reed.co.uk's range of innovative online recruitment solutions, including: online job posting and applicant management, CV search, and targeted branding and email services.

The Service Delivery team at reed.co.uk leverages its expertise in web development and agile methodologies to deliver value back to the company. With a focus on implementing cutting-edge technology for competitive advantage, reed.co.uk's infrastructure is based on cloud technologies. Adobe Sign, an Adobe Document Cloud solution, supports the company's strategy to leverage cloud solutions for more efficient and innovative processes. Recently, the company looked to extend its focus on innovation by further automating essential client-facing processes.

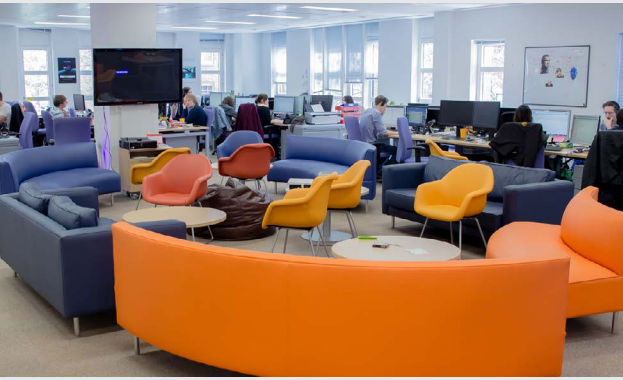
"Previously, our sales managers sent contracts to professional recruiters via email and then had to wait for signed contracts to be returned by fax. Our goal was to eliminate the time-consuming process and present an efficient, innovative image to our customers," says Brett Orr, Head of Service Delivery at reed.co.uk. The delays inherent in the paper-based workflows caused pressure on sales teams to mount, particularly at the end of each business period. In many instances, a sales manager might not know if a contract wasn't returned because a recruiter changed his or her mind or if a fax simply failed to come through. Equally problematic was the reliance on sending and then waiting to receive executed contracts by mail.

"As a digital business, we need to embrace the best technologies to remove any barriers to communicating and collaborating with our customers," says Phill Bailey, Product Owner, Business Systems. "One of the reasons we selected Adobe Sign was the seamless integration with Salesforce. With Adobe Sign and Salesforce, we've been able to enhance client experiences and increase the deals that we close. In fact, the Adobe e-signature solution eliminated the tracking and management issues from the previous workflow."

Agile cultures align

Orr and his team evaluated two e-signature solutions, including Adobe Sign. Both solutions offered the core functionality that reed.co.uk wanted, including seamless integration with Salesforce. However, it was the approach of the Adobe team that made the difference.

"The service and partnership with the Adobe team has provided significant advantages to our strategy overall," says Orr. "Within a week, we had a fully functioning Adobe Sign trial, and sales personnel were already trained and using the product. The merits of Adobe Sign were clear to us. Our culture definitely aligned with Adobe's culture."



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Phill Bailey, Product Owner, Business Systems, reed.co.uk

The trial group at reed.co.uk immediately understood the benefits of using Adobe Sign and were clear they wanted to replace the company’s existing contract authorization process with the Adobe solution. The enthusiasm demonstrated by Adobe Sign users made the change much easier for Orr to manage across the organization.

“Our sales team could directly see how Adobe Sign would simplify their jobs every day,” says Orr. “If we can make people’s jobs more streamlined and rewarding, they will be more engaged, and that’s good for our employees and our business.”

A faster path to revenue

Since implementing Adobe Sign, reed.co.uk has seen significant changes across both its B2B and B2C sales channels. In a single period, a majority of reed.co.uk’s agreements are completed within 28 minutes. On the B2B side, approximately 30% of contracts sent out using Adobe Sign are returned within five minutes, with an additional 48% of contracts completed within two hours.

“With Adobe Sign, we’re now seeing results in two hours that previously would have taken eight hours,” says Orr. “These are completed transactions, so a salesperson can move on to serving other potential customers without having to continually follow up on deals in the works.”

Visibility into the status of contracts is also helping to improve the overall productivity of the sales team. Now, any one of the 120 sales managers using Adobe Sign can quickly and easily check on their contracts, without having to sift through emails and other communications. And if agreements are not returned right away, a salesperson can follow up faster, avoiding the potential loss of a deal.

On its growing B2C side, reed.co.uk has experienced a 50% reduction in business lost through contracts being lost. “With Adobe Sign, we’re able to demonstrate a clear path from adoption to revenue realization,” says Orr.

A partnership for the future

Adobe Sign is helping to streamline additional workflows throughout reed.co.uk. Customized templates have been created based on the service sold, enabling the sales team to simply click once to generate a customized contract in the Salesforce system. Not only is this more efficient, but the overall look of the contracts is also improved to reflect an added level of credibility and branding.

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*Brett Orr, Head of Service Delivery,
reed.co.uk*

SOLUTION AT A GLANCE

- Adobe Document Cloud
- Adobe Sign
- Salesforce CRM

For more information

www.adobe.com/go/dc-enterprise



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www.adobe.com

In addition, Adobe Sign has eliminated any delays with contract authorization. reed.co.uk is now emphasizing onsite signing by arming its sales team with tablets. “Our customers are tech-savvy and the mobile capabilities within Adobe Sign deliver the best customer experience with the ability to sign on any device, from any location,” says Orr.

With the success in sales, other departments have started exploring how they can take advantage of similar efficiencies. The reed.co.uk finance department has started using Adobe Sign, and is experiencing success with faster turnarounds of direct debit agreements. The company is also recruiting heavily to support its rapid growth and is considering expanding the use of Adobe Sign to facilitate new hire signing of employment contracts. “We value the collaborative relationship with Adobe, helping us to improve our processes and enhance our success,” says Orr.