



Specialists in growing e-commerce.

Commerce platform improves customer experiences with electronic signature services through Adobe Sign.







“Adobe Sign gives us the competitive edge to attract new customers with the advanced technologies and digital workflows they expect from a top e-commerce business.”

Bachir Kassir, President and Founder, WebJaguar

SOLUTION

Adobe Sign, an Adobe Document Cloud solution

RESULTS

-  **FASTER** signatures to complete sales quickly
-  Convenient and efficient customer **EXPERIENCE**
-  Attracts new **CLIENTS** with e-signature services
-  Boost **PRODUCTIVITY** through integrated systems



WebJaguar

Established in 2001

Employees: 32

Aliso Viejo, California

www.webjaguar.com

CHALLENGES

- Elevate customer service by reaching customers through digital tools
- Expand customer base with valuable services that support e-commerce
- Automate internal services to improve productivity and allow staff to spend more time working with customers

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Fully digital business workflows

From Amazon to Etsy and all sellers in between, e-commerce is growing at a rapid rate. According to the U.S. Commerce Department, online sales accounted for more than a third of total retail sales growth in 2015. To compete in the expanding e-commerce market, retailers are turning away from general website platforms to specialized e-commerce environments that adapt to the needs of online shoppers and offer retailers the tools for success.

WebJaguar created its WebJaguar Commerce platform specifically for high-traffic e-commerce businesses. The e-commerce and marketing platform powers hundreds of well-established organizations, including the State of Florida, Honeywell, Time Warner Cable, Cisco Store, 99¢ Stores, Walmart, ViaTrading, Rockofftrade.com, SuperiorWasher.com, Packwood.com, and MyTradeZone.com. In addition to scalable and stable web performance, WebJaguar offers services and technologies that help online retailers and wholesalers manage extensive product catalogs, develop and analyze past and current marketing campaigns, and even support content from multiple languages and currencies to reach customers worldwide.

"Our customers are well versed in all things digital, and they're used to managing their business electronically," says Bachir Kassir, President and Founder of WebJaguar. "It was essential that our services matched our customers' expectations. When we asked customers to sign our contracts by mail, we weren't giving them the best experiences. We're a company that sells technology and digital services, and we needed to use the latest technologies, such as electronic signatures, not just talk about them."

WebJaguar started researching electronic signatures solutions to eliminate wet signatures from customer interactions. Adobe Sign, an Adobe Document Cloud solution, not only enables the company to obtain signatures on electronic documents, it also integrates with internal workflows to boost productivity for sales representatives. Having found success with the Adobe solution, the company has started offering Adobe Sign as a value-added service to WebJaguar customers.

Fast customer service

Prior to Adobe Sign, WebJaguar emailed contracts to customers who were then responsible for printing, signing, and faxing or scanning the contract to return it. Using Adobe Sign, with just a few clicks customers can view and sign contracts in any web browser. Adobe Sign can also route signed documents among multiple signers automatically, making the signing experience fast and easy for everyone.

"Customers can even sign contracts from mobile devices, so we can complete contracts when customers are traveling," says Kassir. "Contracts that once took weeks are now completed in days with Adobe Sign."

The screenshot shows the WebJaguar CRM interface. At the top, there's a navigation bar with 'WebJaguar' logo and menu items like 'Catalog', 'Purchase Order', 'Customers', 'Sales/Promos', 'Support', 'Layout', 'Quotes', 'Orders', 'Sales Rep', and 'Supplier'. Below this, a breadcrumb trail reads 'Customers > Edit Customer > bachir@webjaguar.com'. The main content area is divided into several sections: 'Customer Information' (Login As Customer, Parent, Send Email, Open Ticket, Address List, Sub-Accounts (0), Last Login: 04/05/2010 04:13 PM, Add Task), 'Customer Fields' (Add Order, My List, Incoming Payments, View Task), and 'Options' (Add Quote, Special Price). A table titled 'Document Name' lists four documents, all with a 'SIGNED' status. The first document is 'Top of the line order form', the second is 'XYZ Proposal', the third is 'ABC Proposal', and the fourth is 'ECommerce Proposal' with a status of 'OUT FOR SIGNATURE'. The 'History' column for each document shows a sequence of actions: 'Document created by Bachir Kassir', 'Sent out for signature to bachir@...', 'Document viewed by bachir@webjaguar.com', and 'Document signed by bachir@webjaguar.com'.

SOLUTION AT A GLANCE

- Adobe Document Cloud
- Adobe Sign

For more information

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



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

While Adobe Sign benefits customers through convenience and speed that allows them to start working with WebJaguar services much faster, it also benefits the company's sales representatives. Using the integration between Adobe Sign and the WebJaguar CRM, signed contracts are automatically attached to a customer profile for reference at any time. Sales representatives spend less time tracking and managing contracts, giving them more time to work with customers and help them gain the most value from their WebJaguar services.

Sharing the benefits with customers

Just as Adobe Sign improves productivity for WebJaguar and experiences for its customers, WebJaguar integrated Adobe Sign into the WebJaguar Commerce platform so that its customers could start benefiting from electronic signatures. Many WebJaguar customers are B2B companies, such as manufacturers, wholesalers, and distributors. These companies often need to sign sales authorization forms, resale certificates, and other agreements with customers before completing a sale. Using Adobe Sign as an added service in the WebJaguar Commerce platform, companies can close sales faster than ever.

WebJaguar worked with Adobe developers to give customers multiple ways to sign agreements. In addition to standard electronic signatures, the company implemented a widget that allows people to sign forms from a touchscreen interface. One customer uses this widget in a touchscreen kiosk to aid completing conditional purchase forms during customer registration.

Another widget was developed to help batch process thousands of signatures on a standard document. One WebJaguar Commerce platform customer, BestHandBagWholesale.com, operates out of Texas and needs all Texas-based resellers and retailers to sign state tax forms every year. The company sends its clients a link to the widget so that all customers can fill out and sign the tax form. As well, for new Texas resellers and retailers registering on the site, they are automatically sent the tax forms to sign electronically. This new process eliminates lots of manual work for clients and makes the process easier and faster for new customers to start ordering from the site.

"Adobe Sign is a new offer for our customers and we expect adoption to grow significantly since we've just started marketing Adobe Sign services as part of the WebJaguar Commerce platform," says Kassir. "Adobe Sign gives us the competitive edge to attract new customers with the advanced technologies and digital workflows they expect from a top e-commerce business."