



Northstar Travel Group delivers fast customer service.

Company standardizes contracts and improves productivity with Salesforce and Adobe Sign.



“By integrating Adobe Sign with Salesforce, we improve service to our clients, increase productivity for our sales team, and strengthen our brand promise.”

Tom Kemp, CEO, Northstar Travel Group



SOLUTION

Adobe Document Cloud
• Adobe Sign

Salesforce CRM
Conga Composer

RESULTS

40
HOURS SAVED

HIGH PRODUCTIVITY
Integrated Adobe Sign with Salesforce, streamlining the sales cycle and eliminating about 40 hours per month of duplicative administrative labor



ACCURATE FINANCES
Achieved more accurate financial reporting through real-time contract visibility and short sales cycles that get revenue into the books faster



STANDARD CONTRACTS
Presented a professional appearance to clients with branded contracts



FAST COMPLETION
Improved contract completion time through easy electronic signatures, resulting in one-third of the contracts returned in less than an hour

Northstar Travel Group

Secaucus, New Jersey

www.northstartravelgroup.com

CHALLENGES

- Improve completion rate of media purchase contracts
- Provide value to customers through fast, professional service
- Enhance contract management and deliver standard, branded contracts

“The integration of Adobe Sign with Salesforce has significantly streamlined our sales cycle and eliminated approximately 40 hours of duplicate work for our staff every month.”

*Cynthia Wittig, Project Services Manager,
Northstar Travel Group*

Leading media and marketing company for the travel industry

Northstar Travel Group is the leading business information and marketing solutions provider to the \$300 billion U.S. travel, tourism, and meetings industries. The company’s award-winning media brands reach retail travel agents, meeting and incentive planners, professional travel managers, and consumers through websites, newsletters, magazines, blogs, and other print and digital channels. In total, the company reaches audiences with more than 1.7 million monthly unique visitors online and over 1.1 million subscriptions to its distributed content.

Sales representatives all managed customers through Salesforce.com, but the contract workflow wasn’t standardized. Representatives generally emailed contracts to customers, which limited the company’s ability to track the status of the contract and gain insight into the process. To improve the completion rate of media purchase contracts, Northstar Travel Group integrated Adobe Sign, an Adobe Document Cloud solution, into the Salesforce.com system to enable e-signatures and contract management.

“As a market leader, we strive to deliver unique value to our customers in the travel and meetings industries,” says CEO Tom Kemp. “By integrating Adobe Sign with Salesforce, we improve service to our clients, increase productivity for our sales team, and strengthen our brand promise.”

Improving branding and efficiency

Previously, sales representatives across business units sent out their own versions of media purchase contracts to customers without consistent branding or content. With the new integrated workflow, sales representatives initiate opportunities through Salesforce CRM. A standard, branded contract is automatically generated through Conga Composer using information from the CRM system, leading to accurate contracts that are customized for each customer. The contracts are then emailed directly to customers using Adobe Sign.

“The integration of Adobe Sign with Salesforce has significantly streamlined our sales cycle and eliminated approximately 40 hours of duplicate work for our staff every month,” says Cynthia Wittig, Project Services Manager at Northstar Travel Group. “Sending a contract using Adobe Sign is as easy as sending an email. The solution has the most intuitive interface and stood out among the competition as the easiest to administer and customize.”

The simple e-signature process drives faster contract completion rates for the media company. “Since implementing Adobe Sign, 70% of media purchase contracts are returned within one day, and of those, one-third are returned in less than an hour,” says Wittig.

SOLUTION AT A GLANCE

- Adobe Document Cloud
 - Adobe Sign
- Salesforce CRM
- Conga Composer

The tracking capabilities and dashboards within Adobe Sign improve financial reporting through real-time contract status visibility and instant access to accurate contract information. Sales representatives can determine whether customers have seen or signed the contract, and follow up on delayed paperwork. Using Salesforce and Adobe Sign, Northstar Travel Group shortens the sales cycle and gets revenue into the books faster.

Although Northstar Travel Group originally implemented Adobe Sign to improve sales processes, the e-signature solution is flexible enough to accommodate many different types of use cases. After demonstrating successful workflows for sales, Northstar Travel Group expanded the use of Adobe Sign to human resources. The HR department now uses Adobe Sign to streamline onboarding of new hires and independent contractors. The onboarding documents are completed quickly and more accurately so teams can get the help they need to deliver high-quality services and information for customers.

For more information

www.adobe.com/go/dc-enterprise



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