



# Van Gansewinkel Goes Digital with DocuSign

## Summary

As a waste service provider, Van Gansewinkel collects all kinds of waste from businesses and households. Our recycling plants transform the waste into raw materials suitable for re-use. We then deliver these secondary raw materials to manufacturers. In this way giving a second life to two-thirds of the waste products. The remaining waste is converted into heat, power and energy by modern waste-to-energy plants.

With approximately 5.500 employees Van Gansewinkel generates an annual revenue of more than €1.0 billion. Although Van Gansewinkel's home market is the Benelux, the company also operates in Germany, France, Portugal, the Czech Republic, Poland and Hungary.

DocuSign's Digital Transaction Management (DTM) platform has enabled Van Gansewinkel to automate and streamline its contract processes and make the business fully digital with electronic signatures. With availability anywhere, anytime, on any device – and support for multiple languages – DocuSign allows Van Gansewinkel's mobile workers to finalize deals on the move.

## Challenge

As an organisation operating in nine countries, Van Gansewinkel was looking for a uniform method of contract signing for each different market. Sometimes language issues could be a problem when contracts were signed locally in French, Flemish and Dutch.

Van Gansewinkel relied on different methods to manage documents and to request signatures from clients; a process that was disjointed and difficult to track. This included sending mail merged documents straight from Salesforce which had to be printed, signed and faxed or mailed overnight to Van Gansewinkel's SME customers.

The lack of consistency delayed the progress of accounts, increased the amount of management and administrative tasks required for each deal, and led to inefficient business processes.

Additionally, Van Gansewinkel needed to address an area of Flemish law which requires businesses to declare waste management providers and streamline this submission process to make it easier for customers.



“As a company working across nine countries and delivering contracts in multiple languages, it is imperative that Van Gansewinkel is on the cutting edge of digital transaction management. DocuSign has enabled us to automate and streamline our business by speeding up our contract processes and helping to save time for employees and customers by going digital. We are signing and closing deals faster via several ways, such as notebooks, PC's and mobile devices with DocuSign, making business with Van Gansewinkel much more delightful.”

**Rene te Poel**

Business Process Consultant, van Gansewinkel

## Solution

December 2012 Van Gansewinkel started using DocuSign's DTM platform to manage all of its SME contracts. DocuSign is used for contracts sent from the Account Managers (Ipad), front office, telesales departments, and external call centres. As a flexible solution, DocuSign enables Van Gansewinkel staff to send a standardised contract to clients for any regular service agreement, and allows staff to customise contracts, if necessary.



DocuSign allows Van Gansewinkel to support contracts in Dutch, Flemish and French, alongside other languages and to communicate with its entire customer base in their preferred language.

Van Gansewinkel focused on informing its clients on the new process and provided a step-by-step guide on how the process works, thus making the transition from pen and paper to online contracting easier. Once processes were implemented, Van Gansewinkel saw quick uptake from customers who found the system easy to use and reported faster turnaround times.

Salesforce integration through DocuSign partner Drawloop also meant that Van Gansewinkel's existing processes were not interrupted by the technology implementation. Processes to adhere to Flemish laws around waste management were streamlined and simplified with DocuSign. Now the company sends customers a pre-completed form which they can quickly, easily and securely DocuSign and submit to the authorities.

## Results

DocuSign has enabled Van Gansewinkel to produce a standardised form to deal with most regular transactions. The company has sent more than 20,000 contracts requesting eSignatures through DocuSign enabling customers to sign documents quickly and conveniently and reducing Van Gansewinkel's environmental impact.

Van Gansewinkel estimated that using DocuSign generated a time saving of at least 25% on every contract issued. Since 2014, DocuSign and Van Gansewinkel have enabled field staff to close contracts on the spot in person using their mobile devices.



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DocuSign® is the Global Standard for Digital Transaction Management™. DocuSign accelerates transactions to increase speed to results, reduce costs, and delight customers with the easiest, fastest, most secure global network for sending, signing, tracking, and storing documents in the cloud.

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