ADP Case Study

Automating the Paperwork Process Across the Global Sales Organization

Background

Automatic Data Processing, Inc. (ADP) is one of the world's leading providers of business outsourcing and human capital management solutions and services, with over 620,000 clients worldwide, and more than $11 billion in revenues. Through its Employer Services division, ADP offers a large selection of solutions including human resources, payroll, benefits, retirement administration, and tax payments and compliance.

ADP has been an AlphaTrust client since 2006, leveraging AlphaTrust's PRONTO*Sign*™ eSignature process automation solution to streamline and enhance the business processes in several ADP divisions, including Retirement Services and Small Business Services. Based on the success realized in these areas, ADP is now rolling out PRONTO™ to additional divisions across the organization.

The implementation and ongoing application of AlphaTrust's PRONTO*Sign*™ solution within ADP is led by Suzette Godwin-Romer, Sr. Director, Worldwide Sales Operations at ADP. Suzette is responsible for delivering the tools and processes necessary to make ADP's 6,500 sales reps across the U.S. and globally more effective, efficient and mobile. She's a 18-year veteran of ADP with an expertise in salesforce automation, sales processes and sales operations.

ADP's Challenge

ADP initially contacted AlphaTrust in search of an easy to use, fast, and secures electronic signature workflow orchestration solution for the company's inside sales organization. Their inside sales team was looking for a way to shorten the time it took to get final signature from clients who were either placing orders for new ADP services or were adding additional services to their existing ADP agreements. The business challenge was that the current process of getting these signatures was both long and cumbersome.

Challenge

- Shorten time to process sales orders
- Reduce errors in paperwork
- Improve sales productivity
- Create a superior customer experience

Solution

- AlphaTrust's PRONTO*Sign*™
- On-premise deployment

Why AlphaTrust?

- Security
- Track record with global companies
- Intuitive customer experience
- Ease of deployment across enterprise applications
- Industry leadership

Results

- Paperwork closing reduced from days to minutes
- Increased sales productivity
- Reduced errors – greater efficiency
- Customer experience – wow factor

Like many companies, ADP had an email – print – sign – scan – save - upload – email back to ADP process. The handwritten information was sometimes illegible, and the process had to be started again from scratch. Since the inside sales team's productivity relied on being able to be on the phone talking with buyers and away from other administrative work as much as possible, the group's effectiveness was hampered by having to track down, wait for and resend documents for signature from the client. In addition, many of ADP's services were sold with the need for a fast start, and the wet-signature process was negatively impacting the company's ability to deliver the best possible experience to the client.

The Solution – AlphaTrust's PRONTO*Sign*™

With the implementation of the PRONTO*Sign*™ eSignature workflow orchestration solution from AlphaTrust, ADP's sales teams are able to reduce the time required to complete client contract closures from several days to just a matter of minutes. As a result, sales reps are able to complete transactions and move to the next sales opportunity much more quickly, resulting in higher productivity, greater efficiency, and increased capacity to handle additional sales volume. The client experience has also been significantly enhanced, as getting started with ADP is now as simple as electronically signing the sales paperwork.

Additional Applications

Since launching with the inside sales team, ADP has rolled out AlphaTrust's PRONTO*Sign*™ eSignature process automation solution to other groups to electronically sign paperwork as well as field sales teams as part of the company's CPQ initiative. In the company's Small Business Services division, AlphaTrust's PRONTO*Sign*™ is used by sales reps in the field to close orders quickly utilizing iPads in face-to-face meetings with clients. Implementing this mobile-ready process has eliminated the need to have paperwork filed back at the office, along with the associated printing, delivery to the client (by mail or in-person by the sales rep), and return of documents associated with the paper process. By simply signing on-the-spot, the client is able to finalize their order with ADP and is in position to get started quickly. This is especially important to small businesses who have immediate need for ADP's HR and Payroll solutions.

Why AlphaTrust

According to Suzette Godwin-Romer, "ADP chose *AlphaTrust* because of the security of the PRONTO™ solution, AlphaTrust's proven track record of successful implementations at prominent global companies, and its industry leadership. The ability to prove in court the authenticity and validity of the documents and their associated signatures was also a selling point for ADP's legal department when they reviewed the company's options."
In addition to its security, ADP chose AlphaTrust PRONTOSign™ as its eSignature process automation solution due to its intuitiveness, scalability and ease of deployment across the enterprise.

Each of the company's implementations of AlphaTrust PRONTOSign™ have different setup requirements which AlphaTrust was able to handle without difficulty. "We've been very pleased at the speed in which we can get up and running across departments in each of our locations," Ms. Godwin-Romer said. "AlphaTrust's rich API has been able to integrate easily with our existing systems." Customer service is another factor in AlphaTrust's favor.

In addition to answering questions and helping with implementation needs, AlphaTrust has helped ADP identify opportunities to leverage eSignature across multiple mission-critical business use cases in additional parts of the business. "Today's buyers are accustomed to being able to buy quickly and easily," said Ms. Godwin-Romer. "AlphaTrust's eSignature process automation solution makes it quick and easy for our clients to do business with ADP."

To learn more, visit www.alphatrust.com and follow us on Twitter, LinkedIn and Facebook.