



Alliance Staffing Solutions Accelerates Business with DocuSign Electronic Signature Service

DocuSign helps Ohio-based staffing firm expedite a 100% increase in placements and drive 129% increase in revenue

Fast Facts



US Headquarters: Independence, Ohio with branch offices in Akron, Dublin and Streetboro

Business: One of the fastest growing businesses in Ohio providing full-service recruiting

Industry: Recruiting

Website: alliancestaffingsolutions.com

Goal: Streamline candidate application process, increase efficiencies and reduce costs

Enable technology to recruit and secure candidates for positions faster

Results: Manage twice the volume of candidate applications without a significant increase in staff

Efficiencies helped increase revenue by 129% in the first half of 2010

Provided a competitive advantage as candidates can apply online, eliminating printing, faxing and time wasted using traditional processes

Deployed with no additional IT investment

"...with seven business units serving different industry sectors, we needed a more mature electronic signature solution that could accommodate the unique needs of each business unit. DocuSign was the perfect fit."

Kate Masin
Director of Operations
Alliance Staffing Solutions

Client Profile

On July 4, 2001 in Independence, Ohio, the Alliance Staffing Solutions Group of Companies began operations. A registered Minority Business Enterprise, Alliance Staffing Solutions is a full-service recruitment firm comprised of several specialized business units. Alliance offers a suite of staffing services for financial, office, healthcare, scientific, technical, industrial and general search solutions to ensure consistent, qualified placements. With a reach that extends throughout Ohio and nationally, Alliance has grown to become one of the fastest growing businesses in Northeast Ohio.

Business Challenge

In 2009, Alliance received an average of 425 new candidate application packages online per month. Alliance staff would review each candidate application and then print and mail candidates the balance of the application packet. This required candidates to download, print and complete the applications. Completed applications were mailed, faxed or scanned and emailed back to Alliance for processing. This paper process was cumbersome, time-consuming and difficult for both the applicant and the Alliance staff.

Alliance developed an online candidate application process to alleviate the hassles of paper applications. This online process streamlined the workflow as Alliance staff could review each application electronically. However, the process was incomplete as candidates still needed to sign and complete the remaining application paperwork to be submitted as candidates to potential employers.

Alliance recognized the need for an electronic signature solution that would seamlessly integrate into its online workflow. The electronic signature service had to be fast, secure and complete. It also needed to be flexible to accommodate Alliance's seven different business units and support Alliance's green initiatives. The electronic signature solution had to provide document customization and be easy for internal staff to use. Kate Masin, director of operations at Alliance Staffing Solutions, registered for a risk-free, no obligation trial of DocuSign electronic signature service.

DocuSign Solution

The DocuSign trial proved easy to use and offered the speed and flexibility Alliance required. Based on the trial results, Alliance integrated DocuSign into its current online candidate application workflow.



Results

“As one of the largest staffing companies in our region, we process a large volume of applications and need the very latest technology to support and even accelerate our processes. In addition, with seven business units serving different industry sectors, we needed a more mature electronic signature solution that could accommodate the unique needs of each business unit. DocuSign was the perfect fit,” says Kate Masin, director of operations at Alliance Staffing Solutions.

Since deploying DocuSign, Alliance has seen the submission of online applications grow from 425 per month to nearly 900 new candidate applications each month. Despite a 100% growth rate in applications over the previous year, Alliance has only modestly grown staff due in part to increased efficiencies and enhanced productivity using the DocuSign electronic signature service. DocuSign’s easy to create templates, signing reminders, automatic conversion of Adobe® PDF form fields and other tools have streamlined Alliance workflows. “DocuSign’s templates and automatic signing reminders significantly reduce the time it takes Alliance to administer new candidate application packages. In addition, it is much more user friendly for our applicants,” says Masin.

Alliance manages hundreds of job seekers applying online through the Alliance website to each business unit. Alliance recruiters review each application and prepare the necessary employment application forms using DocuSign’s easy to create templates and familiar yellow drag and drop StickyTabs® and then electronically send the documents from the DocuSign Console. The applicant immediately receives

an email notification that the application packet is ready for e-signing. The documents can be quickly accessed through a computer or any Web-enabled mobile device, including Apple® iPhone® or iPad™, RIM® BlackBerry®, Google® Android™ and Windows Mobile®. The applicant adopts an electronic signature and is guided through the e-signing process. Once completed, an email notification is sent to both parties with a link to the final executed document. The result is a legally binding, fully E-SIGN-compliant employment application supported by a comprehensive audit trail. Since the documents are digital, filing and storing completed applications for the required 7 years is easier and hassle-free—eliminating any physical footprint.

“DocuSign is the global standard and we’re delighted with the results we have received,” continues Masin. “We’ve seen 100% growth in applications over prior year and a 129% increase in revenue for the first half of 2010. Much of this is attributed to the efficiencies we’ve gained using DocuSign. I’d recommend DocuSign to anyone wanting to enable technology to reduce costs, streamline operations and increase revenue—it worked for us!”

About DocuSign Inc.

DocuSign, Inc. is the market leader and global standard for electronic signature. DocuSign provides the world’s largest and fastest growing electronic signature platform, empowering businesses to complete transactions online quickly and securely while improving compliance and dramatically reducing costs. To learn more, call 866.219.4318, email sales@docusign.com or visit our Website at www.docusign.com.



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