Diners Club UK and Ireland impresses customers with fast service.

Company speeds up corporate credit applications with Adobe Sign, boosting efficiency and customer satisfaction.

Diners Club INTERNATIONAL®

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Jonathan Back, Chief Financial Officer and Operations Director, Diners Club UK and Ireland

SOLUTION

Adobe Document Cloud
· Adobe Sign

Salesforce CRM

RESULTS

17 MINUTES

BETTER PRODUCTIVITY
Accelerated average turnaround time for signed applications from several days to 17.3 minutes, resulting in better sales productivity

CUSTOMER EXPERIENCE
Improved speed and ease of the application process, encouraging faster credit facility usage and customer retention

MORE CUSTOMERS
Improved application completion rates, which boosts confidence for call center representatives

CONSISTENT APPLICATIONS
Leveraged required fields to prevent customers from returning incomplete applications, reducing time spent reviewing and correcting information

Diners Club UK and Ireland

Chester, United Kingdom

www.dinersclub.co.uk

CHALLENGES

· Create a superior customer experience when filling and signing corporate credit applications

· Improve productivity of call center representatives

· Integrate electronic document workflow with Salesforce CRM solution

"Credit applications are signed and returned in an average of 17.3 minutes—a huge gain compared to paper applications."

Jonathan Back, Chief Financial Officer and Operations Director, Diners Club UK and Ireland

Delivering excellent speed and service

In 1950, Diners Club International became the first independent credit card company. Starting with a membership of 10,000, Diners Club cards are used by millions of customers around the world. The Diners Club International franchise in the United Kingdom and Ireland offers charge cards, travel, and lodge account solutions to thousands of personal and business customers every year.

While looking at ways to improve productivity and customer service, the company saw an opportunity to use electronic submissions to speed up credit applications for corporate customers. "Many customers will request and submit applications themselves, but 99% of our corporate credit applications occur after talking to a call center representative," says Jonathan Back, Chief Financial Officer and Operations Director, Diners Club UK and Ireland. "In these cases, the representatives manage the application workflow."

But for many customers, their excitement waned when they received lengthy paper applications that still needed to be filled, signed, and returned. They would find excuses to put off the paperwork, leading to customers taking several days to complete the application, or even forgetting about the application altogether.

By switching to an electronic workflow, Diners Club could remove much of the hassle for customers and boost employee productivity. A viable workflow would need to integrate with the existing Salesforce CRM implementation while delivering reliable and easy-to-use electronic signatures that can be used as proof of execution.

Adobe Sign, an Adobe Document Cloud solution, answered all of the company's demands. "As an established brand ourselves, we know the importance of working with the right partners," says Back. "We were looking to invest in proven technologies and strong support brought to us by a credible partner. That's what Adobe brings us."

Signed applications in minutes

By integrating Adobe Sign with Salesforce, call center representatives can prepopulate applications with data pulled from the Salesforce database and send the applications to customers with just a few clicks. "Integration with Salesforce was a fundamental requirement," says Back. "With Adobe Sign embedded within the Salesforce workflow, representatives only interact with the Salesforce interface, making the workflow easier to learn, which helps us onboard and train our representatives quicker."

"Speeding up the application process with Adobe Sign gets our credit facilities in the hands of customers much faster."

Jonathan Back, Chief Financial Officer and Operations Director, Diners Club UK and Ireland

SOLUTION AT A GLANCE

· Adobe Document Cloud

  · Adobe Sign

· Salesforce CRM

For more information
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While preparing, sending, and waiting for returned forms could take several days previously, now call center representatives can generate and send applications while on the phone with the customer. "Our representatives can stay on the line with customers to instantly answer any questions customers may have about the application," says Back. "Credit applications are signed and returned in an average of 17.3 minutes—a huge gain compared to paper applications."

Even if customers want to take their time looking over the application, Adobe Sign makes signing and returning an application as simple as a few clicks of the keyboard. This reduces the burden on customers and, as a result, application completion rates rose.

Improving sales rep productivity

The efficient and effective workflow raises the productivity of the outbound call center team dramatically, and equally as important, the gains improve the team's confidence in their abilities.

"Speeding up the application process with Adobe Sign gets our credit facilities into the hands of customers much faster," says Back. "Customers start using their products faster, they spend more, and that makes them more likely to remain customers for years to come."

Accurate scheduling and processing

Once signed applications are returned through Adobe Sign, credit underwriters take over to process applications. Here too, Adobe Sign continues to improve the speed and efficiency of the application workflow. Using the detailed reports available through Adobe Sign, credit underwriters can calculate the number of applications that will likely be signed during upcoming weeks, which allows the team to better schedule and forecast resources.

By setting required fields in the credit application, Diners Club can also prevent customers from accidentally returning incomplete applications. Credit underwriters spend less time calling customers for missing information, resulting in better productivity and faster processing.

At every step of the application process for corporate credit facilities, Adobe Sign within Salesforce makes credit applications an easier experience for call center representatives and corporate customers. "The engagement and flexibility that Adobe brought to the table, from initial setup through our testing and implementation phase, were a big part of getting our solution up and running," says Back.