

KLM efficiencies soar worldwide.

Leading airline uses eSign services in Adobe Document Cloud for alliance partnerships, initiating corporate rollout, and supporting company sustainability goals.



Royal Dutch Airlines

"With eSign services, we can see where our contracts are at all times. The added visibility strengthens client relationships and frees up time for us to focus on other critical activities."

Joost van de Bunt, business development manager, KLM



SOLUTION

Adobe Document Cloud
• eSign services (formerly Adobe EchoSign)

Salesforce CRM

RESULTS

10 MILLION
LITERS OF WATER SAVED



GREEN FOOTPRINT

Reduced courier costs and eliminated printing of one million sheets of paper, saving 120 trees and nearly 10 million liters of water per year

ON THE FAST TRACK

Accelerated internal, global contract processes from weeks to just over one day



SATISFY PARTNERS

Enhanced the experience of current and prospective partners by initiating a new, more efficient way to do business



UNPRECEDENTED VIEW

Gained visibility into the authorization process for greater accountability

KLM, a subsidiary of Air France-KLM Group

Established in 1919

Employees: More than 35,000

Amsterdam, The Netherlands

www.klm.com

CHALLENGES

- Reduce courier expenses
- Manage and track enormous volume of paperwork
- Shorten the internal signing process for faster contract completion
- Align new processes with Corporate Social Responsibility mandate

Global reach with a local touch

KLM is the Netherlands' flagship airline, carrying passengers to more than 130 destinations worldwide from its hub in Amsterdam. A subsidiary of the Air France-KLM Group, KLM is committed to sustainability through innovation, a cornerstone of its Corporate Social Responsibility (CSR) objectives. In 2014 the Dow Jones Sustainability Index (DJSI), the main international index evaluating companies on their performance in terms of sustainable development, ranked Air France-KLM leader in the "Airlines" category for the 10th consecutive year.

As a member of SkyTeam, the second largest global airline alliance, KLM is constantly negotiating agreements on behalf of its partners, while partners do the same in their respective markets. Corporate agreements outline special pricing for enterprise customers who book travel with KLM, while partner agreements with trade partners such as travel agencies specify promotional pricing and rewards for driving business to KLM and its alliance partners. These contracts often involve global teams and require joint signatures from other alliance members such as Air France, Delta, and Alitalia.

At KLM's global sales department in the Netherlands, where teams work with signatories worldwide to process hundreds of agreements annually, the time needed for the internal signing process has improved significantly with the help of eSign services in Adobe Document Cloud. A contract can now be in the hands of an outside partner or customer much faster than before. Also, KLM's reliance on couriers to deliver paper contracts has decreased and more visibility into contract status is provided. This new way of working is also aligned with KLM's CSR values.

"As our network of partners and agreements continues to grow, we have a manageable process with improved tracking and reporting features through the use of eSign services in Adobe Document Cloud," says Joost van de Bunt, business development manager for KLM sales in the Netherlands.

At the forefront of innovation

At the suggestion of its SkyTeam partner Delta and working with Adobe, KLM's regional sales department in the Netherlands conducted a trial of eSign services. Delta had already seen success using eSign services as its e-signature solution, and KLM wanted to see if it could achieve similar benefits. Following a short pilot period, KLM purchased eSign services in Adobe Document Cloud for corporate-wide usage. In the Netherlands, 98% of all KLM sales contracts are signed with eSign services.



“With eSign services in Adobe Document Cloud, we eliminated the need to print one million pages, while saving 120 trees and nearly 10 million liters of water.”

Joost van de Bunt, business development manager, KLM

“eSign services in Adobe Document Cloud are extremely easy to use. In just a couple of short training sessions, all account managers in our group were comfortable using the software,” says van de Bunt, who also took the opportunity to revisit the contract signing process overall. After looking at the existing contract workflow, van de Bunt realized that additional internal efficiencies could be gained by not only using e-signatures, but also by using workflow capabilities to limit contract review and signing to include only managers required to authorize each contract.

Electronic signatures are relatively new in the Dutch market, yet that has not prevented KLM partners from adopting the new processes. “We found that most of our clients were open to the more automated ways of working, especially given the solution’s ease of use,” says van de Bunt. “Even though we’re a regional sales department, we are being viewed as an innovator inside KLM, and we’re being asked to share best practices with our partners and customers. Using Adobe solutions has positioned us at the forefront of digital signature adoption in the Dutch market.”

To help accommodate the shift, KLM gives its clients the option to fax back signed contracts if necessary. However, with eSign services, account managers are now able to see when a contract was received, and whether or not the client read it. New or updated contracts are delivered every morning after they are signed by an authorized KLM manager, eliminating delays on KLM’s side. There is also now far greater accountability and visibility for a client to quickly return a signed contract.

Less paper—and paperwork

Since implementing eSign services in Adobe Document Cloud, KLM has substantially reduced the volume of paperwork associated with contracts across the company. Efficiency has been so great that it was not even necessary to replace a full-time employee who had moved to another position. Now, every signed contract is sent directly to the company controller’s email, where it is filed electronically. With nearly 20,000 contracts signed company-wide since the adoption of eSign services, the savings on paper consumption and physical storage space have been significant.

“With eSign services in Adobe Document Cloud, we eliminated the need to print one million pages, while saving 120 trees and nearly 10 million liters of water. We also reduced our carbon footprint by relying much less on couriers to do business,” says van de Bunt. “This ties in directly with our CSR initiative, and we’re proud to have contributed to sustainability in such a meaningful way.”

“The ongoing support from Adobe has been exceptional, which helps us address our business needs today and into the future.”

Joost van de Bunt, business development manager, KLM

SOLUTION AT A GLANCE

- Adobe Document Cloud
 - eSign services
- Salesforce CRM

Soaring to new heights

Today, KLM in the Netherlands and abroad is enjoying a 63% contract completion rate via eSign services. From start to finish, it now takes an average of 28 hours to gather signatures. In addition, ready-to-sign contracts that are sent to clients are now returned to KLM within weeks instead of months. Eventually, KLM wants to reduce this to days.

“With eSign services, we can see where our contracts are at all times,” says van de Bunt. “The added visibility strengthens client relationships and frees up time for us to focus on other critical activities.”

Working closely with its partner Delta once again, KLM is looking into participating in a pilot program that integrates eSign services in Adobe Document Cloud with Salesforce CRM. This will enable the company to send and receive contracts directly from Salesforce. The combined solutions will also provide additional functionalities to further enhance efficiencies for KLM and its SkyTeam partners.

“Adobe is a trusted business partner and our relationship with the company was key to our decision to adopt eSign services in Adobe Document Cloud,” says van de Bunt. “The ongoing support from Adobe has been exceptional, which helps us address our business needs today and into the future.”

