

Telefónica, continuous HR process improvement.

Leading telecommunications company maximizes HR resources and provides more efficient recruitment services with eSign services.



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Niamh Hoey, continuous improvement lead, European People Services Center, Telefónica



SOLUTION

Adobe Document Cloud
• eSign services (formerly Adobe EchoSign)

RESULTS

9x
FASTER

FASTER ONBOARDING

Reduced the average case length for new onboarding from nine days to just over one day



IMPROVED CYCLES

Contracts were signed and received in an average of 11 hours, compared to three weeks previously



STRICT COMPLIANCE

Met strict legal requirements and best-practice standards for security and privacy



EFFICIENT RECRUITING

Automated tracking and created easy-to-use experience for new recruits with the ability to view and sign documents from a mobile app

Telefónica

Established in 1924

Employees: 120,000

Madrid, Spain

www.telefonica.com

CHALLENGES

- Increasing efficiency, and decreasing cycle time and lead time for HR processes
- Eliminating backlog of onboarding requests
- Complying with strict security and privacy requirements

Delivering continuous improvement

Telefónica is one of the largest telecommunications companies in the world with a strong presence in 24 countries throughout Europe and the Americas. Through the commercial brands Movistar, O2, and Vivo, Telefónica provides more than 300 million customers with mobile, landline, Internet, and television telecommunication services.

As a leader in digital technologies, one of Telefónica's primary values lies in efficiency through innovation and digitalization. The company's continuous improvement program, for instance, supports human resources services by putting human resources (HR) advisors at the forefront of innovation. "At its core, continuous improvement is a grassroots program," says Niamh Hoey continuous improvement lead, European People Services Center (EPSC). "We actively support improvements taken directly from advisors who know the processes the best."

At Telefónica U.K., a high volume of employee onboarding requests resulted in backlogs for the HR team. Rather than increasing headcount, the team looked for a more efficient way to process requests to reduce the cycle and lead times for onboarding. They identified an opportunity to deploy an electronic signature solution.

"We needed a solution that complied with strict security and privacy requirements, without requiring signers to purchase additional software," says Hoey. "With eSign services in Adobe Document Cloud, we gain intuitive workflows with the professionalism and reliability that comes from a trusted brand like Adobe. During our trial, eSign services immediately decreased cycle and lead time for employee onboarding. We don't make new technology agreements lightly due to our high security and personal data requirements, but our compliance and security groups agreed that Adobe met our needs."

Meeting goals and improving performance

As part of the company's ongoing focus on efficiency and digitalization, the HR department had implemented a ticketing system to monitor and track the onboarding process. The onboarding paperwork, however, remained partially paper-based; new employees would print and sign contracts before returning them to human resources.

"We saw the impact of eSign services in Adobe Document Cloud right away," explains Hoey. "In less than four months, we reduced the average time for onboarding cases from more than nine days to just over one day. Additionally, the lead time for receiving signed contracts dramatically improved from an average of three weeks to the current average of 11 hours."

“eSign services in Adobe Document Cloud make a strong first impression on recruits, many of whom are familiar with the latest technologies.”

Niamh Hoey, continuous improvement lead, European People Services Center, Telefónica

SOLUTION AT A GLANCE

- Adobe Document Cloud
- eSign services

Since HR staff spend far less time attempting to contact new personnel and track down paperwork, they can handle more onboarding requests without increasing staff. Telefónica can now move quickly to comply with U.K. employment requirements, which results in new employees who are ready to start work within two weeks.

The switch to digital contracts also automates workflows and improves experiences between the internal teams in the EPSC. Now, with eSign services, recruitment advisors receive copies of the signed contracts and updates throughout the process including when contracts are received and viewed for hassle-free, completely automated tracking.

“eSign services in Adobe Document Cloud make a strong first impression on recruits, many of whom are familiar with the latest technologies,” says Hoey. “The students who take part in our graduate placement program specifically praised the ease of signing contracts via a mobile device.”

