

Outback Deck, Inc. Enhances Sales Productivity with Contract Workflows from Docubee

Docubee streamlines Outback Deck's administrative tasks, enabling their sales team to concentrate on what they do best: **selling**.

Overview

Georgia-based company Outback Deck, Inc. specializes in enhancing outdoor living spaces through custom designs and premium, long-lasting products. To ensure a great customer experience and keep their sales team efficient, they needed a solution to create contracts specifically tailored to each new, custom job coming through their doors.



Challenges

Prior to using Docubee, the team at Outback Deck relied on a cumbersome, two-part paper process when creating proposals, involving prep and printing in the office prior to an in-home examination, followed by an in-person signing at the customer's home. When COVID-19 hit, the Outback Deck team went digital with Docusign and later on, Adobe Sign. However, both tools proved to be inefficient for their contract process. "There would be times where the sales people were hesitant to close the deal because writing up the contract was going to take too much time," shares Nicole King, Process & Implementation Manager at Outback Deck.

Outback Deck is committed to quality craftsmanship and a 5-Star customer experience. Their unique process starts with in-home visits by the sales team, who complete an evaluation of the project area using a checklist, make suggestions, and ultimately create a transparent proposal based on decisions made with the client. "We believe in a detailed proposal telling you exactly what you're going to get, so it's not just single line items. It's 5 to 6 pages of information that explain what the homeowner is getting for their money," explains King.

The robust nature of these contracts means numerous signatures are needed, which created problems for them when using Docusign. This led them to later switch to Adobe Sign, which also lacked the customization and speedy delivery they required to get proposals signed immediately.

"We interviewed several other online signing platforms, and **Docubee was the only one that would allow us to be as flexible with what we wanted, but also structured enough that my sales team can't go rogue...My production team loves it because the scope of work is the same every single time.**"

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The Outback Deck team needed a vendor they could rely on to meet industry-standard data security measures and integrate with their current tech stack, all while simplifying the process for their sales team and clients at a reasonable price. "Being able to have a platform customers could sign on our iPads was important. Adobe Sign offered that, but we would have had to pay more."



In short, Outback Deck needed an efficient, flexible, and compliant tool to deliver customized contracts and collect signatures from clients.

Results

Overall, Outback Deck has been able to remove barriers in the sales team's contract process, which has increased close rates and enhanced customer satisfaction without breaking the bank.

"The benefit that Docubee offered was **more services for less cost.**"

Significant Increase in Close Rates

With Docubee, Outback Deck has notably increased productivity, particularly for the sales team. Previously, sales representatives were hesitant to close deals because of the time-consuming contract preparation process. **With Docubee, the time to prepare a contract decreased from 30 minutes with Adobe Sign to less than 5 minutes, significantly streamlining operations.**

The company currently uses Docubee for a single contract workflow that has drastically simplified their contract generation process. This has allowed their team to easily navigate contract options and finalize agreements quickly, which has been crucial to their overall sales productivity. "Docubee has allowed our

sales people to feel more empowered to give an exact price and be more likely to send a contract over to somebody," shares King.

Since using Docubee, sales members can generate their contracts quickly and collect signatures from customers before leaving, which has had a positive impact on their close rates.

Faster Billing & Increased Customer Satisfaction

The accuracy provided by Docubee has allowed for faster billing of projects, maintaining cost efficiency, and improved customer experiences, resulting in 5-star reviews. These improvements indirectly support the company's KPIs by enhancing operational efficiency and customer satisfaction.

Access to Data Where Their Sales Team Needs It

Outback Deck utilizes multiple other tools alongside Docubee, including their CRM, MarketSharp, as well as pricing and presentation tools. Docubee seamlessly works with existing software, allowing sales personnel to manage customer interactions efficiently. This has been essential for maintaining the flow of sales visits and ensuring the right info is at the sales reps' fingertips.

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A+ Support & Implementation





Throughout the implementation of Docubee, the Outback Deck team received robust support and training from the Docubee team. Implementation was fast and responsive, and the Docubee team worked to create a tailored solution to meet Outback Deck's specific needs. This level of customization and understanding from Docubee contributes significantly to the positive experience of working with the platform.

What's the future look like for Docubee and Outback Deck?

King and her team are exploring other applications of Docubee for simpler, one-line contracts, such as design agreements where homeowners pay a retainer to price more complicated projects, and automating post-sale signatures from field supervisors.

"This is the biggest bonus of all of this. Docubee delivered on their promise, and they did it in a very cost-effective way. **To get that level of service and be able to afford to use Docubee and expand is really great.**"

Why Outback Deck Chose Docubee

-  Customizable Contract Workflows
-  Price
-  Integration Capabilities
-  Ease of Use



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About Outback Deck

Founded in 2010, Outback Deck has become a leader among outdoor living contractors serving the Atlanta metropolitan area. We're passionate about outdoor living spaces, and it shows in the countless custom projects we've completed throughout the region. In addition to providing custom composite decks, motorized louvered pergolas, and our exclusive Custom Porch Design-Build service, we are committed to delivering the best customer experience possible.

About Docubee

Docubee, an Accusoft brand, is an intelligent contract automation platform that lets businesses create, manage, sign, and track digital contracts in one secure platform. Docubee powers contracts by enabling users to gather vital customer data, create contracts using tools like generative AI or pre-built templates, and connect pieces of the process with dynamic workflows. Users can integrate Docubee with their existing site or platform via the API or connect to thousands of apps and CRMs using native and webhook-powered integrations. For more information, visit docubee.com.

