



KISSmetrics Accelerates Growth with Nitro Cloud



**AT-A-GLANCE****Industry:** SaaS**Location:** San Francisco, CA**Team Size:** < 50 employees**Products used:** Nitro Cloud**USE CASES:**

Document sharing
and e-signatures for
sales contracts, NDAs,
offer letters

Overview

Customer analytics platform KISSmetrics takes user data to another level. They answer the question of “who?” as opposed to the traditional Google Analytics query of “what?” In other words, KISSmetrics ties user activity back to the individual user, giving insight into what they’re doing on your website or within your application – valuable information for Software-as-a-Service (SaaS) and e-Commerce businesses of all sizes.

Improving Efficiency in Key Areas

In just the past five years, the company underwent two rounds of funding and doubled its revenues and headcount. This incredible growth meant a simultaneous increase in paperwork across the business, and KISSmetrics’ leadership realized that keeping up would be nearly impossible without modernizing various business-critical document workflows.

To maintain the level of high growth KISSmetrics was experiencing, scaling sales and recruiting operations became a top priority. Looking to expedite both of these initiatives, the company decided they needed to create efficiencies in three key areas:



Enable Sales and Recruiting teams to accomplish more in less time



Reduce turnaround time for contracts or offer letters



Adopt paperless workflows to improve organization and accessibility

THE OLD PAPER BASED SIGNATURE PROCESS:**Review on Computer****Print Document****Sign Document****Scan back into Computer****Wasted Time**

Before closing a deal, KISSmetrics' sales reps would often wait an hour or more for a customer to complete the paper-based process of returning a signed contract. There was also no insight into whether the document had been viewed at all, so reps wouldn't know how soon to approach a follow-up conversation. Recruiters faced this issue as well. Not knowing if a candidate was in the process of reviewing an offer letter or whether it was still sitting unread in an email inbox left them waiting for a response and took valuable time away from other critical activities.

Real-time Alerts Move Things Along

After evaluating electronic signature vendors like DocuSign and EchoSign, KISSmetrics decided to opt for the feature-rich Nitro Cloud solution. One of the factors in the team's decision were the real-time email alerts Nitro Cloud sends to a document owner when a recipient performs an action – like viewing, commenting or signing. These alerts provided the intelligence KISSmetrics was looking for, and helped them obtain signatures on sales contracts and new hire paperwork more quickly.

"Before, we had zero visibility into where our contacts were in the customer process or when we might expect a signature to come back," said Rossi Khoung, KISSmetrics Director of Sales. "Now, Nitro Cloud's status updates serve to reassure us that a contract is at the top of the inbox and a signature is forthcoming, which is key when we're prioritizing who to follow up with."

“ Nitro Cloud is so intuitive that it just requires a few clicks here and there, and cuts several steps in getting our contracts executed.”

Rossi Khoung, Director of Sales at KISSmetrics

QUANTIFYING
THE BENEFITS:

- 10-15 minutes saved per deal
- 10x faster contract turnaround times
- \$3,000/year saved on resources & supplies

Making Life Easier for Everyone

"It often feels like we were in the dark ages before Nitro Cloud," commented Chris Kinnard, veteran Account Executive at KISSmetrics. "It almost seemed like we were putting our customers out when we asked them to sign something."

Though at first deployed to just a handful of folks, word of Nitro Cloud's benefits quickly spread across KISSmetrics' sales team, recruiters and senior leadership, who now rely on it to convert, sign, share and collaborate with documents like mutual non-disclosure agreements, sales contracts, and offer letters. The entire organization benefitted from the ease of requesting and applying legally binding e-signatures from anywhere, and they tell us their customers have, too.

"In order to get to the next level as a business, our primary focus at this stage is to sell, sell, sell," said Rossi Khoung, Director of Sales at KISSmetrics. "But what differentiates us is that we are people-centric both inside and out. We take care of our customers and employees by looking not just at the bottom line, but at ways to make their lives easier across the board." And by providing the opportunity for new hires and business partners alike to avoid any printing, scanning or faxing and instead complete paperwork with a just few clicks, KISSmetrics is certainly doing that.

Learn More about Nitro Cloud

"Nitro is a great company with a great team, and its product is changing the way we do things by making our end-to-end business operations more

// I like to reduce friction as much as possible when I'm closing business, and it doesn't get easier than Nitro Cloud."

Chris Kinnard, Account Executive at KISSmetrics

efficient every day,” said Kinnard. “It doesn’t get easier than Nitro Cloud, and as we continue to grow and find more and more opportunities to streamline workflows, I wouldn’t be surprised if in a year or so we’re using it two or three times more frequently than we are today,” added Khoung.

KISSmetrics sees real results with Nitro Cloud:

- Signature turnaround times improved by 10X
- Estimated savings of at least \$3,000/year in individual productivity and paper costs
- Delivers an easier e-signing experience for customers and new hires

TO TRY E-SIGNING FOR FREE WITH YOUR TEAM

Contact us at Nitro.Business@GoNitro.com

Or see how it works GoNitro.com/Cloud/Features