

THE CASE FOR

DIGITAL DOCUMENT GENERATION



INTRODUCTION



Now that customers are at the center of the sales process, sales teams must find new and innovative ways to attract and engage them. **Not all the experts agree** on how much of the customer journey is self-propelled, but when buyers are doing their own research and demanding real-time interaction, every minute counts.

Sales organizations need processes that empower them to provide accurate information to prospects quickly, use existing data to personalize information and deliver a better end user experience.

That's why today's sales teams are turning to digital document generation to meet the needs of their customers.

Digital documents are easier to create, share and collaborate, sign, store and manage, and analyze.

“ One study found that buyers are 57% through the buyer's journey, while another shows 67% conduct their journey digitally.

- via LinkedIn



Create



**Share &
Collaborate**



Sign



**Store &
Manage**



Analyze

FROM SNAIL MAIL TO SOFTWARE

THE EVOLUTION OF DOCUMENT GENERATION

As technology has progressed and become more and more prevalent in workplace settings, the way businesses generate their documents has evolved and changed.

In the late 1980s, **less than 1 percent** of the world's technologically-stored information was in digital format. The network file system, which introduced the world to network storage, wasn't invented **until 1985**, and email wasn't regularly used until about 1993--four years after the World Wide Web was created in 1989. Until the adoption of email, businesses used fax machines--or even snail mail--to share and transfer paper documents.

Adobe Portable Document Format (PDF) was also introduced in 1993, and is recognized as the first truly effective document-sharing technology. Until the development of document generation and management software, businesses used a combination of network file storage solutions, PDF email attachments, and a lot of copying and pasting in word processors to create and share their documents.

Document generation solutions like Octiv allow businesses to create, collaborate, store, share and track documents in one convenient location. The Octiv platform transforms paper-based workflows (remember fax machines?) to digital-first documents. Octiv streamlines document workflows with dynamic HTML5 templates, integrations with source systems, and online document collaboration complete with electronic signature functionality. Document creation, sharing, signature and storage in a single location reduces "paper" steps. **And fewer steps means more time and productivity for teams across the board.**



SPEED UP THE SALES PROCESS



If the most important element of the sales process is the customer, the next most important element is time. According to Velocify, sales teams with a lead response of less than one minute can nearly double their conversion rates – and those conversions can turn into closed deals.

But today's salespeople spend as much as **64 percent** of their days on non-selling activities: administrative tasks like entering data into back office systems and creating (or searching for) the right sales content. The result is lost time – time that should be spent with customers instead of preparing documents.

A common challenge salespeople face throughout the sales process is creating a sense of urgency with their prospects. Reps must help prospective clients recognize their need for the product, creating urgency in the process. And when a prospect with an ideal use case, the right stakeholders and an interest in the product comes along, salespeople need to act quickly to close the deal--there's simply no reason to wait.

With Oktiv, sales teams can move as quickly as the customers they serve. When faced with a potential client with an ideal use case, Ross Lubbers, an account executive with learning software company Lessonly, was able to capitalize on the situation immediately. **Using Oktiv, he was able to create a personalized proposal, handle negotiations and close the deal – all in less than 90 minutes.**

“ There were some changes the client wanted made, but I was able to generate a new agreement in a matter of seconds. I never had to leave the phone, and that made all the difference.

ROSS LUBBERS

Account Executive
Lessonly



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CREATE DOCUMENTS WITH 100% ACCURACY



Time is of the essence, but accuracy is just as important to a successful close. Before the rise of digital document generation, companies often relied on older technology like word processing and spreadsheet software to create proposals, quotes and contracts. The result was documents riddled with errors, inaccurate contract terms and more.

Even today's companies can struggle with inefficiencies without the right solutions in their tech stacks. Jason Lakes, vice president of sales and marketing at Renovia, a nationwide commercial painting and service provider, searched for a solution that would increase accuracy and take the guesswork out of creating documents.



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“The amount of time to make a change, and when our managers put work orders in on the back end – that’s where inefficiencies came into play,” Jason said.

Today, the right document generation solution allows sales teams to rely on the data in back office systems like CRM and ERP to populate their documents, reducing inaccuracies and ensuring prospects and customers get the right information exactly when they need it.

“Octiv has saved us a lot of time, but more than time it has created accuracy, which is more important to us. **The result was an error-free proposal creation time reduced by 50 percent.**

JASON LAKES

VP of Sales & Marketing
Renovia

THE CULMINATION OF

SPEED & ACCURACY IN STREAMLINED WORKFLOWS

Neither speed nor accuracy can be achieved without the right document workflow. And that requires a template that provides a solid foundation for document generation, a tech stack that makes pulling data from disparate sources easy, and a central location to store each document after it's been created. A reliable document workflow is important for companies of all sizes, but it's especially important for the enterprise, where speed and accuracy can save valuable money and time.

For departments like GE's Global Operations legal team – which sees thousands of contracts each year – **streamlining the document generation process was a serious need**. Drafting contracts manually, using Microsoft Word templates and sending them via email attachment, slowed contract creation and introduced potential errors.



Click image for more

Octiv provided a solution that was easy enough to use and flexible enough for the GE Global Operations team to incorporate into its sales stack. The result was a massive time savings.

“ For every agreement we generate in Octiv, we save an hour and 20 minutes of draft time. We're estimating at our current volume that we'll save a full year's worth of man hours.

ASHLEY BOLENDER
Channel Contracting Leader
GE, Global Operations



ENHANCE THE SALES PROCESS WITH THE RIGHT TECH

Sales technology has completely changed the way companies do business. But the basics will never change: customers want personalized experiences, fast responses and frictionless interactions with the companies they choose to do business with.



Learn more about how Octiv can empower you and your company to move at the speed of business.

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