

signNow API for design & manufacturing: Resero Group case study

Situation before signNow

For any recognizable brand with seasonal demand and dozens of order requests that need to be processed simultaneously, having to process sales quotes manually will always be a painful process with its traditional drawbacks — endless hassle, delays, missed signatures, the need to find a printer/scanner, etc.

Before signNow, the quoting process at Furnware was rather old-school: PDFs were printed out by customers, signed physically, scanned, and emailed for further processing.

During the peak of the 2020 season (and the peak season for school furniture in New Zealand and Australia is November-December because the new school year always starts in January), many customers were working from home due to COVID restrictions. Apart from multiple other inconveniences, not all customers had printers and scanners in their homes. This became a recurring reason for Resero to start searching for an eSigning solution for its Furnware brand.

“Towards the end of summer 2020, we realized that a lot of people placing orders do not actually have printers or scanners at home. Others had travelled for the summer break and did not have access to a printer at all. This was the busiest time of the year for us, and a moment of truth - we had to make the quoting process easy for people,” **explains Ben.**

Adobe Sign was the first choice as the solution had AI instruments for field recognition. However, the Adobe system was having difficulties recognizing the right fields when testing with Furnware’s quoting workflow.

RESERO

Customer profile:

- Ben Clist, Application Developer, Resero

History & Background:

Resero is a global leader in school furniture manufacturing. It is best known for its two brands — Sebel (Australia’s largest furniture manufacturer, popular for its monobloc plastic chairs) and Furnware (producer of the award-winning Bodyfurn chair, used in over a thousand schools worldwide). Key markets for Resero include New Zealand and Australia, Southeast Asia and Hong Kong, and the Middle East.

Furnware has been specializing in school furniture for more than 60 years. It is known for its R&D collaboration with industrial designers, education specialists and local universities leading to breakthrough innovations in furniture design.

For business processes, Resero considered an eSignature solution with the same level of attention to detail as any of their own breakthrough innovations.



HelloSign was also considered, but it did not have the features Furnware required.

Ideally, Furnware needed an API-based eSigning solution that would intuitively “find the right fields”, following the same logic as in the Epicor ERP system and Microsoft Dynamics CRM (both already used by the sales team).

And this was where the signNow API fit right in.

“It took three or four weeks to go from nothing, to up and running, and this is primarily because signNow is really easy to use, even when it is very new. We received about 50 signed quotes in the first four days alone, and the feedback from all users was fantastic. We also re-sent several quotes that had been pending for a couple of weeks, and these were signed the same afternoon,” **reflects Ben.**

Streamlining the quote approval process with the signNow API

Furnware’s optimized quoting process not only saved time for sales staff but also came with reputational benefits as well. On the customer side, the ordering process is both intuitive and efficient, encouraging customers to feel good about their purchases.

First, the customer receives a branded email with a button that takes them to a signNow eSigning session page.

On the signNow side, the layout is as simple as it can be — four fields only.

The customer’s name is already pre-populated from the ERP or CRM system (one of those little time-saving things done via API, actually).

The time/date field is also preset automatically as the day of signing.

Then, there is a special field for notes and comments (previously, customers made notes in the margin or on sticky notes, not always readable).

Finally, there is the signature field for quote approval.

Once the customer has eSigned, they are automatically redirected to a dedicated page on the Furnware website (the page explains the next steps in the order process), while all other information for the new order is automatically forwarded to the sales team for processing. The relevant account manager receives an instant notification for the new order and can proceed from that point.

As previously mentioned, in Furnware’s case, the signNow API is integrated into two systems of records at the same time: Epicor ERP, which handles all financial data, and the Microsoft Dynamics CRM system.



“What I really like about the signNow API is that it can create signing fields automatically once the system sends the eSigning request. Moreover, an email going to the relevant account manager is also generated automatically,” **says Ben.**

Time-saving calculations

At Furnware, the signNow eSignature tool is now used both externally (with customers) and internally (for internal documentation, mainly financial), but the main use case is definitely the quote approval process.

According to Ben's observations, every time a quote is not prepared manually but is automated, the office saves around **5 minutes on each transaction**.

There are currently **28 account managers** in the team, and the anticipated volume of transactions is around **4,500-5,000 quotes a year** (returning customers included).

5 min. × 5,000 quotes/deals a year = over 400 hours of employee resources saved!

Expanded signNow use by Furnware and Resero

Our interview with Ben was organized quite early on — during the very first month of signNow's API rollout by Furnware. However, even after a couple of weeks of use, the personnel directly involved in quoting and sales were impressed. Furnware is now considering expanding signNow's use to other Resero brands for more active use. Ben's expectations are quite high:



"Furnware makes up about half of our business. The Sebel brand makes up the other half. They also have many processes that now require signing by hand, with stacks of paper, sticky notes and other loose notes. We definitely look forward to rolling signNow out for our Sebel brand as well."