



CASE STUDY |



Increase Efficiency and Prevent Buyer Dropout with Clickwrap

THE OPPORTUNITY

Chowly is a software company that bridges the gap between the point of sale at a restaurant, and a third party ordering service online (Doordash, UberEats). Before Chowly, this transfer was executed manually, forcing a restaurant employee to enter the order from the online vendor into their own system. Chowly sells its software to busy restaurant managers who are on the go and don't have the time for sales pitches about software.

THE FOCUS

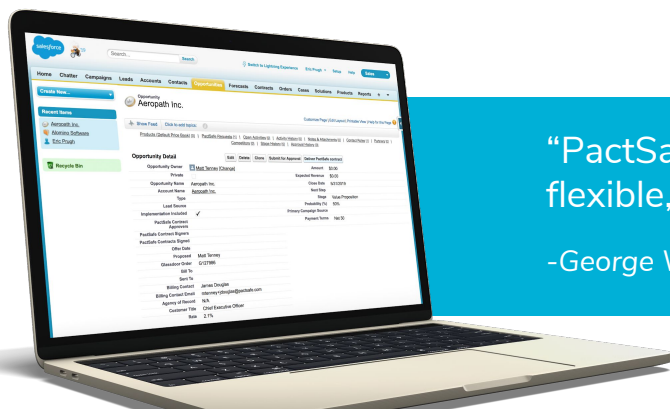
Losing deals because the buyer wouldn't complete the burdensome purchasing process, Chowly recognized the need for a better way to deliver contracts. Their value to the market was evident in the amount of interest their software garnered, but closing the sale was proving to be increasingly difficult.

THE APPROACH

PactSafe's API forward solution, Salesforce integration, and diverse delivery options for contracting was the perfect solution. PactSafe was able to provide Chowly's customers with a frictionless on-boarding experience, while granting Chowly greater insight into each of those acceptance events and the signers behind them.

THE RESULT

PactSafe enabled Chowly to centralize their contracting practices onto one platform, seamlessly integrating with their Salesforce instance to ensure standardization. The option for mobile-responsive clickwrap contract delivery allowed them to reach merchants on the go, recovering all those previously dropped clients. Chowly experienced a 22% uptick in CWNB after the implementation of PactSafe into their company workflow.



"PactSafe is what signing documents should be; fast, flexible, modern and intuitive."

-George Waked, Sales Operations Manager