

CASE STUDY

DOCUSIGN: REDESIGNING CUSTOMER SUPPORT WITH EXPERIENCE CLOUD



ABOUT DOCUSIGN

DocuSign is a global leader in digital agreement management, empowering organizations to prepare, sign, act on, and manage agreements securely and efficiently.

To support millions of users worldwide, DocuSign operates a robust online Support Center designed to deliver knowledge articles, search capabilities, guided help experiences, and self-service resources across multiple regions and languages.

As DocuSign continued to scale globally, it became clear that its support infrastructure needed to evolve alongside its growing customer base.



THE CHALLENGE

DocuSign's legacy support system was built on outdated technology that limited both user experience and internal efficiency.

Key challenges included:

- Limited search functionality and content discoverability
- Complex publishing workflows that slowed content updates
- Insufficient analytics and reporting visibility
- Inconsistent multilingual support for global users
- Heavy reliance on manual intervention in support cases

The platform lacked the flexibility and scalability required to deliver a seamless, modern self-service experience at enterprise scale.

DocuSign needed a future-ready solution that could reduce support case volume, improve customer satisfaction, and empower internal teams with better tools.

"DocuSign partnered with Faye to migrate our content and related integrations from Visual Force to Experience Cloud. The team worked well with embedded teams and our code to promotion processes, and their strong development capabilities showed throughout the engagement."

- Information Senior Director, DocuSign



THE SOLUTION

To modernize the Support Center, DocuSign partnered with Faye to re-imagine its customer support system using Salesforce Experience Cloud.

Key elements of the solution included:

- Rebuilding site components and pages with the latest Experience Cloud technology to improve performance and ease of management.
- Implementing support for nine languages with localized experiences for both guest and authenticated users.
- Creating a custom sitemap for advanced analytics and streamlined content processes.
- Developing a complex federated search engine that improves content discoverability across multiple data sources.
- Integrating tools like Google Tag Manager and Google Analytics, and ensuring the front-end experience reflects DocuSign’s branding using a custom theme and CSS overrides.



Service Cloud



Experience Cloud



Custom Search Engine



Customer 360



Google Analytics



Custom Language Selector



RESULTS

After implementing Salesforce Experience Cloud with Faye’s expertise, DocuSign realized significant operational and user experience gains:

- Support staff productivity improved, with the need for human intervention in support cases reduced by 50%.
- Content publishing became far more efficient — teams could publish new material in minutes instead of hours, simplifying workflows and eliminating potential failure points.
- The new federated search solution improved the quality of search results by more than 40%.
- Deployment time was dramatically reduced, with each deployment taking 75% less time, dropping from 20 hours to just 5 hours.

These improvements contributed to a much more effective and scalable support infrastructure for DocuSign’s global customer base.

