

CASE STUDY

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DAEWOO LUCOMS



“With e.form, it takes us only 30 minutes while it used to take 1–3days before.”

Soojin Yoo, deputy head of Sales Strategy Team

DAEWOO LUCOMS, systematic approach to contract data management with e.Form

Introduced product
e.Form

Company information

Company: DAEWOO LUCOMS

Establishment: 26 October, 2002

Address: 82 Bangbaejoongang-ro, Seocho-gu, Seoul, Korea

Business Area: Computers, LCD, CRT, CCTV and industrial monitors

Company Overview: DAEWOO

LUCOMS has operated various businesses to make the future life-style to communicate and grow with the customers. Daewoo Lucoms will continue to grow for the customers through their happiness.

Companies working with agencies, franchises spend significant time and money on visiting every partner to get contracts signed.

A home and international leading computer and display manufacturer DAEWOO LUCOMS based on sustainable investment in a higher value-added business and new technologies has decided to employ I-ON e.Form to address the above challenge and go paperless.

e.Form has enabled us to speed up work process and reduce cost, and more importantly it helped us develop smart corporate image. We interviewed Soojin Yoo, a deputy head of Sales Strategy Team at LUCOMS to study on the project.

■ Project Background

Nice to meet you! I'm Soojin Yoo from a Sales Strategy Team of DAEWOO LUCOMS. To briefly introduce our company, DAEWOO LUCOMS is a spin-off company from monitor business department of DAEWOO Electronics in 2002. We've been at the top position in the PC public supply market for the past 5 years.

I got to know about an electronic contract service from my acquaintance but the international brand service has quite many constraints on using it here so I wasn't sure that I need to employ it. I've started looking for such service that can be effectively used for our company without any constraint and eventually I took e.Form in every detail.

The following three factors are differentiators that e.Form provides compared to the other electronic contract service providers.

- Fast time-to-contract with email or SMS links without the need of sign-up.
- Intuitive UI helps users easily create forms and the service site & blog give people guidance and detailed explanation on e.Form features including legal effects.
- 30-day free trial enables people to make more accurate decisions on e.Form adoption.

■ Project Goal

The ultimate goal of this project is to maximize productivity of our sales reps through efficient contract processes with agencies. We tried to save time on visiting every site only for contract and focus more on the core jobs such as securing new agencies.

On the other hand, we wanted to manage documents in a more structured way. Storage of printed, paper based contracts leads easily to document loss and makes it hard to find and manage them. We expected to leverage e.Form to streamline our work processes on document management.

■ Implementation Effects

We've been able to reduce time to get contracts done and manage documents in a more structured way since we adopted e.Form. As we saved time for contract work from 1-3days to about 30minutes, we can focus more on fruitful work instead of spending significant time on transportation. In addition, we're very happy to see our sales reps who are the e.Form users feeling satisfaction.

We're also very satisfied with e.Form given that it also facilitates easy and organized contract files management.

■ Comments to I-ON

It wasn't too long since we started using e.Form and we still need some help from I-ON. We'd really like to say thank you I-ON that you guys always give us kind and intuitive guidance. We also found e.Form blog very informative and helping. Hope e.Form service has more and more users in the near future and we wish I-ON prosperity!