Your First 3 Self-Service Workflows

Which processes should you be automating first for fast time-to-value and measurable ROI?

As legal leaders confront tightening budgets, uncertain economies, and the general demand that they "do more with less," many are turning to the same solution: workflow automation.

It's a tool that addresses the source of the problem (like back-and-forth email approvals, spreadsheets that require constant updates and vigilance, and information scattered across different systems) by equipping your team with self-service efficiency, empowering them to streamline high-volume processes while working behind the scenes to deliver analytics that drive continuous improvement.

What is a self-service workflow?

In a self-service workflow, end-users help themselves to templatized, pre-approved contracts or request information that is automatically triaged and routed to the right people. Organizations of all sizes are seeing significant ROI on their most frequently requested contracts, leading to healthy adoption and the ability for legal teams to expand their workflow footprints easily.

Beyond reducing the sales cycle and cutting back-and-forth email communications, workflow ROI also produces in-process analytics, which allows teams to make more data-driven decisions.

What are three workflows that stand up quickly, offer instant ROI, and drive easy user adoption? Let's dive in.

1 NDAs

A self-service NDA workflow can be up to 7 times faster and 15 times more efficient than a manual process, with 100% compliance and up to 400% ROI. Without automation, NDAs create bottlenecks in sales processes, slowing down time-to-demo (and even time-to-close) while also creating a frustrating experience for your legal team and your prospect. A manually driven NDA process has two main challenges: approved language and legal reviews.

Both can be streamlined and overcome through streamlined logic and robust template libraries, which automatically generate contracts depending on the particular needs of the request. With that automated document management on the backend, salese can receive a pre-approved NDA automatically, and legal managers don't need to review it at all.

The ability to convert a manual paper trail or internal back-and-forth into an automated, streamlined process with a pre-signed template saves everyone time and money.

"Self-service NDAs are definitely one of the workflows that can provide the most wins — not only in ROI, but also internally. It's just such a high-volume workflow — and the metrics you can capture on them are phenomenal."
– Tarryn Puzsar, Director of Business Process Automation, KP Labs

2 Evaluation agreements

Evaluation agreements should be straightforward and fast — but too often, they bottleneck demo scheduling and cause sales to slow down and fall behind.

With workflow automation, employees can request an evaluation agreement through an online portal that automatically requires all of the necessary fields, populates information straight from Salesforce, and then generates a contract immediately. Should anything more complicated arise (and it rarely does), requests can get routed to the right legal team member for additional review. But most of the time, your evaluation agreements just became instantly available, completely compliant, and written on company paper.

> "The instant feedback we got was that the lack of human touch after we automated our evaluation agreements **really sped up the contracting process** for the sales team. And from the commercial side, the sales team loved that **their sales cycle shrunk** as the legal team got these agreements out **faster and reduced churn.**"
> *—Sami Najm, Director, Legal at Rubrik*

3 Privacy-based and procurement agreements

Manually driven contracts clog up a legal team's workload and negatively impact business customers' relationships with legal.

But often, these contracts travel down well-worn paths and require known clauses and easily populated fields. When compliance and company standards are built into the process, some high-volume contracts rarely require any personal, human touch. That human touch is written into the request.

With workflow automation, requesters submit details like supplier and transaction information, involved parties, and agreement criteria. The workflow can then dynamically set contract terms, include clauses based on pre-approved and pre-determined criteria, and send off for e-signature. This allows legal teams to build and execute contracts faster, gathering all required information upfront and generating contracts specific to each vendor's needs.

Privacy-based and procurement workflows go beyond accelerating operations; once the contracts are executed and signed, metadata can be extracted from the centralized data repository. The audit trail is instantaneous and total. From there, companies can reevaluate annually – or as needed to drive better business outcomes.

Laying a foundation with automation: driving improvements with analytics in self-service workflows

Beyond reducing the sales cycle and cutting back-and-forth email communications, another layer of workflow ROI comes from in-process analytics, which allows you to make more data-driven decisions. With the data and meta-data attached to workflow automation requests, leaders can easily see what contracts take the most time and focus on what part of the contracting process is most inefficient.

Workflow automation begins streamlining processes immediately while laying the foundation for continuous improvement, delivering workflow analytics and business intelligence that drive better results. These insights allow leaders to:

- Eliminate bottlenecks
- Use data visualizations to track and prove success
- Find and monitor new trends

Workflow automation is both a tool and a new way of thinking about business processes. Getting up and running with a fast-to-deploy, ROI-driving workflow gives you and your team a quick win, which, armed with analytics, proves value. From there, expanding your workflow imprint and building a system of legal processes that just work comes quickly and easily.

Get more automation insights from the experts!

Tune into our conversation on this topic with Rubrik, Micro Focus, and KP Labs — *Knock Knock: Opening the Legal Front Door to Self-Service Contracting.*

Watch the Replay ▶

Ready to build your first self-service workflow today with TAP, Mitratech's no-code workflow automation platform?

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