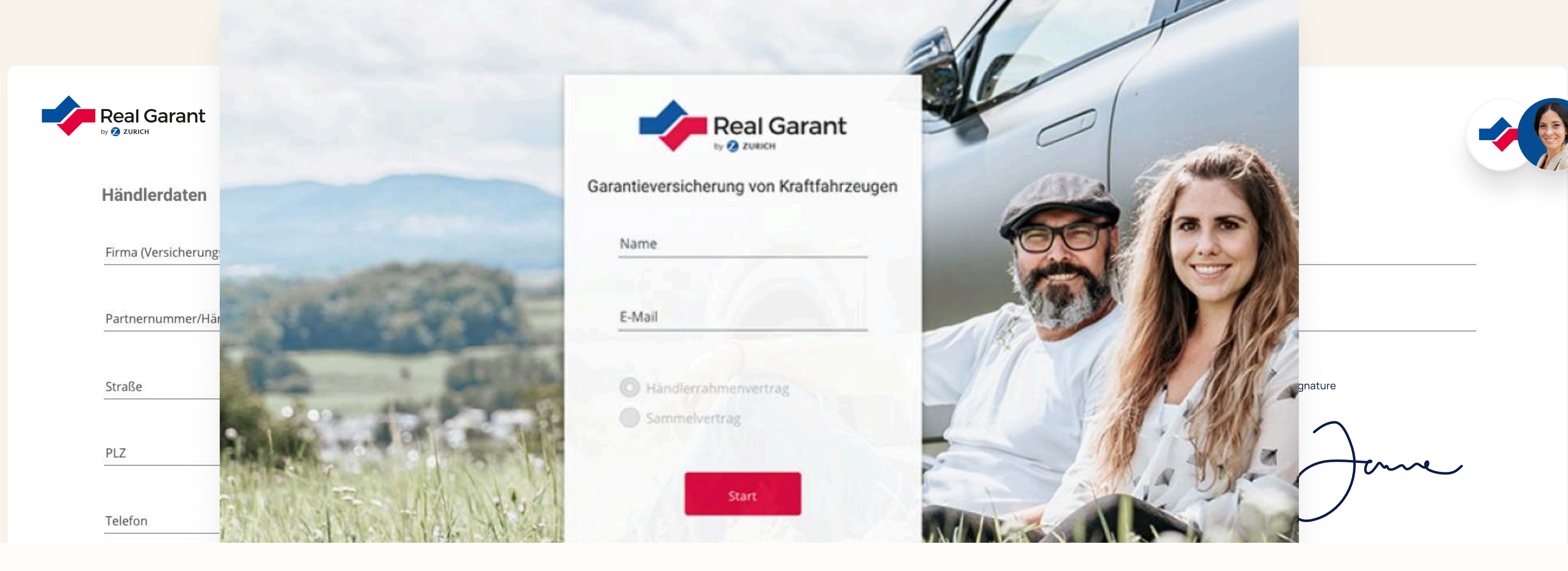


Customer story • Real Garant by Zurich

# Impacting the bottom line

When the process is simple, everyone benefits.



Simplicity benefits everyone. Real Garant went from closing contracts with B2B partners in months to weeks by turning forms with multiple PDFs into streamlined digital experiences.



Faster  
Sales cycle



Competitive  
advantage



Efficient use  
of resources



Business  
growth



**Tobias Sirsch**  
Manager Contract  
Management at Real  
Garant by Zurich

“EasySend is very intuitive and easy to use for us as well as for our customers, making the onboarding process an overall pleasant experience. We can reduce the contract closing time tremendously.”

## About

### Real Garant by Zurich

Real Garant by Zurich is a leading specialist in customer loyalty within the automotive industry. Backed by 30 years of experience, the company services warranty solutions in 22 European countries, represents sales and service units locally, and builds long-standing partnerships with distinguished car manufacturers and brands.

#### Industry

Automotive insurance

#### Employing

200+

#### Business lines

B2B onboarding

## Mission

### Rethink customer onboarding

Real Garant has been expanding steadily over the last few years, and a digitized world needs a digitized process. Real Garant overhauled their onboarding process for B2B partners to meet the growing demand. With the global pandemic on the rise, they needed to shorten the processing time and completely digitize their Partner onboarding.

## Solution

### Create an online workflow

Together with EasySend, Real Garant transformed the way they do business. By turning forms into a custom digital journey, they've streamlined their sales cycle and shortened contract closing time to 1-2 weeks. Partner onboarding is defined and completed online, including Co-Browsing for remote digital assistance, creating a smooth, convenient, and transparent experience.

## Going above and beyond

### Ready to scale

Tracking the journey and reviewing data helps make the entire process more transparent, profitable, and ready for growth.

### Agile in any circumstance

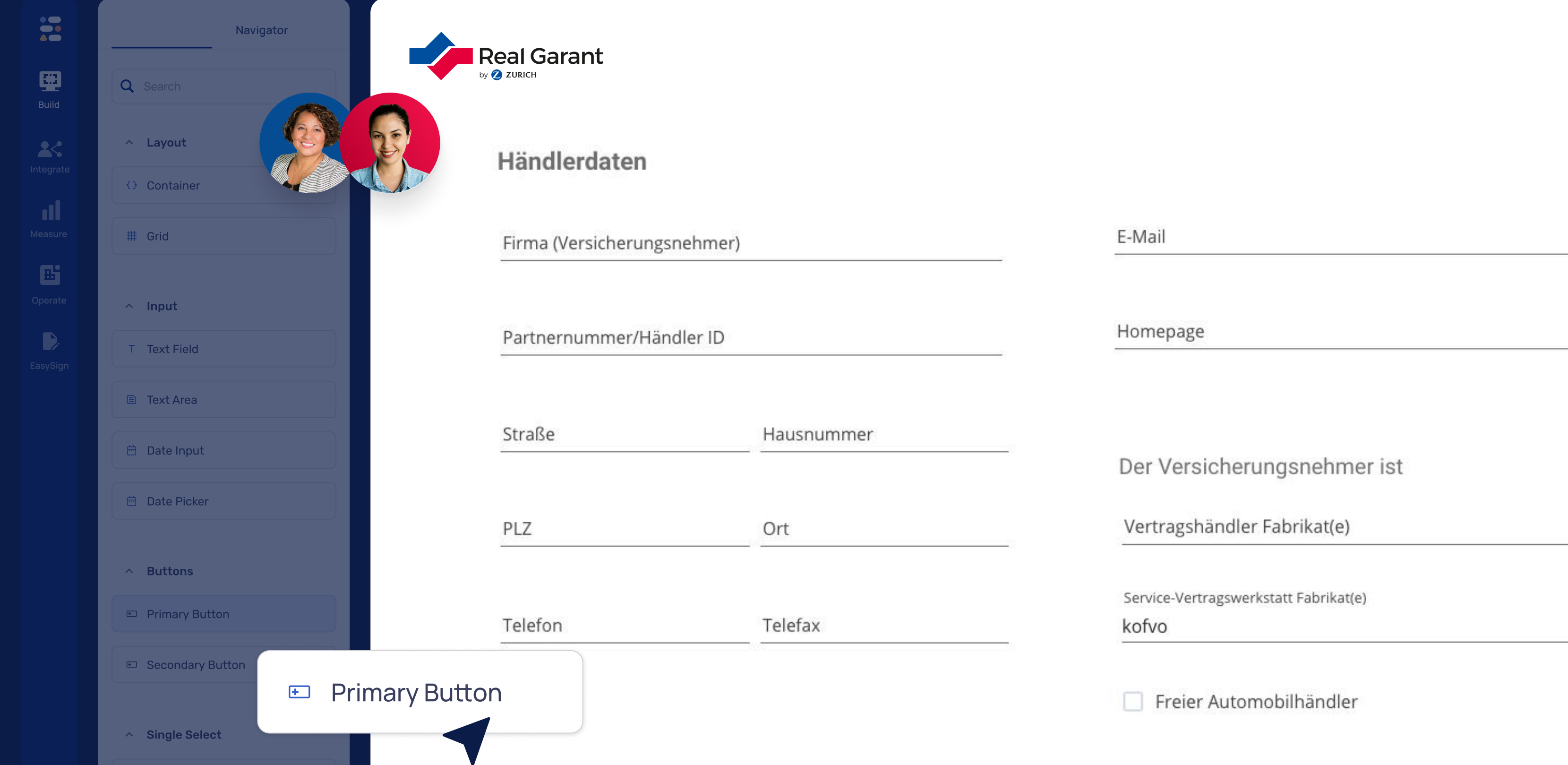
Adapting to a remote workflow has allowed all departments to work from home without setbacks.

### Onboarding in weeks

A new digital B2B onboarding process has significantly reduced contract closing time.

### Smooth onboarding & workflow

New employees can quickly onboard, launch, and manage digital processes in one place—reducing training time and supporting sales.



## The power of EasySend at Real Garant



### No-code builder

Real Garant turned a complex uniform process into a digital B2B onboarding experience.



### Integrations

Real Garant automates data collection and streamlines their workflow by integrating their CRM.



### Workflow Manager

Real Garant set up a custom 7-step workflow that adjusts according to the insurance product chosen.



### Multilingual

Translating digital processes into multiple languages helps clients easily complete onboarding.



### Co-Browsing

Real Garant assists customers remotely by sharing screens and supporting clients in real-time.



### Journey Sender

Agents can easily find and send the right process online.



### Auto-reminders

Real Garant sends personalized, automatic emails and texts according to each action a customer takes.



### EasySign

Using our electronic signature capabilities, Real Garant makes it easy to sign on any device.



### Analytics & reports

Real Garant can track and optimize digital processes by reviewing the stats and analyzing the data.



**Florian Rohkamm**  
Chief Distribution  
Officer at Real Garant  
at Real Garant by  
Zurich

“We noticed an improvement in our sales onboarding process since we started working with EasySend. EasySend is reliable, transparent, and completely digital, which is exactly what we needed.”

## About EasySend

# EasySend is the missing layer to limitless self-service.

Our AI-powered digital platform makes it easy to plan, create, and manage personalized customer interactions across every channel, seamlessly connected to your business software. With our low-code suite of products —Journeys, DynamicDoc, EasySign, and Workflow Manager— you go beyond traditional forms to deliver thoughtful, dynamic, and efficient experiences that go far beyond traditional forms.

[Learn more](#)