

THE DIGITAL HERO ALLIANCE

Real champions of change.
One electronic signature at a time.



HÉCTOR MORÁN

Business Systems & Quality Assurance Manager
Inspiralia

HIS JOB

A former IT manager at Deloitte Consulting, Héctor Morán is the Business Systems & Quality Assurance Manager at Inspiralia, a New Product Development Company with in-house laboratories, market experts and international connections, based in Madrid, Spain. He has a successful track record with IT projects aimed at digital transformation, systems development, and change management.

THE CHALLENGE When he arrived at Inspiralia a year ago, Morán took on the Herculean task of establishing a fully digital environment both internally and externally with the firm’s customers and partners. The driving force behind his vision was to facilitate faster growth, reduce time and costs, and make better decisions with real-time data.

THE HEROIC ANSWER To help him meet his challenge, Morán turned to DocuSign. The reason is simple: He was very familiar with the digital solution from his work at Deloitte where he brought multiple multinational corporations up to speed. For Inspiralia, he began with a pilot program for NDAs. It’s already been incorporated for employee contracts while the customer contract portion of the roll-out will be implemented soon. “In a few months, we will have completely transformed how we issue and get NDAs and contracts signed,” says Morán.

“DocuSign is a key partner in accelerating our digitalization process.”

Learn more about DocuSign’s Digital Heroes.

THE OUTCOMES



TENET 1. DELIGHT CUSTOMERS

With DocuSign, companies reap innumerable benefits. One of the most powerful is how the technology wows customers with its lightning fast ease of use and ultra-convenience. “Whether it’s NDAs, contracts or other types of agreements, they can all be signed with one click from any device—and the whole process can be tracked in Salesforce with a 360° customer view,” he enthuses.



TENET 5. EFFECTIVELY LEVERAGE TECHNOLOGY

One of the projects Morán worked on for Deloitte involved digitalizing the sales and customer service processes at Enel LatAm, an international utility company. By upgrading the many legacy systems to Salesforce, it allowed them to standardize, automate, and transform the systems to operate digitally in Chile, Brazil, Peru, and Colombia. “This brought service to more than 20 million customers,” he adds.