



Document Workflow Automation Across The Telecom Customer Journey

Certified: ISO/IEC 27001:2022

1 Introduction

Telecommunications operators face relentless pressure: rising customer expectations, fierce competition, complex multi-service bundles, and tightening regulation — all while managing millions of B2C and B2B interactions. Every subscription, service upgrade, Quality of Service (QoS) agreement, and regulatory filing depends on accurate, timely documents.

Yet many communications service providers (CSPs) still rely on manual, fragmented processes — creating bottlenecks, errors, and churn risk.

Documill is the all-in-one document workflow automation solution built for Salesforce, helping telecoms generate, collaborate on, approve, and sign documents faster and more accurately — across every Salesforce cloud and every market.



"This year's trends demonstrate how telecoms is moving beyond infrastructure towards intelligence, as automation, security, and customer experience become central to growth."

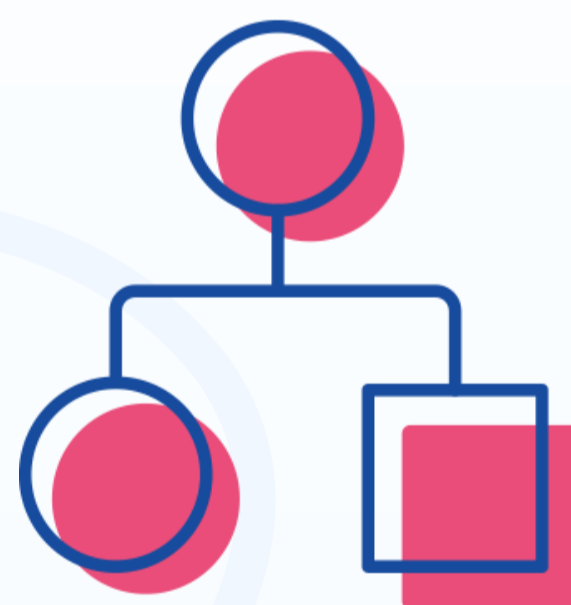
— Juniper Research, 2025

2 Industry Landscape

Telecoms generate vast document volumes across sales, provisioning, field services, and support. Key trends driving demand for document automation include:

- Explosive growth in 5G & 6G, fiber, IoT, and AI rollouts is multiplying the volume and complexity of supplier and customer contracts.
- B2B customers increasingly demand tailored Service Level Agreements (SLA) and rapid digital onboarding.
- Digital-first B2C expectations are pushing operators toward seamless, paperless multi-channel service experiences.
- Regulatory requirements — data privacy requirements (like GDPR), lawful interception provisions, market-specific compliance — are intensifying across geographies.
- Pressure on Average Revenue Per User (ARPU) demands faster deal cycles and reduced operational costs.

“1–2% rise in churn can wipe out \$120M in annual revenue — Action Edge, 2026 “



88%

of customers say a seamless experience matters as much as the product

3 Key Industry Challenges

What are the specific obstacles making document automation essential for telecoms?

- **Slow, error-prone contracting** damages ARPU and customer loyalty — especially for complex B2B service and QoS agreements.
- **Disconnected tools** force frontline teams out of Salesforce, creating data silos between customer management (BSS) and network operations (OSS) systems, CRM, and document workflows.
- **High SLA and compliance risk:** penalties and service disruptions can be triggered by missed renewal windows, untracked obligations, and inconsistent legal language.
- **Multi-brand, multi-market operations** require standardised yet locally compliant documentation — impossible at scale without automation.
- **Manual field services documentation** slows maintenance scheduling, incident reporting, and invoicing.

"Only 36–38% of mobile and broadband customer support issues are resolved on first contact."

— Simon-Kucher, 2025



Up to

9%

of annual revenue lost to inefficient contracting

4 Documill Solutions Overview

Documill provides a unified solution embedded in Salesforce UI, covering:

- **Document Generation** – Auto-create contracts, quotes, and reports using live Salesforce CRM data
- **Workflow Automation** – Route approvals and trigger actions based on document status across Sales, Service, and Experience Clouds
- **Collaboration & Negotiation** – Real-time redlining and version control without leaving Salesforce
- **Electronic Signatures** – eIDAS and FDA CFR 21:11 compliant e-signatures
- **Multi-Channel Delivery** – Via email, self-service portals, mobile, and third-party platforms
- **Audit-Ready Archiving** – Full audit trails stored in Salesforce or SharePoint
- **Multi-Language & Multi-Brand Support** – Localised documents across markets from one platform.



“68% of customers expect a seamless omnichannel experience from their telecom providers.” — Gitnux Telecom, 2025

5 Documill Use Cases

Sales Operations

Documill generates service quotes, bundle agreements, B2B framework contracts, and IoT connectivity agreements by pulling live data directly from Salesforce.

Sales teams can configure a service package, generate a personalized proposal, and collect e-signatures instantly — converting a quote into a binding contract on the spot. QoS and SLA terms are automatically inserted from clause libraries based on the customer segment and market.

Key benefits: Faster deal closings, fewer pricing errors, consistent brand experience across retail, telesales, and digital channels.



80%

faster contract cycle time
with automated approvals

Customer Engagement & Onboarding

Upon subscription, Documill automatically assembles a personalised onboarding kit — welcome letters, service agreements, number porting authorisations, and data processing consents — using Salesforce data.

For B2B customers, multi-signatory approval workflows ensure the right stakeholders are engaged without manual coordination.

Key benefits: Premium first impression, faster service activation, error-free documentation with full audit trail.



70%

of customers value a
omnichannel experience

After-Sales & Service

Documill automates service reports, field service work orders, QoS performance summaries, maintenance schedules, and case responses.

Warranty and SLA breach incidents trigger automatic assembly of complete documentation packages — routed for internal processing or delivered to customers via self-service portals.

Multi-brand support teams use template-driven responses tailored by language, brand, and service tier.

Key benefits: Faster service turnaround, reduced SLA penalty risk, compliant communications with full delivery tracking.



Compliance & Regulatory Documentation

Clause libraries with conditional logic ensure the correct legal language, data protection disclosures, and market-specific regulatory terms appear automatically in every document. GDPR-compliant workflows, role-based access controls, and comprehensive audit logs protect sensitive customer and network data.

Supplier and roaming partner agreements are automated with built-in redlining and multi-step approval workflows.

Key benefits: Continuous compliance at scale, reduced regulatory risk, full traceability across all markets and brands.



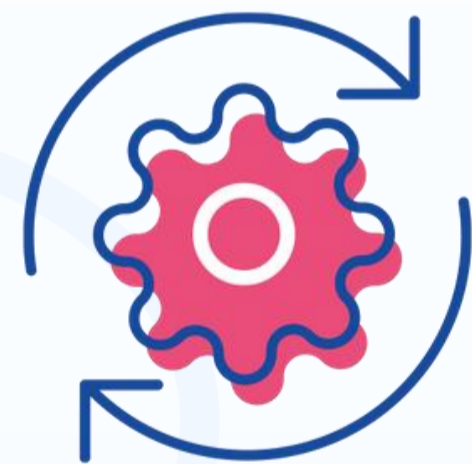
6 Editions: Generate, Automate, Negotiate

Documill Generate & Automate is the document generation and workflow engine — featuring a drag-and-drop template builder, clause library, multilingual support, batch processing, and built-in e-signatures. Ideal for service agreements, IoT connectivity contracts, onboarding kits, QoS reports, and field service documentation.

Documill Negotiate is the collaboration layer — offering a visual workflow designer, real-time redlining, and role-based access. Ideal for B2B framework contracts, supplier agreements, roaming deals, and SLA negotiations requiring multi-stakeholder review and approval.

"The constant app-switching kills productivity and creates data silos."

— *Salesforce Ben, 2026*



Up to

40%

reduction in admin
workload

7 Security & Compliance

Documill holds ISO/IEC 27001:2022 certification for information security management — the globally recognised standard required or strongly preferred by major telecoms operators and their enterprise customers.

All sensitive subscriber, network, and commercial data handled through Documill workflows is protected to the highest standards — making Documill a trusted document automation partner for regulated, multi-market telecommunications environments.



2.7

times higher cost of non-compliance vs. investment in compliant systems

8 Customer Successes: European CSPs

An **European telecom customer of ours** implemented Documill Automate in Salesforce to automate quotation and contract creation, routing, and approval for middle and large enterprise B2B customers.

Another European customer uses a combination of Documill Generate and Negotiate to produce sales agreements and renewals with customized price lists, sales presentations, and large volumes of price increase letters.

In both cases, the result has been a streamlined contract management process with

- full auditability
- consistent document quality
- significantly reduced manual effort across multinational operations.



About Documill

Founded in 1997 and headquartered in Espoo, Finland, Documill is the largest Salesforce-focused ISV in the Nordics. Its solutions enable organizations to generate, manage, collaborate on, and sign documents directly within Salesforce.

Documill combines document generation, workflow automation, real-time contract collaboration, and built-in e-signatures in a single unified solution. Visit documill.com or contact sales@documill.com.

