

Client Success Story

4X Faster Partner Onboarding: How Companjon Removed Contracting Bottlenecks to Accelerate Growth

A strategic collaboration with UnitedLex enabled Companjon to streamline B2B contract processes, achieving 4X projected increase in partner onboarding.

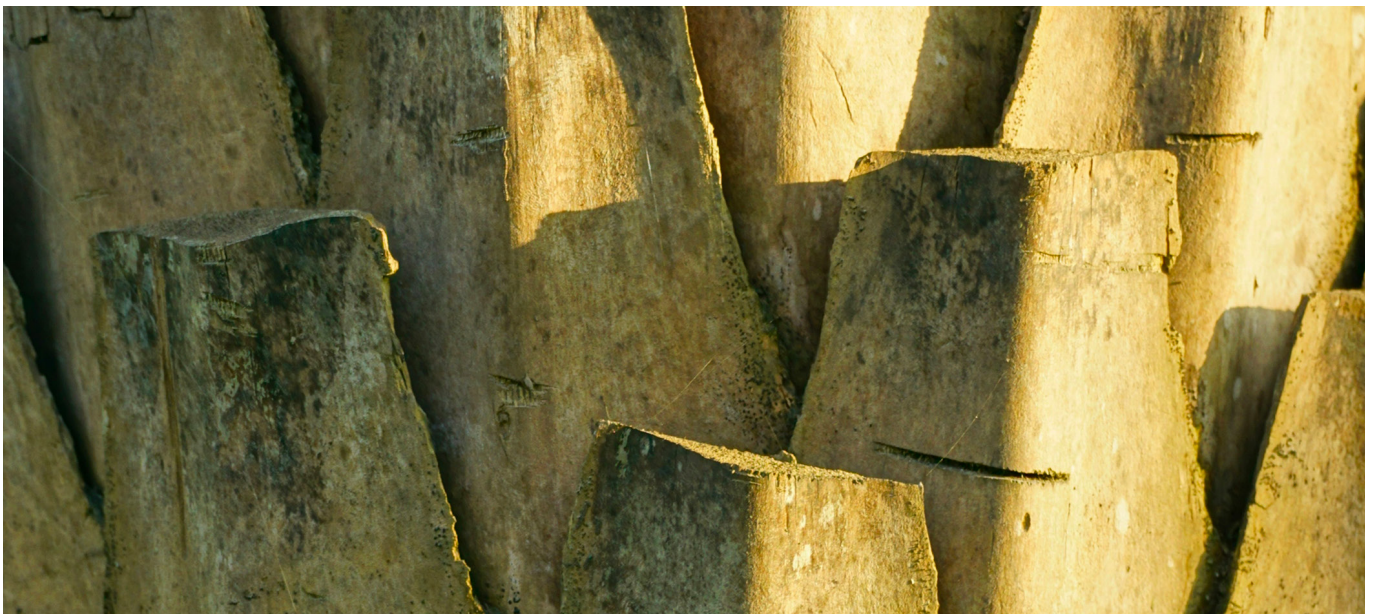
Client Profile

Companion is a leading B2B2C insurtech start-up, delivering fully digital, AI-driven embedded insurance solutions across travel, events, and more. Recognized as one of the World's Top Insurtech Companies by CNBC and FinTech Global, Companion supports major brands including Erste Bank, Omio, Carwiz, Visa, GetYourGuide, and Trainline.

Challenge

Despite its cutting-edge, cloud-based technology platform, Companion's contracting process still faced bottlenecks when onboarding new business partners:

- **Manual contract creation and review** slowed onboarding of new partners across multiple jurisdictions.
- The first B2B contract took **over two months** to complete, requiring significant outside counsel involvement and unexpected budget increases.
- Complex, over-engineered templates made scalability difficult for the small in-house legal team.



Solution

Companjon engaged UnitedLex to optimize and automate its contracting process, removing friction and enabling growth. Together, the teams:

- Simplified contract templates for rapid customization and alignment with business needs.
- Automated contract generation and established real-time workflows for tracking changes, approvals, and signatures.
- Implemented structured governance and risk profiling for consistency across contracts.

Ongoing collaboration includes regular project reviews, performance reporting, and quarterly business alignment meetings to ensure continued success.

Results

4X

projected increase in partner onboarding in 2025 — without increasing legal headcount

Faster

contract turnaround with fewer reviews and reduced external legal spend

500,000+

policies sold in 2024, with contracting no longer a bottleneck to growth

Stronger alignment

between legal processes and business objectives

“Our legal team was bogged down in a manual review process of complex contracts. UnitedLex’s approach of simplification and automation provided the consistency, speed, and accuracy we needed to scale. Our small legal team can now accomplish more in less time while reducing overall costs”

— Gian-Reto Schulthess, General Counsel & Company Secretary, Companjon

Key Takeaway

Through strategic collaboration, process automation, and legal innovation, Companjon and UnitedLex removed contracting as a barrier to growth — unlocking scalability and efficiency across the business.

Interested in transforming your contracting process to accelerate business growth?

Contact **UnitedLex** to learn more.