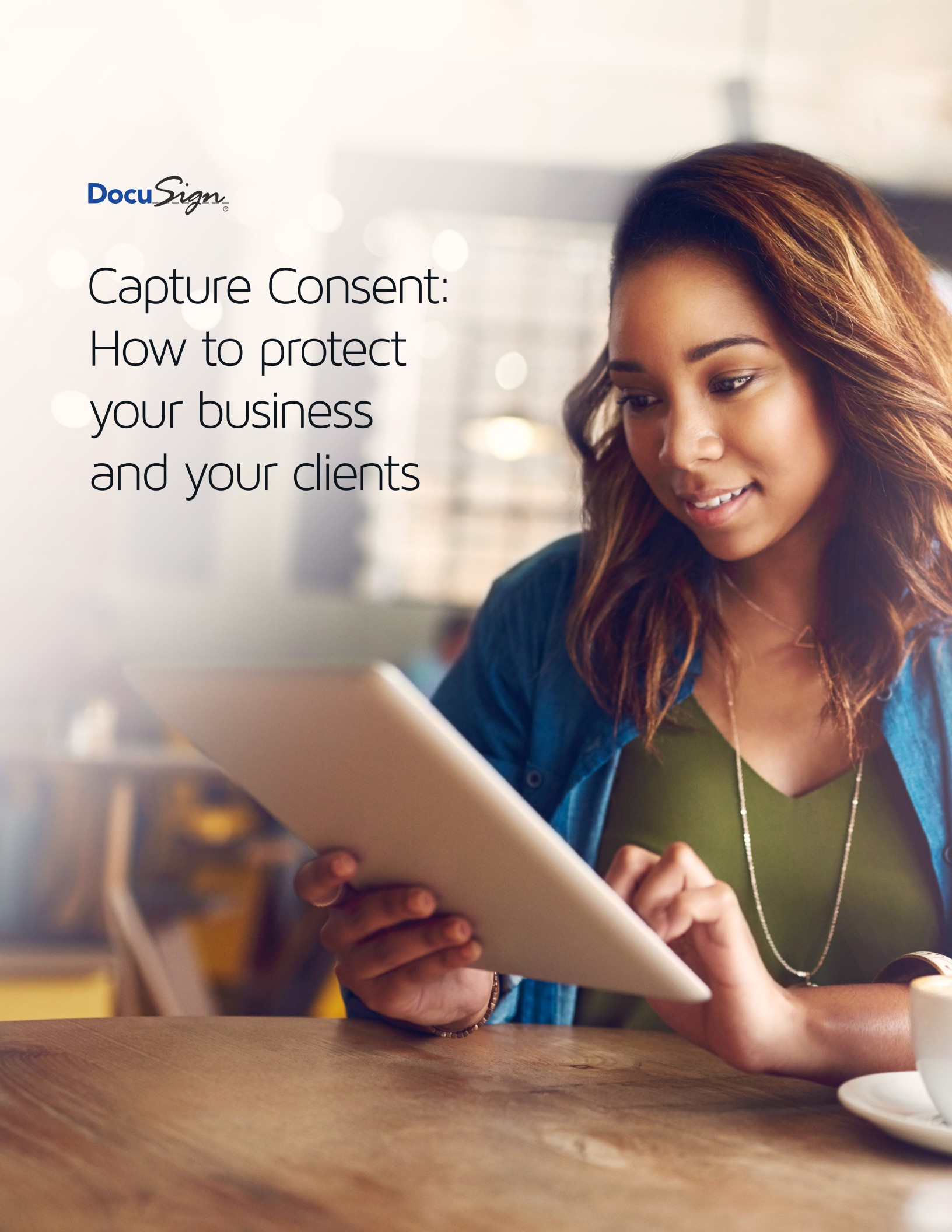




Capture Consent:  
How to protect  
your business  
and your clients





## What's Happening

Some U.S. regulators, including The Office of the Comptroller of the Currency (OCC), are examining sales practices at larger banks. The OCC is looking at governance of sales practices, including instances where customer accounts may have been opened without explicit consent<sup>1</sup>. In particular, the OCC is looking at products and services sold that impact a customer's credit score or can generate fees including deposit accounts, credit cards, CD's, and more<sup>1</sup>.

Fraudulent account opening activity can lead to legal issues and reputational damage and regulators have indicated that banks should have structured sales practice risk management programs in place to prevent them. Firms that have failed to institute fraud prevention programs have experienced severe reputational damage, market capitalization loss, and multi-million dollar fines. While capture consent is not a formal regulation today, it is recommended by regulators to have a well-documented capture consent process as part of every bank's risk management program<sup>2</sup>.

## The Challenge

Complying with guidance to capture consent will impact your customer experience. If you don't make the new experience frictionless, your customers will get frustrated; increasing abandonment rates, driving down your NPS, and negatively affecting your bottom line. Customers expect every interaction to be easy, convenient, and fast and if you can't provide that, they will find another bank that can. In fact, in a survey by Signicat, 39% of consumers who have abandoned bank applications cite the length of time as the reason<sup>3</sup>.

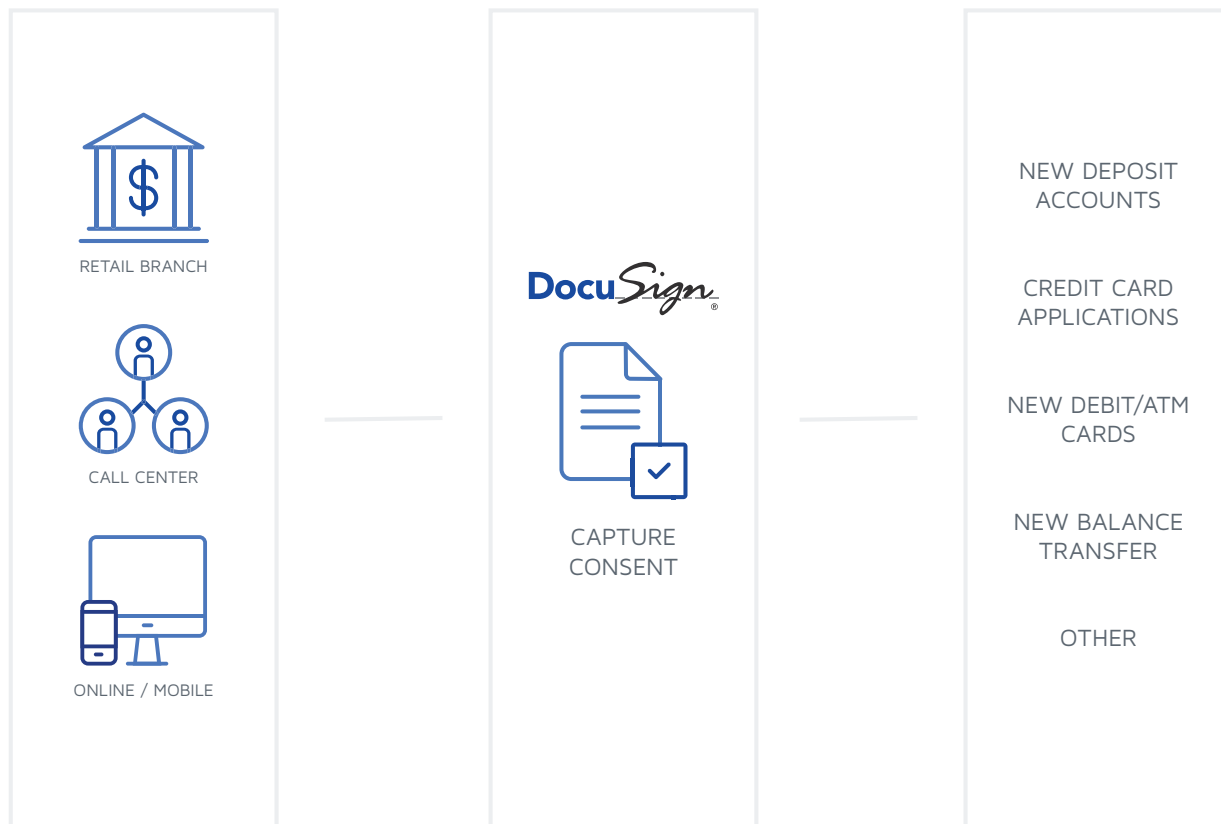
## DocuSign's Point of View

Protecting your business is a priority. Fraudulent account opening activity could lead to reputation risk and significant fines from regulatory agencies. The good news is you can capture consent without sacrificing your customer experience.

DocuSign's experience in financial services can help you get a jump start on capture consent compliance without creating more work for your customers. This is an opportunity to optimize your process and delight your customers, and DocuSign can help. The following are key considerations when creating your capture consent strategy:

- **Ease of Use** – If the process is not quick and intuitive, customers will abandon it and look for a simpler option. Convenience and speed are important; a great first experience leaves a positive, lasting impression. DocuSign's responsive mobile signing solution guides customers through the process so they can get through the paperwork quickly from anywhere, on any device.
- **Trackable and Enforceable** – To prove consent you must be able to prove the signer is who they say they are and their signatures must be trackable, enforceable, and securely stored for your records. DocuSign's identity features, bank-grade security, and comprehensive audit trail meet these needs. DocuSign is an expert in this area and has already helped several customers comply with even the most complex regulations, like the [Department of Labor's Final Rule](#).
- **Connectability** – Leveraging the tools your business already depends on is key for a quick deployment. Be sure your capture consent solution is able to work with and seamlessly integrate into your core systems. DocuSign integrates with Salesforce and Pegasystems and has a robust API that can be leveraged to support your proprietary core systems so you don't have to worry about starting from scratch.

## Capture consent without diminishing your customer experience



## About DocuSign

With customer relationships with 12 of the top 15 Financial Service companies, DocuSign is uniquely positioned in the consumer banking space as the eSignature provider of choice for new account opening. The DocuSign platform is capable of integrating with the systems you already use to streamline your process in a way that both safeguards your customers and provides you the tamper proof audit trail needed to document consent in a consumer-friendly way.

## For More Information

Visit [www.docusign.com](http://www.docusign.com) or contact your account executive to learn more about how DocuSign can help you capture consent as part of your account opening process.

## Resources

<sup>1</sup> OCC Focusing on Sales Oversight at Large Banks, January 5, 2017, <https://bankingjournal.aba.com/2017/01/occ-focusing-on-sales-oversight-at-large-banks/>

<sup>2</sup> PwC Discusses OCC's Scrutiny of Bank Sales Practices, November 11, 2016, <http://clsbluesky.law.columbia.edu/2016/11/11/pwc-discusses-occs-scrutiny-of-bank-sales-practices/>

<sup>3</sup> The battle to on-board: Why 40% of consumers abandon banking applications, March 2016, <https://www.signicat.com/wp-content/whitepapers/signicat-onboarding-whitepaper.pdf>

### About DocuSign

DocuSign® is changing how business gets done by empowering anyone to send, sign and manage documents anytime, anywhere, on any device with trust and confidence. DocuSign and Go to keep life and business moving forward.

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