



# Deliver the Digital Bank with DocuSign

BRIEF





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## Overview

Digitally mature businesses have more revenue, are more profitable, and have higher market capitalizations. DocuSign helps enterprises move from a paper-based transaction model to a digital transaction model (DTM). This saves companies time and money, and improves efficiency for the enterprise and its customers. Because banking is traditionally heavily paper-based, it can be significantly improved by a digital transaction model.

Many banks have already become more digitally mature by using DocuSign. DocuSign's secure, always-on platform supports the complex workflow and critical authentication requirements of the commercial banking industry.

## Context

Derek Warren, Senior Account Executive, DocuSign Financial Services, and Andrew Geisse, Director of Marketing, DocuSign Financial Services & Insurance, described DocuSign's business value, paying special attention to how it can speed transactions in consumer banking and financial services. They also provided a demonstration of how DocuSign can be used in banking.

## Key Takeaways

### Digital businesses are more valuable.

Organizations with a higher level of digital maturity are worth more. According to a recent Deloitte study, organizations that rank higher on digital maturity generate:

- 13% more revenue
- 50% more profit
- 19% higher market valuations

Many businesses have invested significantly in ERP, CRM, and other technologies that connect consumers, customers, partners, employees, and suppliers. But these businesses are still using paper and hitting a

speed bump when it comes time to transact. DocuSign makes it easy for any business to transition from paper to digital processes.

### DocuSign is the leader in digital transaction management.

Several factors have contributed to DocuSign's attaining its leadership position in DTM:

- **Trust.** DocuSign is the most reliable and globally trusted service for digital transactions. It uses the industry's strongest encryption practices to protect customer data, and the comprehensive digital audit trail allows customers to see who did what, when, and where.
- **Experience.** DocuSign is easy to use, implement, and manage—which drives user adoption within enterprises and for partners, customers, and suppliers. Today, DocuSign has over 225,000 customers, and 85 million users that have executed a document. To support that always-on worldwide experience, DocuSign has spent half a billion dollars to ensure carrier-grade availability that is never subject to downtime.
- **Choice.** DocuSign works with the applications, services, and devices that are used most in business. It starts with all the document types DocuSign supports: Microsoft Word, PDF, Google docs, and other formats. DocuSign also leads the DTM world because it is available at three distinct entry points:
  1. *Apps.* Customers can get started right away by downloading Android or iOS apps that work on every smartphone. This supplements the most common user platform, the web browser.
  2. *Pre-built integrations.* DocuSign has built integrations with the most widely used software services. For instance, Salesforce customers can turn on DocuSign within their Salesforce platform by pushing a button.

- APIs. DocuSign makes it easy for proprietary software systems to integrate DocuSign. APIs provide the flexibility needed to tailor a custom solution.

“WE MAKE DEPLOYING DOCUSIGN FAST AND EASY BECAUSE WE KNOW THAT THE SOONER YOUR PROCESS GOES DIGITAL, THE SOONER YOU CAN START REAPING THE BENEFITS.”

– Andrew Geisse, Director of Marketing, DocuSign Financial Services & Insurance

**DocuSign is efficient, secure, and provides a better customer experience.**

Even digitally advanced industries like banking are still defaulting to paper where systems are not connected. But, paper is manual, slow, error-prone, doesn't lend itself to an automated audit trail—and isn't the best customer user experience. Efficiency, security, and customer experience are drivers in banking as well as other industries.

- **Efficient process.** DocuSign connects diverse systems within an enterprise. When customers enter data into a DocuSign form, it automatically updates the relevant fields in the appropriate database, cutting out back office re-keying and resulting in fewer errors and faster turnaround. DocuSign documents may be templates to standardize workflow rules, including which fields need completion, updating, or signature, and who needs to see the document in what order.
- **Secure authentication and audit trail.** DocuSign knows that banking documents must be secure and authenticated. To support this, DocuSign enables many kinds of authentication:
  - Knowledge-based, on-the-fly, real-time web-based authentication in partnership with LexisNexis.
  - One-time authentication codes that require user knowledge of Social Security number or date of birth.
  - Integrated challenges and device-based text-message delivery of one-time codes.
  - Single-document, two-signer support (for a couple completing a mortgage, for instance) within a single document.

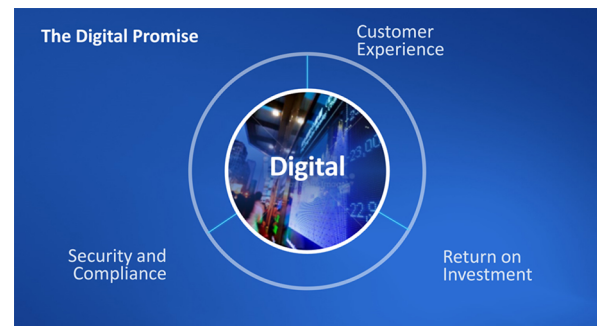
- Automated interactive phone calls which record a voice print for audit trail use.
- Lower-threshold authentications, including Facebook and LinkedIn, as appropriate for lower-risk scenarios.

DocuSign also maintains a detailed digital audit trail of date, time, IP address, and method of authentication. DocuSign documents may be securely stored within corporate imaging systems, and mirrored on DocuSign's platform.

- **Better customer experience.** With DocuSign, it is easier for everyone to securely complete paperwork the right way, the first time. Customers don't need a DocuSign account to get started; clients just send customers an email to get the ball rolling. DocuSign's step-by-step signing, initialing, and field-filling workflow engine ensures that everyone correctly fills out a form and signs on every dotted line. This reduces errors and makes life easier for everyone—especially customers who don't want to look at the same form twice.

“DOCUSIGN IS EXTREMELY MOBILE-FRIENDLY. YOU CAN PULL DOCUSIGN OUT OF THE APP STORE AND INSTALL IT ON YOUR DEVICE. BUT IT'S NOT A REQUIREMENT TO USE MOBILE. DOCUSIGN WORKS OFF NATIVE BROWSER FUNCTIONALITY—IT HAS BEEN PURPOSE-DESIGNED FOR EACH DIFFERENT DEVICE.”

– Derek Warren, Senior Account Executive, DocuSign Financial Services



**DocuSign is the leader in supporting digital transactions in banking.**

The banking industry has steps of review, approval, signature, and data entry at every step of the customer life cycle. From account opening to mortgage closing, customers are applying for services, receiving notifications, delivering financial statements, and signing off on what has traditionally been a cumbersome, paper-heavy process—particularly with mortgages. Every step of this process can be supported digitally and accelerated with DocuSign.

DocuSign is used by credit unions, regional banks, and megabanks for the whole range of banking activities with customers: lending, account servicing, customer service, legal, and compliance. It speeds loan applications, credit reports, account changes, overdraft notifications, contracts, privacy, and other compliance requirements. DocuSign also eases, integrates, and automates processes within the bank, including marketing events, media and advertising signoffs, HR paperwork, contractor agreements, IT requirements signoffs, incident reporting, purchase orders, statements of work, and master service agreements.



Examples of how DocuSign is used in banking are:

- **Mortgage disclosures.** Banks that have fully integrated DocuSign’s digital workflow have seen their lending teams shave 10-11 days off the previous closing schedule. With paper closing disclosures sent on a Monday, banks must wait (under TILA RESPA

Integrated Disclosure, or TRID, rules) until Thursday for the 72-hour countdown to begin. With DocuSign, loan officers can see immediately when a customer has seen or acted on a document—allowing the 72-hour countdown to begin up to four days earlier in some cases.

- **In-branch signing.** Many banks today use DocuSign even when the client is present in the branch office. It is common for loan officers to have iPads handy to support a mobile “closer’s office.” Officers open the relevant document on the iPad and hand it off to the borrower, and the customer goes through the same authentication and signing steps as they would from home on a web browser or smartphone. This provides convenience, flexibility, and a desirable level of automation, so the closing happens quickly, securely, and accurately the first time.
- **Revoking ACH agreement.** Teachers Federal Credit Union in New York now uses DocuSign for customers to revoke an ACH agreement. The forms are available online and can be executed at any time of day or night. Instead of downloading a PDF and filling it out incorrectly and then faxing or scanning it back, the customer can execute the form online, using knowledge-based authentication done through LexisNexis, and a few minutes later both the customer and the bank’s payroll department email notification of the action taken, with a link to the signed paperwork.

