

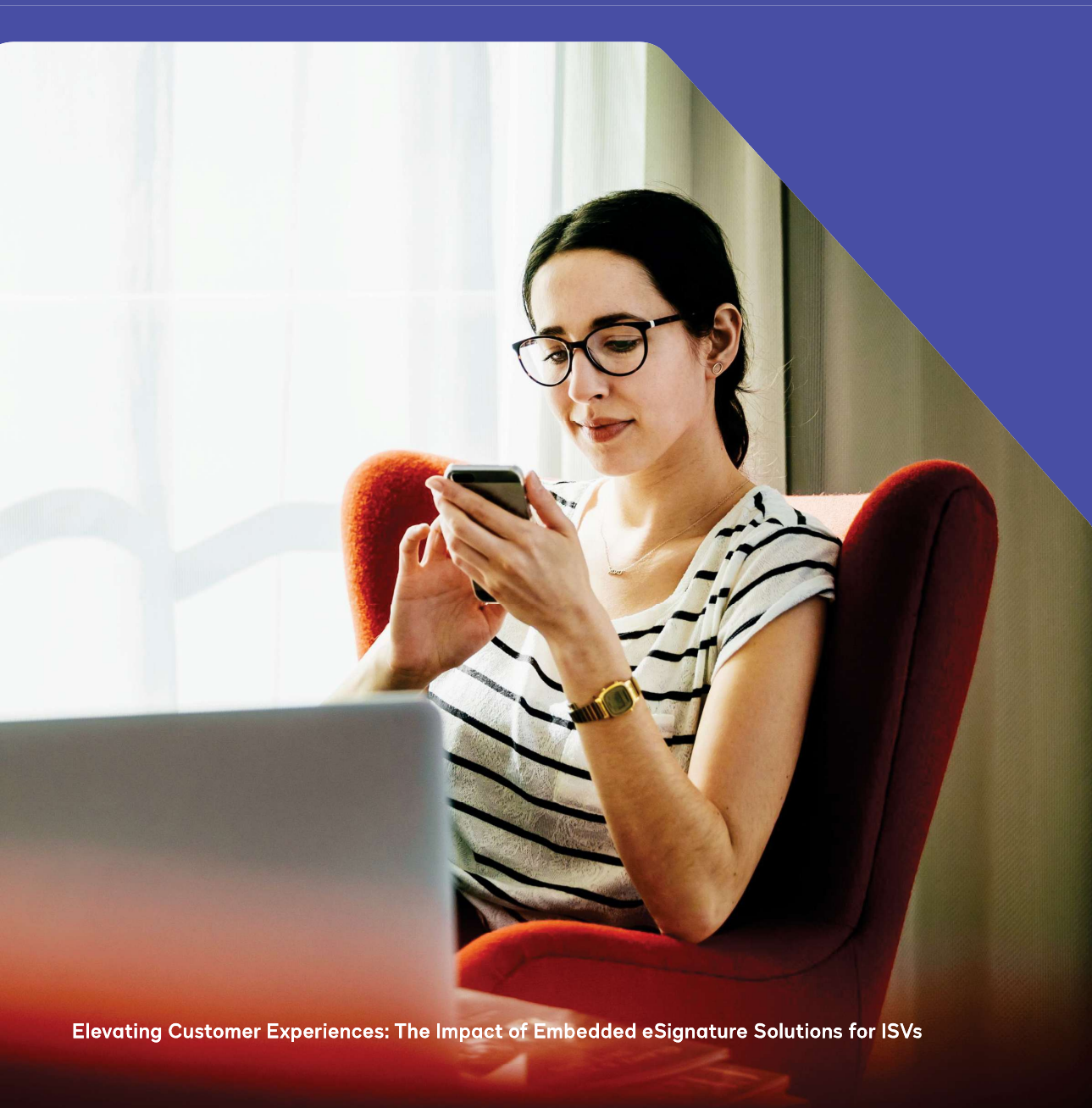


eBook

Elevating Customer Experiences: The Impact of Embedded eSignature Solutions for ISVs

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For software companies in the financial services and insurance space, equipping firms with the tools to accelerate and smooth customer interactions is at the core of everything you do. After all, your technology doesn't just make it easier for people to access the services to secure their futures—buy their first house, grow their investments and insure their most important assets—it also furthers a company's own goals: increasing revenue, lightening the load on employees and mitigating compliance tasks.



But on top of helping banking, wealth management, lending and insurance companies better serve their audiences, tech developers must continually ask the following question:

How can we craft our platform to meet the changing demands of the industry, while facilitating [fast, accessible and secure financial processes](#)?

Lately, this role has become more difficult. Rising regulations are complicating the task of compliance, new fraud and cybersecurity threats are raising the data security standard and customers increasingly expect a completely digital approach to transactions.

Discover how DocuSign ISV partnerships can help fintech companies like yours adapt your software to today's—and tomorrow's—demands, making it easier for your clients to stay compliant, be secure and keep their customers coming back.

The challenges for financial services technology companies

As changing regulations, fraud threats and customer preferences reshape the financial industry, technology companies face new obstacles in helping banks, insurance providers, wealth managers and lending firms in their mission to support their customers' goals. Today, fintech firms are coping with the following challenges:

The Federal Trade Commission (FTC) reported nearly

\$8.8 billion

in customer losses due to scams in 2022, an increase of over 30% since 2021, with investment scams accounting for the greatest share of losses.¹

Enhancing cybersecurity:

Financial systems are an especially attractive target to cybercriminals, given the industry's high-value assets and sensitive personal and financial records. However, many financial firms grapple with insecure and inefficient data management and document delivery processes, such as email delivery and overnight delivery services. Given these security gaps and cybersecurity threats, app developers face growing demand for fortified digital defenses and data privacy.

Routing out fraud:

Fraud remains a major danger in the sector, threatening finance firms with lost customer trust and revenue, and potentially regulatory fines. As tactics evolve, technology companies are under immense pressure to incorporate fraud prevention into their software—whether attacks come in the form of unauthorized asset transfers or fraudulent parties opening new accounts.

¹ Federal Trade Commission, 2023.

Providing a cohesive, mobile customer experience

The rigorous “know your customer” (KYC) mandate in the finance industry often comes at the expense of user frustration. Incorporating highly secure digital conveniences goes a long way toward supporting rising expectations and long-term customer retention. In particular, technology companies must provide a way for finance firms to transact business with the younger demographic—whose only digital access may be their mobile devices—and prevent customers from dropping off mid-interaction.

Increasing the speed to close

Rapid financial processes allow firms to accelerate revenue, and customers to take advantage of attractive rates or short-lived opportunities. However “Not in Good Order” (NIGO) documents—missing certain required data or containing typos—dramatically slow down processes. If information hasn’t been captured correctly in the document drafting phase, the paperwork won’t pass review and will get kicked back to start all over again. A competitive financial platform must help to prevent errors and accelerate processes.

Complying with a complex web of legal regulations

In 2022 alone, the Securities and Exchange Commission (SEC) approved over 30 proposals to create new regulations or change existing regulations in the investment management space.² The proposals range from updated environmental, social and governance (ESG) standards to cybersecurity and pricing rules. Rising regulatory restrictions increase the urgency of financial software that supports compliance and helps firms pass periodical audits.

The SEC issued a record amount of fines in 2022, reaching around

\$6.5 billion³

How to prepare your technology for the future today

Over 70%⁴

of Gen Z and millennial customers say they would switch to a new financial service provider that offered a better digital experience.

Documents dominate financial processes—and slow agreement workflows are a major source of delays and customer frustration. These documents are notoriously complex, often involving multiple stakeholders, non-standard agreements, time-bound execution dates and complex variables—including negotiated terms and payoff dates. By embedding an agreement tool within your finance app, you enhance its value and offer users the fully digital experience they crave. Simply put: cutting out time-consuming document drafting, delivery and signing processes enables your users to fast-track their lending, insurance, wealth management and banking processes.

² Deloitte, 2023.

³ Financial Planning Magazine, 2022.

⁴ Bank Administration Institute, 2022.

Beyond the ease of signing, digital agreements give your platform's users the transparency, security and speed that keeps them coming back—and supports finance companies' own compliance, efficiency and revenue goals. Take a glance at what digitizing agreements can do:

Streamline digital transactions

helping financial institutions transition to fully digital workflows and making processes like account openings, loan applications, and document signing faster and more efficient.

Remove time-consuming delays from financial processes

saving employees' time, reducing customer drop-off rates and accelerating money transfers.

Erase opportunities for human error

decreasing the number of NIGO documents and accelerating completion rates.

Safeguard personal data and cement customer trust

by eliminating vulnerable document delivery and signing methods.

Enhance security and compliance

with robust encryption and compliance features, helping digital transactions meet the highest security standards and regulatory requirements.

Improve customer experiences

by simplifying the document signing process, enhancing the overall customer experience, and aligning with the trend towards customer-centric financial services.

Why top financial services companies choose DocuSign

The top 25
Fortune 500

financial companies use DocuSign.

18 of the top 20
Fortune 500

technology companies use DocuSign.

In an ever-shifting industry, the top financial services and technology companies use DocuSign to streamline account opening, lending, customer service, compliance and administrative tasks. As the most trusted e-signature provider across the globe, DocuSign eSignature acts as an extension of your purpose-built application, providing the automation, ease of use and robust security to meet regulatory restrictions, satisfy auditors and delight customers.

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“Not many people would describe insurance as ‘delightful’. We’re tackling that by creating an experience that’s convenient, easy and frictionless. DocuSign is a part of that.”

[Tim Hays, Vice President and Chief Information Officer at Mountain West Farm Bureau Mutual Insurance](#)

See what DocuSign eSignature can do for your application.

Create a seamless end-user experience

The DocuSign brand and functionality gives financial companies assurance that their end customer has a frictionless experience on your platform. Through mobile delivery, your clients can accommodate a younger generation—as well as those with busy schedules—by meeting customers where they are.

Instead of having to come into a bank branch or office to complete transactions, customers can quickly read and sign agreements from their personal devices wherever they are, at whatever time they want. From the customer’s perspective, DocuSign tools make signing important financial documents secure and convenient, generating satisfaction and positive word-of-mouth.

75%

of signers place higher trust in organizations that use DocuSign eSignature.⁵

⁵ DocuSign data.

Why top financial services companies choose DocuSign

62%

of insurance firms using DocuSign eSignature report increased customer satisfaction.⁶

According to a PwC report,

77%

of insurance customers prefer to submit claims on their mobile phones, and 80% would change carriers if they didn't have a user-friendly digital interface.⁷

Ease compliance and cybersecurity

In the highly regulated worlds of finance and insurance, DocuSign technology lends your application the robust encryption and compliance measures to keep sensitive data private, mitigate the consequences of noncompliance and protect against both audits and data breaches. Within those states where auditors review lending documentation and insurance applications periodically to ensure they match government guidelines, DocuSign simplifies the process of compliance, minimizing the prospect of document drafters losing their credentials or license and the company facing fines or reputational consequences.

96%

of financial leaders say cybersecurity will be extremely or very important in the next 3 to 5 years.⁸

DocuSign eSignature can automate and customize document creation, including displaying relevant terms, generating tables, posting required fields based on signer responses and pulling data from your systems into the agreement—all saving time and reducing the typos and information gaps that would fail an auditor's inspection. What's more, eSignature comes with comprehensive audit trails, including court-admissible document records to aid in any legal contract disputes after signing. Built-in certificates of completion also certify contract validity by providing the exact time and date of signing—an especially important feature in time-bound transactions.

To protect sensitive data, users can establish sub-accounts within your platform and limit document access. DocuSign eSignature complies with—and, in some cases, exceeds—security standards set by the US, EU and international organizations. Specifically, eSignature has certifications with the following standards:

- ISO standards, including ISO 27001:2013
- SOC 1 Type 1 and SOC 2 Type 2
- PCI Data Security Standard (DSS) (DocuSign is listed as a PCI Service provider on Visa's Global Registry)
- Asia-Pacific Economic Cooperation (APEC) Privacy Recognition for Processor (PRP) System

⁶ DocuSign data.

⁷ PwC, 2018-2021.

⁸ The Financial Brand, 2022.

Increase the speed of financial transactions



Increase the speed of financial transactions

In a competitive market with time-sensitive rates, speed to market is everything. eSignature accelerates financial transactions by removing repetitive tasks like printing and mailing. When it comes to high-volume processes like account openings and loan applications, tedious, manual agreement workflows dramatically slow things down—and create opportunities for contract error. With DocuSign eSignature embedded in your platform, finance firms can access document templates via saved tags and data fields, automate routing to multiple recipients and have their customers and internal parties sign with just a few clicks, reducing human error, NIGO documents and delay risks.

Speed is especially critical in wealth management and lending processes, affecting the interest rates and share prices customers pay. The ability to quickly complete paperwork means customers can lock in prices or rates and act quickly on market opportunities and time-sensitive matters, solidifying brand loyalty to your client and, in turn, to your technology.

“We took onboarding new clients into our systems from a 12-hour process down to the click of a button. When you’re looking at 200 to 300 accounts per month, that’s a pretty high volume.”

[Kim Wargo](#), Associate Vice President of [FineMark Bank](#)

DocuSign eSignature accelerates customer onboarding by

35%

on average.⁹

DocuSign eSignature customers reduce errors by

58%

on average.¹⁰

⁹ DocuSign data.

¹⁰ DocuSign data.

Increase the speed of financial transactions

Consider the case of [SimpleNexus](#). This leading digital mortgage platform decided to partner with DocuSign in response to requests from their customers for an improved electronic disclosure signing experience. After embedding eSignature into their platform, SimpleNexus was able to reduce execution times for electronic disclosures from 2.5 days to 2.7 hours on average. Instead of having to log in to their loan origination system, loan officers can now move business forward on the go from their mobile devices.

“DocuSign helps us separate ourselves from our competition. We’re able to really focus on people and provide the best experiences in business by serving our staff, our clients and their customers wherever they are, and however quickly and confidently they need to close business.”

Matt Hansen, Founder and CEO of SimpleNexus

[Arizona Federal Credit Union](#) also experienced a huge improvement in the time to complete contract workflows. After this 125,000-member credit union implemented DocuSign eSignature, they were able to reduce loan signing times from up to an hour to 5 minutes. As a result of the transformation, Arizona Federal Credit Union can now deliver their customers' crucial funds faster.

Arizona Federal Credit Union
reduced the time to process
loans by

95%

after turning to DocuSign.

Arizona Federal Credit Union
closes around

15,000

a year using DocuSign.

The role of ISV embedded solutions in facilitating financial services

A DocuSign ISV Embed Partnership integrates [DocuSign eSignature](#) and other DocuSign features within your company’s software, enabling seamless digital signing of consent forms, loan applications, underwriting documents, waivers and more. Discover what separates DocuSign ISV partnerships from general business integrations and what becoming a partner could mean for you.

Enhance cybersecurity and fraud prevention

When tech firms embed DocuSign in their software, they do more than enable efficient document delivery and digital signing; they install strict fraud prevention and identity verification measures into every document transaction, dramatically reducing the risk of financial theft.

The role of
ISV embedded
solutions
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financial services

Add-on tools like [DocuSign Identify](#) provide digital signer identification and authentication to ensure that the right person gains access to each agreement, from account opening and loan closing documents to address or beneficiary changes. Safeguard accounts from fraudulent activities and help firms cultivate customer peace of mind with identification methods such as SMS authentication, access code authentication, email-based authentication and knowledge-based authentication.

“DocuSign provides the best security platform, in my opinion, since everything has audit logs. Everything is very secure. And you get to set the amount of security that you wish to set for the member for verification purposes.”

[Jesus Islas](#), Digital Banking Manager at Arizona Federal Credit Union

Remove account complications

Instead of a general business integration, a DocuSign ISV partnership means firms don't have to worry about their customers having a compatible DocuSign account. This integration embeds DocuSign's powerful eSignature capabilities directly within your platform, granting every financial institution utilizing your application uniform access to these advanced signing features. As a result, customers can effortlessly sign and dispatch agreements using just your platform's single sign-in system, with no requirement for an individual DocuSign account or specific configurations.

Working with the largest e-signature provider also has significant uptime and support benefits. DocuSign processes millions of agreements per day and experiences 99.9% uptime. Our experienced support team is here to offer partners extra assistance if any problems arise.

“When we talk about innovation, member experience and best-in-class security, DocuSign is quite literally in lockstep with where we want to take things.”

[Thomas P. Novak](#), Vice President and Chief Digital Officer
at Visions Federal Credit Union

Customers on an
embedded solution
are 40% less likely to
switch to another
solution, according to
Microsoft.

Increase customer stickiness

With ISV Embed, finance firms' customers don't have to hop onto a different application to sign. The entire document exchange stays on your platform, ensuring consistency and signing ease. By increasing the number of functionalities and features finance firms use on your platform, your company reduces the likelihood that firms will leave your application for a competitor's technology.

DocuSign's brand reputation also rubs off onto the technology provider, boosting customer trust and encouraging stickiness. In addition to over a billion users, DocuSign already has [400+ pre-built integrations](#) with tech companies in all sectors and in all industries.

Create a profit center

Beyond the benefits of enhanced efficiency, robust security, and compliance, DocuSign's Embedded eSignature partnerships open up lucrative revenue streams for technology developers. Under the ISV Embed model, technology companies purchase signing envelopes, which are then resold to their clients. Reselling gives you pricing power over the eSignature envelopes, allowing you to generate incremental revenue for every new user and signature. The Organization Management feature is included within every ISV partnership, which allows you to set prices and track the number of envelopes customers use.

What's more, DocuSign offers tech developers the choice between buying bulk envelopes in advance or following a pay-as-you-go model. Paying as you go offers more precise envelope quantities and lower up-front investments as you begin the partnership—an especially beneficial capability for start-ups just beginning to build their customer base. However, bulk buying has important benefits for budget planning predictability, providing spending visibility at the beginning of every billing cycle, as well as for ensuring that your clients are never caught short. By purchasing envelopes in advance, you provide customers with the signing capabilities they need, before they need them—which is vital when time-sensitive financial opportunities arise.

Start on the path to an ISV Embedded partnership

An ISV Embedded partnership is initiated once your development team integrates DocuSign into your platform—but they don't have to go it alone. The partnership comes with consultations with a dedicated implementation team, jump-start coding from award-winning APIs, and documentation resources from [DocuSign University](#). Your developers can look through learning modules, participate in live training and familiarize themselves with DocuSign to accelerate and simplify the build.

After using e-signature APIs in a simulated deployment experience, developers found that the DocuSign APIs and developer tools:



¹¹ DocuSign data.

Start on the
path to an ISV
Embedded
partnership



With access to comprehensive resources, you can work optional features like DocuSign Identify into your platform to further boost security and visibility.

“DocuSign approaches partnership as a two-way street and working with DocuSign was pretty pain-free. DocuSign offers a robust API that allowed us to easily integrate the eSignature technology and experience into the SimpleNexus platform”

Matt Hansen, Founder and CEO of SimpleNexus

Even after initial implementation, you have a direct path to connecting with a support team that understands developers if an issue ever arises. With features and support you can rely on, you can ensure every customer has the same smooth, secure experience each time they go on your application.

Ready to deliver an unparalleled customer experience? Reach out to [sales contact] for a conversation about embarking on a journey as a DocuSign ISV Embedded partner.