DocuSign®

Create a compelling, mobile-first customer signing experience

Today's businesses are using new technology to create personalised journeys that customers can complete across a range of different channels and devices. When they have an outstanding experience with one vendor, it changes their expectations of the others. To stay competitive, B2B and B2C teams alike are under intense pressure to meet and exceed these new expectations at every touchpoint of the customer journey – including the agreement process.

That's where DocuSign eSignature can help. We offer multiple ways to give customers the simplest means of accessing, signing and completing documents from anywhere, at any time, using their preferred channels.

Create polished agreements with Document Generation

Generate personalised and professional-looking agreements that are displayed well on any device. Dynamically insert data and automatically display the right terms based on conditional logic. No matter what device they are using to sign on, agreements are easy to read, without misaligned formatting or mismatched fonts.
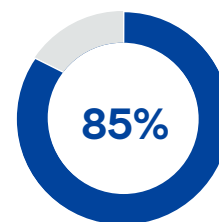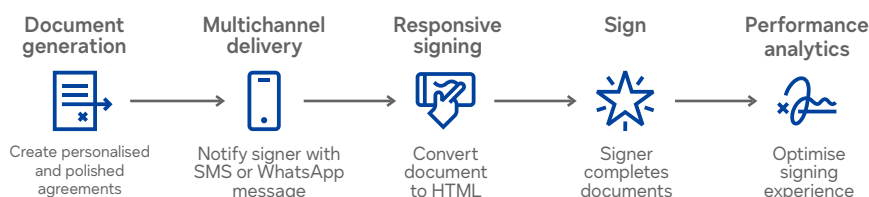
– Personalise each agreement directly within eSignature

– Create well-formatted agreements where inserted data looks native to the document

– Display the right terms based on data inserted

Meet signer preferences with multichannel delivery

Delight customers at the first touchpoint of the agreement process by sending agreement notifications to their mobile devices using text or WhatsApp. Ensure signers receive and complete agreements quickly by reaching them through their preferred communication channels. Once documents have been sent for signature, your team can track envelope completion with reporting.

– **Increase transaction speed:** Deliver real-time notifications to any signer's mobile devices with a direct link to complete a document

– **Provide a unique customer experience:** Differentiate your organisation with a mobile-friendly and engaging signing experience on your customers' preferred communication platform

– **Reach more signers:** Notify signers via the communication channel of their choice

The modern mobile experience

Document generation	Multichannel delivery	Responsive signing	Sign	Performance analytics
Create personalised and polished agreements	Notify signer with SMS or WhatsApp message	Convert document to HTML	Signer completes documents	Optimise signing experience

85%

of smartphone users prefer messaging to email[1]

Agreements get signed

65% faster

through SMS Delivery for eSignature

Email vs. mobile messaging[1]

Open rate

Email	20%
Mobile mesaging	98%

Response rate

Email	6%
Mobile mesaging	45%

1. Soprano Design, 'The Power of Mobile Messaging'

Improve readability with responsive signing

Provide customers with an optimised agreement viewing experience on mobile. With responsive signing, agreements are automatically converted to HTML, which can be adaptive to improve the viewing experience on any device.

– Preview document prior to sending

– Toggle to view the document in original format

Customise your customer experience further with APIs

Create a consistent, seamless mobile experience throughout the signing process using our eSignature REST API and mobile SDKs (available for both iOS and Android). With DocuSign APIs, you can tailor mobile engagements specifically to your customers.

– Embed eSignature functionality into your mobile app

– Seamlessly display embedded agreements across devices

– Enable an offline signing experience

Optimise the mobile signing experience with rich insights

Performance Analytics offers powerful data-driven insights and visualisation that help uncover how eSignature is used. Make the most of these insights to refine mobile signing and improve the agreement experience.

– Easily identify patterns in signing behaviour with powerful data visualisation

– Uncover opportunities for improvement across the electronic signature process

– Enable self-service analytics with an easy-to-use dashboard

Mobile agreement use cases

Service agreements	**Renewals and cancellations**	**Terms and conditions**
Installation services	**POS agreements**	**Customer onboarding**
Account openings	**Quotes**	**Waivers**

By harnessing these powerful capabilities, you can build a delightful mobile-first experience that will help you win new customers and close business faster.

T-Mobile results

20%
increase in-store transactions

2
Minutes saved per contract

One
Digital Experience to sign up for service

'Shrinking our normal agreement PDFs would require pinching and zooming, which is worse than using paper documents. But we didn't want to give up on the benefits of going digital – so we worked with eSignature to deploy Responsive Signing.'

Senior Director of Technology and Innovation
T-Mobile

About DocuSign
DocuSign helps organisations connect and automate how they navigate their systems of agreement. As part of its industry leading product lineup, DocuSign offers eSignature, the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, over a million customers and more than a billion users in over 180 countries use the DocuSign platform to accelerate the process of doing business and simplify people's lives.

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