

# A Seamless Digital Customer Journey—Across Any Time, Any Location, Any Device

Today's organizations are dealing with a new type of customer; one who goes around traditional channels and dictates their customer journey on their own terms. They might research a brand and its offerings on their mobile phone before making basic inquiries using a chat service on a laptop. They might visit a company's website or social media channels on a tablet before making an in-person purchase.

At each step of that digital customer journey, there are agreements that keep a record of the relationship between a brand and a consumer. Those agreements could include simple requests for information, trial documentation, a sales contract, delivery confirmation, renewal initiation, etc. Since so many modern agreements are completed digitally, the experience a customer has as they navigate those agreements quickly turns into the experience they have with the brand as a whole.

Today's most innovative teams are connecting with customers by delivering an omnichannel agreement experience that accommodates any customer interaction or agreement on any device on their preferred channel. It's the best way to delight tech-savvy customers by meeting them where they are and providing them with the tools they need to take the next step in their journey.

## Deliver a cutting-edge omnichannel experience with DocuSign

For more than two decades, DocuSign has been innovating to build new agreement products. We pioneered the electronic signature space and continue to blaze trails on products to enable SMS or WhatsApp delivery, verify identity digitally, simplify document generation, analyze agreement data, prepopulate new forms and more.

That robust suite of agreement tools can help any team drawing up a blueprint to differentiate their organization with an engaging omnichannel experience. DocuSign can delight your customers with intuitive inquiry, approval or signing experiences everywhere your customers interact: mobile, web self-service, on-site, chat or in person.

### Easy, consistent signing and data interactions via customers' preferred channels

Delight your customers where they are with an omnichannel signing experience. Whether in a physical or digital space, DocuSign tools ensure intuitive agreement actions by dynamically inserting existing information into documents, seamlessly inserting branding into new agreements and adapting the viewing experience to fit a signer's device.

## Customer experience translates to revenue

88%

of customers say the experience a company provides is as important as its products and services<sup>1</sup>

51%

of customers would be less loyal if the online experience isn't as enjoyable as in person<sup>2</sup>

91%

of customers say they're more likely to make a repeat purchase after a positive experience<sup>3</sup>

1 [Salesforce, "State of the Connected Customer"](#)

2 [PWC, "Customer Experience Drives Pharma's Long-Term Viability"](#)

3 [Salesforce, "What Are Customers Expecting and How Have They Changed"](#)

### Secure, trusted, always-on experience

DocuSign builds enterprise-grade security into every step of our omnichannel agreement offerings. Your customers can trust us to deliver industry-leading 99.9% uptime, advanced threat detection tools and robust signer verification technology.

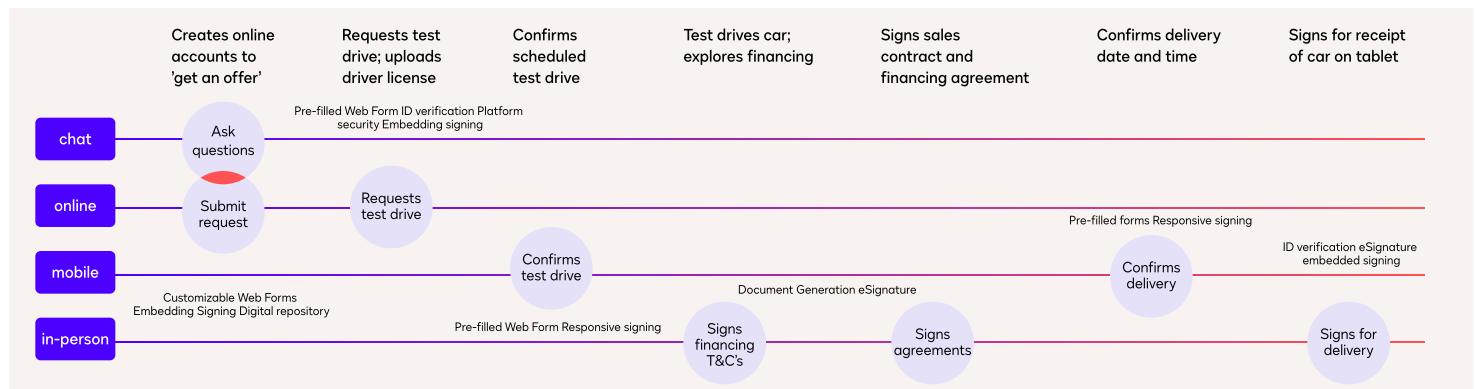
### Reduce cost of sales and improve productivity

An omnichannel experience offers opportunities to replace some expensive sales channels with self-service experiences. Automation and integration can also lower costs by reducing errors in data collection and population throughout the end-to-end agreement process.

## Omnichannel in action: Automotive buyer journey

The automotive industry is one example of an industry that is moving to an omnichannel experience to improve customer experience. Throughout the process of buying a vehicle, there are multiple forms and agreements that need to be completed. Customers generally use a range of devices to complete each part of the purchase, from the initial search to the final payment. Below is an outline of the omnichannel journey for a hypothetical automotive customer.

It's important to note that every customer's journey is unique. Different customers may use different channels to complete the same steps. They may even create their own journey by skipping some steps and repeating others. You need to be able to accommodate any customer's preferences.



Even after the sale is completed, the automotive company can use the information from this omnichannel journey to make life easier for the customer and drive revenue. For example, the information about this purchase could be used to automatically trigger and create text/email alerts for routine maintenance. Customers could be notified of a potential recall in the same way, with data seamlessly populated into a bulk send notification. After a certain period of time, the sales team could begin following up with promotions on new products or even asking about a trade-in opportunity.

There's no limit on the value of this streamlined, information-fueled lifecycle. It's easy to see how both the buyer and the seller benefit from connecting all those interactions in one seamless workflow.

### About DocuSign

DocuSign brings agreements to life. Over 1.5 million customers and more than a billion people in over 180 countries use DocuSign solutions to accelerate the process of doing business and simplify people's lives. With intelligent agreement management, DocuSign unleashes business-critical data that is trapped inside of documents. Until now, these were disconnected from business systems of record, costing businesses time, money, and opportunity. Using DocuSign IAM, companies can create, commit, and manage agreements with solutions created by the #1 company in e-signature and contract lifecycle management (CLM).

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