

Create a Compelling Mobile-First Customer Signing Experience

Today's businesses are using new technology to create personalized journeys that customers can complete across a range of different channels and devices. When they have an outstanding experience with one vendor, they change their expectations for all of them. To stay competitive, B2B and B2C teams alike are under intense pressure to meet and exceed these new expectations at every touch point 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 personalized and professional-looking agreements that display well on any device. Dynamically insert data and automatically display the right terms based on conditional logic. No matter which device they use to sign, agreements are easy to read, without misaligned formatting or mismatched fonts.

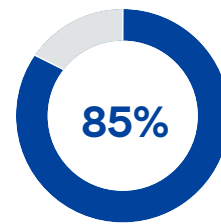
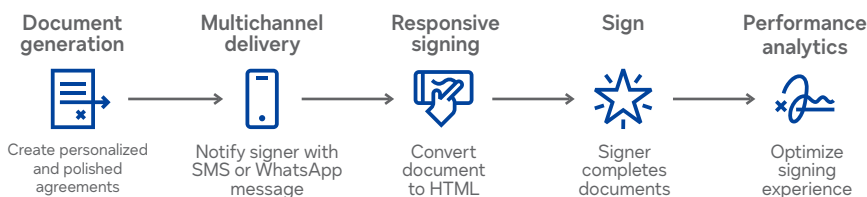
- Personalize each agreement directly within eSignature
- Create well-formatted agreements where data inserted looks native to document
- Display the right terms based on data inserted

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 in 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 organization with a mobile-friendly and engaging signing experience from your customers' preferred communication platform
- **Reach more signers:** Notify signers via the communication channel of their choice

The modern mobile experience



of smartphone users prefer messaging to email¹

Agreements get signed

65% faster

through SMS Delivery for eSignature

Email vs. mobile messaging¹

Open rate



Response rate



¹ Soprano Design, "The Power of Mobile Messaging"

Improve readability with responsive signing

Provide customers with an optimized 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

Customize 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 for your customers.

- Embed eSignature functionality into your mobile app
- Seamlessly display embedded agreements across devices
- Enable an offline signing experience

Optimize the mobile signing experience with rich insights

Performance Analytics offers powerful data-driven insights and visualizations that help uncover how eSignature is used. Leverage these insights to refine the mobile signing experience and improve agreement experiences.

- Easily identify patterns in signing behavior with powerful data visualizations
- 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 & conditions |
| Installation services | POS agreements | Customer onboarding |
| Account openings | Quotes | Waivers |

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

About DocuSign

DocuSign helps organizations 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.

Goosehead Insurance Results

90%

Faster delivery with SMS + email

85%

Reduction in turnaround time

19 Million+ 

Sheets of paper saved

“Goosehead made a big commitment to being a digital-first company, and solving that's baked into everything we do. DocuSign is a critical component of that.”

Managing Director of Technology and Innovation
Goosehead Insurance

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