



## Cut Costs and Hours by Adopting e-Signature Solutions

Every year, competition in the digital market becomes more intense. Companies are constantly looking for new and better ways to attract customers, but the search is becoming more difficult. Over the past 10 years, consumers have developed a habit of purchasing goods in a single click. Smartphones, tablets and mobile applications have replaced butlers and secretaries. Businesses must adapt to provide comfortable user interfaces. To please your customers at every interactive level, you can simplify the entire experience of working with them by implementing an e-signature solution. Satisfied customers equate to repeat buyers, generating new contracts and referrals that grow revenues.

“

*I was closing another deal and had an outstanding quote already sent through DocuSign (I was trialing them) before we got connected. Sales VP was ready to sign the quote but was having trouble signing via DocuSign from his United WiFi – he was on a plane to Boston and would have been too late if I had to wait till he landed. I re-sent it to him via signNow and voila! I had my signed contract in 30 mins! Great job signNow!*



**Suresh Balasubramanian**  
CEO, LiveHive

For example, great VirtualWorks has a network of agents deployed across the U.S. who work remotely while providing call center services via calls, chats and email channels. The admissions team that processes many standard documents needed a more efficient way of sending and receiving signed documents. Some candidates didn't have a printer, signed in the wrong spots or had no scanner. signNow makes it possible for users to upload their most commonly used documents and create reusable templates that their entire team can access. By adding fillable fields to a document, recipients can easily sign it and the admissions team can "pre-fill" documents before sending.

“

Before signNow, we ran into obstacles related to the technologies being used: scanning, faxing, printing, etc. Now, getting signatures is a breeze! Candidates [are] processed much quicker. We achieved 100% user adoption and documents are stored in the cloud, so they are safe and accessible at the same time and also emailed to candidates”



**Dwayne Wheatley**  
Vice President of Virtual Services  
Great VirtualWorks

## High closing speed and sales performance

With the help of digital agreements, customers can sign contracts any time, anywhere - in the office, at home or on the road. Digitization of sales processes accelerates the sales cycle and increases the number of successfully completed transactions. Many signNow customers sign while on the phone with sales reps or immediately afterward. This shortens the average time to sign from 6-14 days to minutes, reducing the payment cycle by a similar amount. signNow lowers the amount of friction for a signer to close a transaction by making it simple for them to do so anywhere, from any device. On average, signNow improves close rates by more than five percent.

Average time to sign form = **6-14**  
Days

Average time to sign form with signNow = **1-5**  
Minutes

For example, Groupama insurance agents have streamlined their workflows by using signNow to collect signatures in person. Groupama Rhône-Alpes Auvergne is a specialist general insurer based in France. They receive climate disaster claims via fax and insurance agents at the customer service center analyze them. Next, they assign an agricultural expert for an on-site assessment. With the help of signNow, they now transfer the claim files to an iPad, write assessment minutes during the in-person visit and create a digital version right there in the field. The claimant uses signNow to sign on the iPad and a copy of it is sent to the claimant’s inbox automatically.

“

On a regular basis, we receive client claims that must be signed in-person, secured and stored.



**Philippe Vayssac**  
CIO  
Groupama\*

\*Groupama is a mutual insurance, banking and financial services group with 13 million members and customers

## Drastically improve critical business processes

The signNow solution is suitable for small businesses that sell consumer products or services, as well as a larger corporations with complex chains of responsibilities. Using e-signatures greatly reduces the burden for vendors and support staff by digitizing the process, making it user-friendly and fast. Automating offers, contracts and other documents for clients means more time spent on negotiating agreements and closing deals.

“I can't believe how much more my employees are able to get done now that signNow has drastically reduced the number of hours we spend processing paperwork.”



**Jason Gilboa**  
Equipment Sales

Average paperwork:



With signNow:



**37,8%**  
time saving

Printing and mailing documents is expensive, slow, error-prone and labor-intensive. It takes up to 20 minutes per transaction for an average employee. Email or fax for signing is difficult to track, insecure and forces your signers to do extra work. It takes at least 10 minutes per transaction for an average employee. Signing in person is the most time-consuming practice. Invoices, time cards and tickets don't have to take 30 minutes to 3 hours per transaction. signNow cuts the usual timeframe spent on paperwork by 37.8 percent.

## Make Your Business Mobile

Clients and employees are becoming more mobile, and thanks to the widespread adoption of smart devices, people expect to conduct transactions wherever they are and whenever they want. signNow supports transactions on all types of devices connected to the internet, including smartphones, tablets and PCs.



*I'm more than happy with how well signNow worked for us and the contest winners. We needed a solution that was a secure way to collect notarized signatures for our clients. I can't imagine how hard it would have been without signNow, it did everything we wanted and more.*



**Elizabeth Morse**  
Director of Integrated Production  
Pepsi

For example, Pepsi used signNow to collect signatures from hundreds of fans who submitted photos for use in Beyonce's Super Bowl XLVII Halftime Show. Pepsi's marketing team was tasked with creating a stunning experience for the 2013 Super Bowl Halftime Show. The team created an innovative concept: use photos submitted by Pepsi's biggest fans as a part of the show. Pepsi needed a solution that securely collected notarized affidavits, easy for submitters to complete and for the marketing team to manage. signNow's online notarization solution became the best way for them to collect notarized signatures by creating a simple link, which they were able to distribute to the photo submitters.

\*PepsiCo Inc. is an American multinational food, snack and beverage corporation headquartered in New York. They sponsored the Super Bowl Halftime Show in 2013 (and every year since, including 2018).

## Legality and Cybersecurity

Today, digital transformation fundamentally reinvents entire industries with e-signature as a main component. With laws such as the Electronic Signatures in the Global and National Commerce Act (ESIGN), e-signatures now carry the legal equivalence of wet signatures.

Modern enterprises are required to meet strict requirements for cybersecurity, especially in such highly regulated industries as financial services and public sectors. Organizations using e-signatures can reduce their risk of non-compliance by maintaining transparency in each part of the process with a complete electronic audit trail.

signNow meets and exceeds the most stringent security standards in the US and world-class IT security regulations. signNow has successfully undergone the criteria to complete the Service Organization Control (SOC) 2 Type II audit. Advanced threat protection is the highest level of security for your documents and links. It has been proven to stop malicious attacks and phishing attempts by scanning to make sure there is no malware attached to a document.

“

*As a trusted provider of services to the the largest legal organizations in the world, we were looking for an e-signature solution that was legally enforceable, defensible as evidence in court and ideal for eDiscovery during cases. After considering several e-signature platforms, we felt most comfortable investing with signNow given their SOC 2 certification and strict focus on ESIGN and UETA act compliance. Deploying signNow across all functions of our growing organization and within critical Office 365 environments has simplified our entire workflow and provided us with valuable new tools — like the ability to get signatures in person on a mobile device, initiate new workflows on our mobile devices, complete SOWs in front of the customer and access to a full audit trail with a document's complete history through the signing process.*



**Dan Rotelli**  
CEO, BIS

## Lower Costs, Greater Efficiency and Return On Investment

Time is money. Using e-Signatures saves time and reduces costs. Small and medium-sized firms can view savings as a percentage of their total costs. e-Signatures also increase efficiency, saving a considerable amount of time for routine tasks. Increasing the effectiveness of e-signatures also means fewer errors when filling out forms manually and entering information into databases. A major advantage of using paperless process management is avoiding the potential loss of documents. At the average company, each staff member spends 38 hours per year searching for lost documents. At the national average hourly wage of \$22.01, this is an actual lost cost of over \$836 per employee per year. Basically, each lost document ultimately costs over 25 hours and \$500 to recreate.

$$\text{?} = 25 \text{ hours} + \$500$$

Here are a few other examples of how customers in different industries improve critical business processes using e-Signatures:

- According to the U.S. Bureau of Labor Statistics and The American Time Use Survey, it was revealed that the average amount of time spent working for a typical employee per week adds up to 34.9 hours a week (out of 40). On average, signNow saves five of those hours per week on paperwork for the average office worker.

- Even entry-level salaries for workers range from \$8 to \$12 per hour. The median is \$10 an hour - \$349 per week per employee. Our repeat customers' experience showed that using digital e-signature solutions saved them 37.8 percent of working hours per week, meaning a minimum of \$132 per employee per week.

- Paper and its related expenses are one of the biggest costs for any company. Every year, about 880 billion documents are printed, faxed, stored and copied. Every employee in America produces 10,000 paper documents a year. signNow statistics show that using e-signature solutions saves them 2/3 of the budget spent on physical paper.

## It takes repeat customers an average of two weeks for a full return on investment

Any business can make use of the advantages that e-signatures offer. signNow can be used by enterprises of any size and type. Find out how your team can benefit from digitizing your agreements and approval processes by visiting [www.signNow.com](http://www.signNow.com) or follow us on Twitter, LinkedIn and Facebook.