DocuSign®

FUJIFILM
Value from Innovation

Financial Service Use Cases

Digital adoption playbook

Customer Success

Financial Services & Wealth Management priorities

Agreements are everywhere in the Financial Services & Wealth Management industry from new account openings to IRA rollovers. Most processes and systems to obtain these agreements were improvised rather than designed. As a result, they are needlessly slow, costly, and cumbersome for both employees and customers.

Deliver the modern banking experience your customers want with the DocuSign Agreement Cloud.™ Oftentimes manual agreement processes stand in the way of a better customer experience—in fact, 88% of financial agreements are still prepared using paper and other manual processes which can contribute to project delays and unnecessary costs. However, digital agreements deliver the seamless, secure experience that customers have learned to expect. By changing the way agreements are prepared, signed, acted on, and managed, financial services leaders can close the customer experience gap, cut costs, and improve compliance.

Transform your system of agreement and increase conversion and customer satisfaction with the DocuSign Agreement Cloud for Financial Services.

The DocuSign Agreement Cloud

Every financial organization has a system of agreement for preparing, signing, acting on, and managing agreements. In most cases, it is a mess of manual processes and office technologies like printing, scanning, emailing, and faxing – and it's not consistent from department to department.

To modernize and unify their systems of agreement, financial organizations are adopting the DocuSign Agreement Cloud. Most start with DocuSign eSignature, then connect and automate other parts of the agreement process. At each step, the result is the ability to do business faster, simpler, greener, and more cost-efficiently, while delivering a better experience for customers, partners, and employees. We call this being more agreeable: easier to do business with, easier to do business for, and easier on the environment.

Prepare

Prepare agreements with a high degree of automation. For example, you can import your existing forms or prefill with data you already collected. Enable real-time comments and capture them in the completion record.

Sign

Sign documents anytime, anywhere, on any device with automated routing, signer identification, and capture legally enforceable signatures.

Act

Act on agreement terms after signing is complete. Avoid rekeying data by automatically updating other systems and trigger processes like billing activation and payments.

Manage

Manage completed agreements digitally, in a centralized, highly secure environment, with flexible options for retrieval, content and specialized forms of document retention.

Financial Services & Wealth Management use cases

There are five classes of Financial Services & Wealth Management workflows that are used independently or as a combination e.g. collecting data and signing.

Sign
Binding legal documents that require a legally-defensible signature

Notify
Use cases that are intended to inform or notify employees, suppliers or vendors

Acknowledge
Use cases requiring confirmation that the employee, vendor or supplier has read/agreed/complied

Approve
Use cases that ask for an approval as opposed to a more formal signature

Collect data
Use cases where information needs to be collected from the recipient(s)

Opportunities

Financial Services & Wealth Management companies can categorize their use case deployments within one of four quadrants: a higher or lower ROI in combination with an Implementation Speed of Faster (Shorter) or slower (Longer).

Access the **Use Case Map Tool** at bottom of the **DocuSign Knowledge Market** homepage for a complete list of all industry-specific use cases.

A Financial Services & Wealth Management organization is naturally comprised of many internal departments that are essential to the business, employees, and customers. The approach and system of agreement stages can also be applied to those departments:

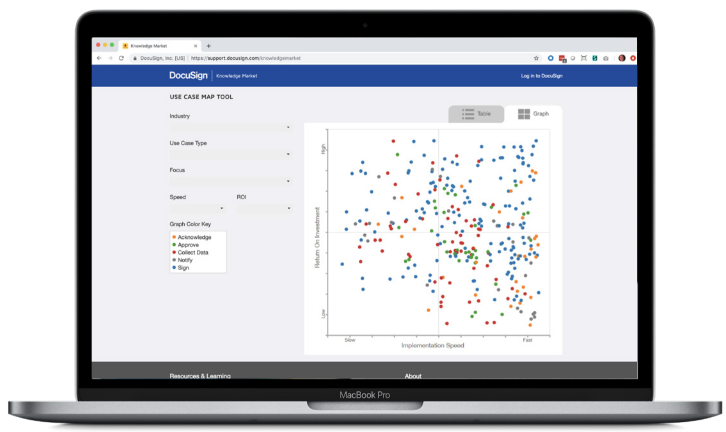
Treasury Services

Mortgage

Credit Card

Lending

For a consolidated list of playbooks, check out our **department playbook library**.



Use Case Map Tool

Follow a use case through the Agreement process

Follow an Account Opening use case through each Agreement Cloud phase and see how our suite of Agreement Cloud products serves a variety of Financial Services & Wealth Management use case needs. With a dozen applications and more than 350 integrations, we enable organizations to do business faster with less risk throughout their entire agreement process.

Prepare

Action	Example	
Import documents and data	**DocuSign eSignature** Create a standard template for the various account types being opened (e.g. individual, institutional) to send to client(s)	**DocuSign Agreement Cloud** Leverage **Docusign eSignature for Salesforce** to automatically prefill account opening packages and add account-specific terms and conditions to an envelope based on information in an electronic intake form or system, highlighting areas for the client's review or data input
Enable real-time questions and comments in a chat interface. The interactions are captured as part of the policy completion record.	Live-Chat using **DocuSign Comments*** with a client who has questions about how to complete all required fields in their account opening package *Contact your Account Manager to enable Comments on your account.	

Sign

Action	Example	
Route	**DocuSign eSignature** Send the account opening documents first to an advisor for review and approval, then automatically route the documents to the client signers for signature	**DocuSign Agreement Cloud** Use the **DocuSign API** to autoroute the account opening documents based on the signer(s)' information already stored in Salesforce
Identify	**DocuSign eSignature** Apply one of **DocuSign Identify**'s **recipient authentication options** as a second layer of signer identification prior to the client(s) viewing and signing the account opening agreement	**DocuSign Agreement Cloud** Included in the suite of identification methods, **DocuSign ID Verification** is a mobile-friendly type of authentication that supports government photo IDs and European eIDs by analyzing the document security features and matching the name on the agreement against the name on the ID
Sign	**DocuSign eSignature** Send the Account Opening document to the customer via email to sign on their own computer or mobile device	**DocuSign Agreement Cloud** Use the DocuSign mobile app to initiate **In-Person Signing** on a tablet, allowing both the Advisor and the insured to sign anywhere, even while offline

Act

Action	Example	
Update other systems with information from signed agreements	**DocuSign eSignature** Client completes the Account Opening documents and a notification is sent to an Onboarding team to review the information and create the account	**DocuSign Agreement Cloud** Utilize **DocuSign CLM** to set up workflows to autoroute the completed account opening document to the onboarding team to review
Trigger processes like billing and payments	Use **DocuSign Payments*** to collect the initial deposit at the same time the account is created *Contact your Account Manager to enable Payments on your account.	

Manage

Action	Example	
Retain	**DocuSign eSignature** The completed account opening form is automatically stored in the DocuSign eSignature Web App	**DocuSign Agreement Cloud** The completed document is stored in DocuSign CLM and is automatically routed to an internal document management system
Retrieve	**DocuSign eSignature** Use multiple search criteria to find and extract the account opening document and its data from the DocuSign eSignature Web App	**DocuSign Agreement Cloud** Leverage the power of AI with **DocuSign Total Search**. Find and retrieve account opening docs based on multiple attributes like the assigned Advisor and/or account number
Report	**DocuSign eSignature** Create, save, and schedule reports on envelope, recipient, and sender data in the DocuSign eSignature Web App	**DocuSign Agreement Cloud** Quickly locate and build detailed reports from metadata on all account opening docs using **DocuSign Intelligent Insights**. Identify account opening trends across multiple branches to analyze account opening success rates

Top Financial Services & Wealth Management use cases

Area	Use case	Type	Imp. speed	ROI	Focus
Multiple account	Legal name change request	Sign	Medium	Medium	External
Multiple account	Know your client	Collect data	Medium	Medium	External
Brokerage	Account application (individual/joint)	Sign	Slow	High	External
Multiple account	Financial advisor appointment or change	Sign	Medium	High	External

How a top 25 Financial Services Firm saved with DocuSign

A Financial Services Firm's first customer experience – opening new accounts – was not optimal. Their financial advisors historically drove to their clients' homes or overnighted packages to get the paperwork done and 8 out of every 10 documents they received contained errors, which created a frustrating experience for both their financial advisors and clients. They feared their clients, especially new millennial investors, would simply take their business elsewhere.

DocuSign worked with the Financial Services Firm to integrate DocuSign eSignature into their advisor portal so advisors can easily access applications to share with clients who can then in turn complete from anywhere, on any device at their convenience. Advisors can now rest assured that applications are filled out correctly and to completion the first time around and are enabled to review and respond quickly.

Results

30%
of account applications and opening cycles shortened

60%
of errors and omissions reduced

Transform your customer journey

The following is a high-level summary of the recommended Customer Success tools for accelerating the rollout of the DocuSign Agreement Cloud throughout your organization. The opportunities, methodologies, and resources below can be applied to your agreement processes, regardless of your industry or department.

Action	Resources
Launch Rapidly deploy product solution(s) and enable new users globally	Review the Use Case Map Tool on the Knowledge Market homepage for use case ideas and to prioritize top use cases both in your industry and the departments within your organization
	Access the wide-range of DocuSign University (DSU) Learning Plans to ensure your DocuSign project team is prepared to effectively understand and use our core DocuSign eSignature product Get started for Signers Get started for Senders Get started for Admins
Optimize Optimize solutions and drive adoption with your current user base	Increase adoption across your organization and with your customers. Start with the Adoption Toolkit
	Learn how other companies implemented DocuSign on our Customer Success Stories
	Check out the Business Strategy catalog for more ways to optimize
Grow Expand solutions to new users, new use cases and new products	Automate each agreement stage by leveraging additional products like DocuSign CLM and DocuSign Intelligent Insights in addition to integrating with your existing CRM tools like Salesforce
	Review our index of Adoption Tools and best practices to grow user and customer adoption

For more strategic advice on your business needs, please reach out to your account team or contact a FUJIFILM Business Innovation representative below.

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For more information or detailed product specifications, please call or visit us at

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