



DIGITAL DISRUPTION IN BANKING

HOW DOCUSIGN HELPS BANKS DRIVE
DIGITAL TRANSFORMATION





Banking is Undergoing a Digital Revolution¹

Continued growth of online banking and rapid growth of mobile banking are just the tip of the iceberg.

¹ Banking & Finance, U.S. Industry Report 2016, Statista

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As the banking and finance industry is facing the digital revolution, with many fintech startups entering and reshaping the industry, a lot of big established players are investing millions to keep up.²

statista 

² Banking & Finance, U.S. Industry Report 2016, Statista

IN THE US, ONLINE BANKING

increased from 79% of consumers in 2015 to 84% in 2016.³

2015

79%

2016

84%



³The State of Digital Banking, 2016, Forrester, December 30, 2016

SMARTPHONES FOR MOBILE BANKING

increased from 43% of consumers in 2011 to 53% in 2016.⁴

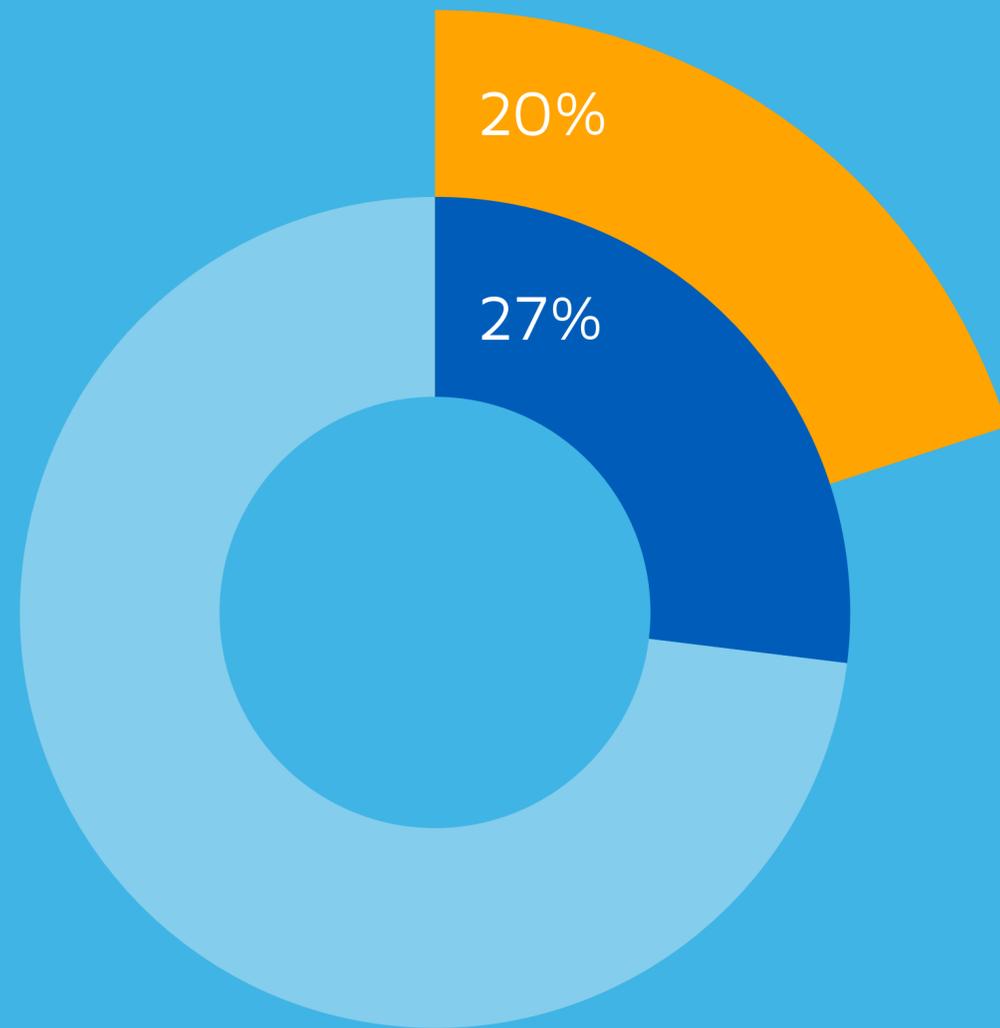
2011

43%

2016

53%





20% of banking customers are fully digital users

which is expected to increase as millennials drive the demand for digital banking.⁵

27% of banking customers now use multi-channels

including a combination of online and mobile banking and visiting branches.⁶

⁵ Digital Transactions Drive the Future of Banking, IDG, 2016

⁶ The State of Digital Banking, 2016, Forrester, December 30, 2016



Banking is Undergoing a Digital Revolution

Innovative startups in all parts of banking and financial services are disrupting the industry using smartphones, cloud services, and APIs (application programming interfaces). These disruptions aim to deliver simpler, cheaper, and better services.

Innovators are using digital technologies in banking to:

- Deliver better customer experiences
- Automate end-to-end processes
- Make payments faster, cheaper, and easier
- Serve niche or underserved customer segments
- Increase transparency

EXEMPLARY DISRUPTORS

Some fintech disruptors are using digital technologies to compete with existing banks, while others are providing tools and technologies that enable large banks to participate in this digital revolution.

The Venmo logo is displayed in a bold, lowercase, sans-serif font.

Venmo is a free digital wallet that lets users instantly send money to friends' Venmo accounts through a mobile phone.⁷ It is disrupting payments by making it faster and easier to move money.

The SizeUp logo features the word "SizeUp" in a sans-serif font, with the "U" stylized as an upward-pointing arrow.

SizeUp helps banks empower small business customers to make smarter decisions through big data.⁸ Customers include Deutsche Bank and Wells Fargo. It is disrupting small lending.

⁷ The State of Digital Banking, 2016, Forrester, December 30, 2016

⁸ 15 Silicon Valley FinTech Companies Every Bank Should Meet, Fintech Finance

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Disruptors use software to automate end-to-end processes and eliminate paperwork.¹⁰

Forrester Research, The State of Digital Banking

⁹ The State of Digital Banking, 2016, Forrester, December 30, 2016



Bank's Digital Face: Lead or Follow

IDG asserts in a white paper on the future of banking:¹⁰

"Banks that don't adopt digital technologies to meet rising demand risk losing their customers to those that do."

"The Bank Administration Institute (BAI) states, "Having a user-friendly mobile app used to be a differentiator. Now it's table stakes."¹¹

Clearly, banks face a choice about whether to lead or lag behind in going digital.

¹⁰ Digital Transactions Drive the Future of Banking, IDG White Paper

¹¹ Digital Transactions Drive the Future of Banking, IDG White Paper, quoting a January 2016 BAI report on top trends for banks

BANKS' DIGITAL FACE: LEAD OR FOLLOW

Differences between digital followers and leaders

Followers

- ✓ Have created a digital strategy
- ✓ Think of digital tactically, relating to a few specific touchpoints or technologies
- ✓ Unconnected, one-off digital "bolt on" projects and digital "pockets" in organization
- ✓ Digital projects often lack clear business objectives
- ✓ Digitizing a function, like sales or marketing
- ✓ Disconnected silos
- ✓ Still do some printing, faxing, scanning, and overnighting of documents

Leaders

- ✓ Have embarked on a rapid and complete digital business transformation
- ✓ See digital strategically, affecting every process, touchpoint, customer interaction
- ✓ Going digital holistically, enterprise-wide, for all products, services, business processes
- ✓ Using digital technology to help achieve clear goals like winning more new customers, better serving customers, and increasing retention
- ✓ Digitizing key customer journeys and building a single view of the customer
- ✓ Connected organizations and systems, often using APIs
- ✓ Completely digital processes, with automated workflows and approvals



Digitally Empower Your Banking Customers

Digital businesses like Amazon, Airbnb, and Uber have changed consumer behaviors and reset customer expectations in all industries, including banking.¹² Industry analysts agree: consumers expect the bank of the future to be digital.

Online banking is being used for routine tasks like account transfers and bill pay. And consumers are increasingly using mobile apps to conduct more complex financial transactions anywhere, at any time, on any device: applying for and completing loans, opening new accounts, refinancing a mortgage, or performing other tasks that previously required going to a branch.

¹² The State of Digital Banking, 2016, Forrester, December 30, 2016

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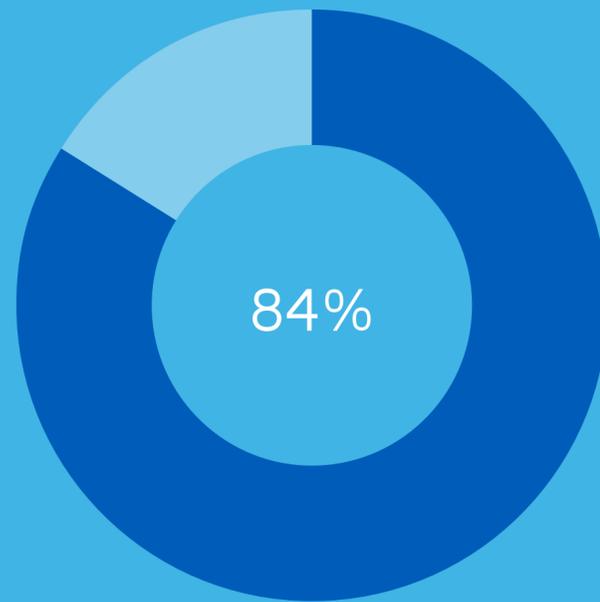
Banking customers are becoming digital-first.¹³

Forrester Research, The State of Digital Banking

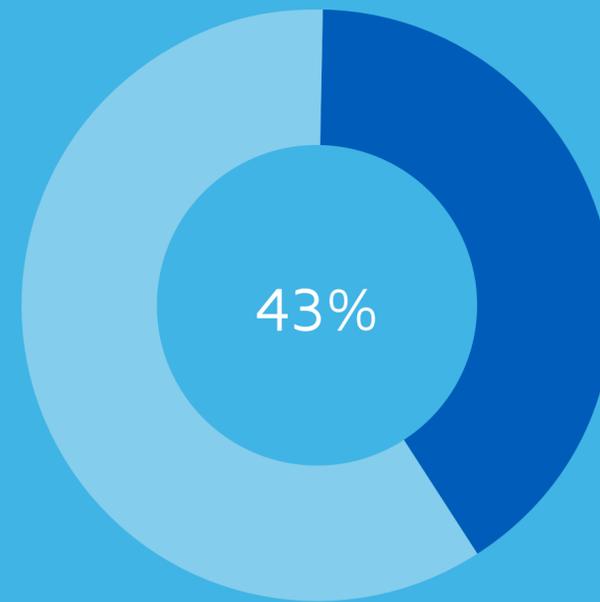
¹³ The State of Digital Banking, 2016, Forrester, December 30, 2016

THIS TRANSITION IS ALREADY WELL UNDERWAY.

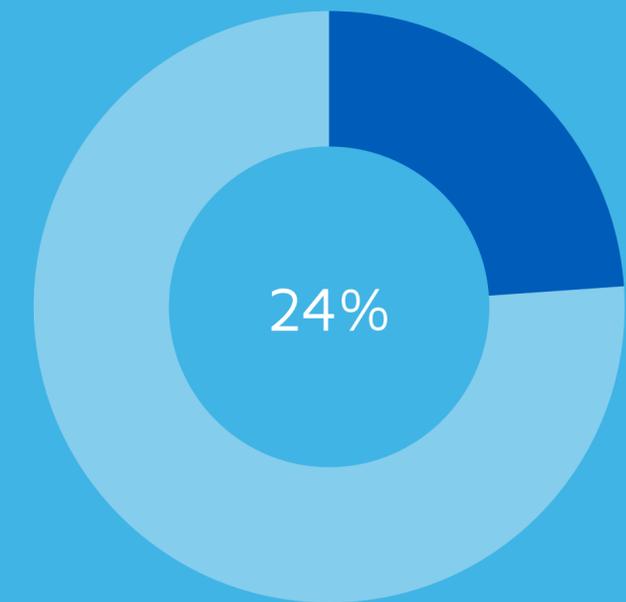
A Forrester study of US banking customers found that in 2016:¹⁴



Use Online Banking



Use a Smartphone for Banking



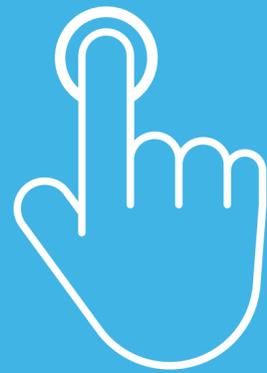
Use a Tablet for Banking

¹⁴The State of Digital Banking, 2016, Forrester, December 30, 2016

In all financial transactions, consumers want:



Speed and Convenience



Simplicity



Reliability



Security

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Implementing a digital transaction strategy was a huge win for Eastern Bank. It started out as an experiment, but ended up as a game changer for our business and our customers.

Laurence Stock, Senior VP

 Eastern Bank



How DocuSign Helps Banks with Digital Transformation

DocuSign digitizes both internal and external mission-critical processes.

KEY DOCUSIGN BENEFITS FOR BANKS:¹⁵

Helps banks go paperless



93%+ fewer errors and millions of dollars in savings and productivity gains

- Streamlines processes
- Increases efficiency and productivity
- Decreases operating costs
- Reduces/eliminates errors

¹⁵ Statistics are examples of results achieved by digitizing core financial services agreements using DocuSign. From white paper "Digitizing Financial Services Agreement"; DocuSign 2016

KEY DOCUSIGN BENEFITS FOR BANKS:¹⁶

Helps banks grow revenue



80%+ faster cycle times

- Accelerates the lending cycle
- Interact with customers when convenient for them
- Improves close rates and sales productivity
- Streamlines new customer onboarding

¹⁶ Statistics are examples of results achieved by digitizing core financial services agreements using DocuSign.
From white paper "Digitizing Financial Services Agreement"; DocuSign 2016

KEY DOCUSIGN BENEFITS FOR BANKS:¹⁷

Helps provide a superior customer experience



Documents signed in minutes, not days or weeks,
result in 10%+ improved customer experience

- Supports customers on any device, anytime, anywhere
- More convenient, faster approvals and closings
- Supports in-branch signing
- Leads to improved customer satisfaction

¹⁷ Statistics are examples of results achieved by digitizing core financial services agreements using DocuSign.
From white paper "Digitizing Financial Services Agreement"; DocuSign 2016

KEY DOCUSIGN BENEFITS FOR BANKS:¹⁶

Helps increase overall satisfaction



300% average ROI

- Delivers great ROI
- Produces greater employee satisfaction

¹⁶ Statistics are examples of results achieved by digitizing core financial services agreements using DocuSign.
From white paper "Digitizing Financial Services Agreement"; DocuSign 2016



Banking Use Case

With DocuSign you can automate a wide variety of processes including:

- Commercial & consumer loan applications
- New account openings
- Loan repackaging and securitization
- Account changes
- Disclosures
- Credit reports
- Overdraft notifications
- Wire transfers
- Financial statements
- Stop payment requests
- Invoice processing
- Expense reporting
- Audit sign-off
- Asset transfer/retirement
- IT asset tracking
- New hire paperwork
- Legal contract management
- Internal compliance



BBVA is focused on digital transformation as a means of improving the customer experience . . .

DocuSign for Digital Transaction Management and eSignature created a better experience for those who do business with BBVA and helped us deliver on our goals.

Basava Kore, Director of Core Information Systems

BBVA

See a short video about BBVA's experience

WATCH NOW





Why DocuSign?

Banks that have fully integrated DocuSign's digital workflow has seen lending teams shave 10-11 days off the previous mortgage closing schedule.



UBS' Americas Wealth Management Group reduced average processing time for its 5 most widely used forms from 11 days to 13 minutes and is savings its financial advisors an estimated 51,000 hours per year.



Associated Bank provides retail and commercial banking, along with other financial services, from its headquarters in Green Bay, Wisconsin and 239 branches. Associated has many documents that require signatures, and has traditionally had manual, paper-based processes.

Since implementing DocuSign, Associated has:

- Achieved better close rates
- Reduced the rate of customer abandonments
- Lowered costs
- Increased efficiency
- Provided a better customer experience that is delighting customers
- Quickly recovered its investment in DocuSign



Global Standard

DocuSign is the acknowledged global eSignature standard in banking and financial services, with 12 of the 15 largest US financial institutions using DocuSign.



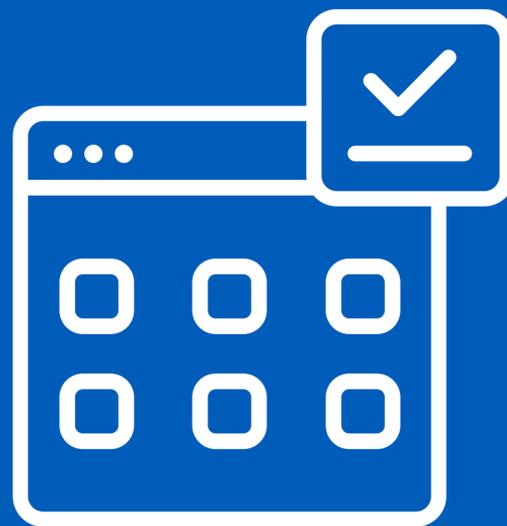
Security

DocuSign has bank-grade security and carrier-grade reliable architecture. DocuSign meets and exceeds the most stringent US, EU, and global security standards, and has passed 100% of security audits with the largest financial services institutions.



Compliance

DocuSign helps banks and financial services firms meet strict compliance requirements. DocuSign reduces non-compliance risk by maintaining visibility into every part of the eSignature process, retaining documents, and establishing a full electronic audit trail.



Ecosystem and Integrations

DocuSign works with the applications, services, devices, and document types most used in banking. DocuSign has pre-built integrations with the most widely used software services and has robust APIs that make it easy to integrate with DocuSign.

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There is no question that with DocuSign we have saved costs, reduced our abandonment rate, sped up our processes, increased customer satisfaction, and improved our tracking and management.

Candice Ollila, Business Analyst





DocuSign is changing how business gets done by empowering anyone to transact anytime, anywhere, on any device with trust and confidence. DocuSign keeps life moving forward.

For more information go to:

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