



BENDIGO AND ADELAIDE BANK

For more than 158 years, Bendigo and Adelaide Bank Group has actively listened and responded to the needs of its customers and local communities. It's now Australia's fifth largest retail bank, helping 1.6 million customers achieve their goals. With a vision to be Australia's most customer connected bank, it's moving further into the digital realm to make life easier for those it serves.

CHALLENGE

In the highly regulated world of banking and finance, it's difficult to move away from forms and signatures. Still, Bendigo and Adelaide Bank knew that completing agreements could be made easier. Its application forms were nine pages, all of which would be printed out for customers to review and sign before being scanned and submitted for processing. It was time consuming for customers and a hassle for those managing applications, including third-party advisers and brokers.

The use of wet signatures also presented unnecessary risk. There was no way to verify who had signed a document in the event of a dispute.

SOLUTION

The bank has taken the first steps towards simplifying and digitising its application forms. It has removed jargon and unnecessary fields from forms and reduced the number of execution pages by 80%. It has also moved its application forms online and turned to DocuSign for a way to complete forms digitally.

Dianne Bell, who is the Partner Connection Product Owner of iApply within the bank's Technology, Change & Improvement team, said, "We wanted to make it easier for customers



RESULTS

80%

reduction in execution pages within application forms



improved customer experience



reduced risk of fraud



easy integration with existing systems



to sign applications and agreements while also having a record of where and when they signed. DocuSign offered integration with many of our existing systems and, being so well known in the market, it was an ideal choice for an electronic signature solution.”

RESULTS

The bank has now embedded DocuSign into its application forms used by brokers and advisers to open new customer accounts. Once these forms go live, brokers and advisers will be able to invite customers to sign on glass – rather than wasting time and paper printing out forms. The bank will also benefit from a full audit trail of applications, including the time and IP address used for each eSignature.

Bell is now championing the use of DocuSign for all other processes in the bank involving the preparation, signing and managing of agreements. These include margin lending processes, online applications for retail banking, and leasing agreements. The key focus is removing the frustration of manual and time consuming processes and making life easier for the customer.

“We’re promoting a new way of doing things and getting rid of the old and it’s all about customer satisfaction. If we can take even one step out of a ten step process to make it better for the customer, we will,” said Bell.



“The easier it is for customers to do business with us, the easier it is for us to grow the business.”

DIANNE BELL

PARTNER CONNECTION PRODUCT OWNER IAPPLY, TECHNOLOGY, CHANGE & IMPROVEMENT, BENDIGO AND ADELAIDE BANK

ABOUT DOCUSIGN

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.

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