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## Delight customers, drive sales

Today's consumers expect personalised products and services on-demand at rock-bottom prices. To meet these evolving needs, business-to-consumer (B2C) companies must rethink their operations and how they engage. This is more important than ever as transactions with customers shift from simple product sales to include services, memberships, financing and more. Contracts play a big role in these more complex sales, yet executing contracts hasn't changed in decades. A modern agreement process using DocuSign delivers a much-needed upgrade that meets your customers' high expectations and keeps them coming back.

### Exceed expectations

Customers want fast, convenient, technology-based buying experiences. Yet, only 22% of companies<sup>1</sup> think they're meeting those expectations. DocuSign lets you deliver a smooth experience wherever customers engage—in person, online or over the phone.

### Work efficiently

Let sales spend more time with customers by reducing administrative work and virtually eliminating errors with automated contract generation and post-signature workflows.

### Grow sales

A great buying experience translates into higher customer spending (as much as 3.5 times more<sup>2</sup>) and a greater willingness to pay (up to 16% more<sup>3</sup>). Companies using DocuSign have seen the impact a modern customer experience has, in one case resulting in a 20% boost in sales in-store.

### Earn trust

Privacy and data security are top of mind for consumers. Give them peace of mind that their data is protected using a modern system of agreement with identity verification and other authentication and security features.

## Results

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**20% more**  
in-store closed sales

**67% reduction**  
in new customer signup time

**78% reduction**  
in consumer financing time

**94% completion rate**  
on contracts, up from 40%

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**“Our Net Promoter scores in retail are industry leading. Last year, we made a huge step over our competition and DocuSign was a big part of that.”**

**Cody Sanford**  
CIO  
T-Mobile

## The DocuSign Agreement Cloud for Consumer Business

Agreements are at the heart of today's consumer business, especially with the proliferation of service and financing agreements. The DocuSign Agreement Cloud for Consumer Business brings together a comprehensive set of applications and integrations to help elevate the customer experience, improve efficiency and drive sales.

### eSignature

Complete agreements in minutes with beautiful mobile forms that work on virtually any device.

### Guided Forms by Intelledox

Turn complicated forms into intuitive "wizard-style" interviews that ensure the capture of complete signer information in-store or online.

### Identify

Verify the identity of signers using knowledge-based authentication, multi-factor authentication, or digital ID check for a more secure, trustworthy agreement.

### Click

Stay in compliance with the Australian Privacy Act, GDPR, CCPA and other privacy legislation by capturing legally binding consent to standard agreement terms with a single click and managing those terms for large audiences with no code required.

### Integrations

Easily embed DocuSign into your existing tools with 350+ pre-built integrations, like Salesforce, SAP, Oracle and many point-of-sales systems.

To learn more, go to [docusign.com.au/sales](https://docusign.com.au/sales)

## Use case examples

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### Service sales

- Service contracts
- Sales contracts
- Memberships
- Service approvals
- Estimates
- Quotes

### Financing

- Financing agreements
- Lease contracts
- Credit checks
- Credit card signups
- Recurring payments

### Home services

- Installation approvals
- Evaluation agreements
- Repair contracts
- Completion approvals
- Permissions

### Other agreements

- Event waivers
- Terms and conditions
- Delivery contracts
- Account changes
- Service orders
- Compliance documents

### Notes

- 1 Gartner  
Gartner Says Customer Experience Pyramid Drives Loyalty, Satisfaction, and Advocacy.
- 2 Bain & Company  
New Bain Certified NPS Benchmarks: Companies Customers Love.
- 3 PWC  
Experience is everything. Get it right.

### About DocuSign

DocuSign helps organisations connect and automate how they prepare, sign, act on and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 750,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.



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