# Adobe Acrobat Sign Enables End To End Digital Experiences For Customers And Employees

Organizations have had the ability to create fully digital customer experiences for years but because there were more urgent needs than investing in moving from a mix of in-person and digital interactions, many held off from significant investment in further digitizing experiences.

However, in the last two years, consumer and employee demand for fully digital experiences rose dramatically as in-person interactions were limited by world events. Moving forward, decision-makers need to carefully evaluate solutions for digital experience creation, particularly with transactions that require e-signature, a key factor in providing seamless digital experiences.

Adobe Acrobat Sign, part of the portfolio of experience solutions from Adobe, provides e-signature services that allow organizations to digitally send, sign, track and manage documents that require a signature. Integrations with Adobe solutions, including Adobe Experience Manager and other Adobe solutions, third-party apps and business systems enable users to fill out and return forms on any device or browser. Acrobat Sign automates approval and signature workflows, and protects security, compliance, and identity.

To better understand the benefits, costs, and risks associated with Acrobat Sign, Adobe commissioned Forrester Consulting to interview six decision-makers and survey 162 Acrobat Sign users and conduct a Total Economic Impact™ (TEI) study. [1]

Forrester aggregates the experiences of the interviewed and surveyed decision-makers and combines the results into a single composite

Increase in additional transactions from improved customer experience
**50%**

Increased transaction speed
**30%**

Increased digital enrollment speed
**50%**

organization. For this study, the composite organization is a financial services organization that uses both digitized and paper processes. It has also used an e-signature solution on a limited basis, before moving to Acrobat Sign.

This abstract will focus on benefits enabled by improved digital experiences (DX) from Adobe using Adobe experience solutions, including Acrobat Sign.

## INVESTMENT DRIVERS

The following factors led to decision-makers choosing Acrobat Sign to improve digital experiences:

- **Digitizing the end-to-end customer experience.** Before Acrobat Sign, customers learned about products and services through various digital channels including paid media, videos or the organization's websites. Yet when customers were ready to transact it often required in-person sign off or filing of paperwork. Decision-makers recognized this as an opportunity to further streamline the customer experience.

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- **Accelerating deal conversions and improved customer experiences.** Requiring manual document processes (download, print, scan, sign) or in-person transactions to collect personal information disrupts and slows the digital customer experience at the most critical time: when the customer agrees to transact. These interruptions and slowdowns can result in abandonment. By digitizing experiences, organizations could streamline the process and meet customers on their terms and guide them along to complete transactions as they were ready and at their pace.

- **Improving employee experience and productivity.** Pre-filling forms from customer relationship management (CRM) integrations or having customers enter their information digitally altogether means that employees spend less time re-entering information from paper or forms into business systems. Meanwhile, any compliance or regulatory language that needed to be added to documents could be carried over to multiple documents with a few clicks.

- **Consolidation of technology vendors.** Organizations needed a solution that contributed to a seamless and personalized digital experience. In crafting digital experiences organizations often relied on various pieces of technology from various vendors. Disparate technology solutions and siloed data made it difficult to deliver connected experiences across the customer journey – including document acceptance and signing. Different technologies often led to instances where customers exited

their digital experience to jump to a different app or webpage, slowing down or halting transactions. In addition, these experiences lacked personalization to tailor for mobile access or customer traits.

**ACROBAT SIGN FEATURES**

Acrobat Sign offered the following capabilities that helped organizations create new digital experiences:

- **Seamless integration with Adobe solutions.** Acrobat Sign integrates with Adobe's portfolio of solutions as a natural extension of their capabilities and services. PDFs, forms, and documents that require signatures seamlessly incorporate Acrobat Sign to create closed loop experiences that integrate signing into business workflows, guide customers through the process and help users manage signature collection.

> **"We saw a huge uptick in time to get an agreement fully signed. We no longer have to put papers on supervisor's desks and wait for it to get passed along. Acrobat Sign has been a tremendous tool for us to keep paperwork moving along."**
>
> *Information technology specialist, government*

- **Deep integrations with third-party business apps.** Acrobat Sign also supports integrations with apps from Microsoft, Workday, Salesforce, Google, and Slack to expand their capabilities and use cases. Like with Acrobat Sign's integrations with Adobe solutions it provides deep integration with third-party apps to facilitate signature collection, data capture, personalization and management.

- **Cost effective licensing terms.** Acrobat Sign has a competitive base price for transaction volumes and does not charge per integration with systems or apps. For decision-makers cautious of the costs tied to creating a digital experience, Acrobat Sign is not a point of concern when budgeting investments.

> **"With Adobe tools working together we can verify the device and the person logged in when signing off. This goes a long way toward replacing needing an in-person wet signature."**
>
> *General services department, government*

## KEY RESULTS

Decision-makers recognized the following digital experience benefits since adopting Acrobat Sign:

- **Nearly $2 million in additional transactions driven by stronger customer experiences.** Customer experiences are strengthened when they are fully digitized interactions. Customers are empowered to accelerate sign off without needing multiple signees in the same location, or to waste time with a back and forth to gather the right information. Adobe helps guide customers when inputting required information, as well as speed form filling by prepopulating from CRM data or other systems, making for faster transactions, fewer errors and less inconvenience.

  Seamless integrations with apps that personalize experiences further improves interactions. Decision-makers cite customers avoiding jumping between platforms and fewer technical setbacks helping to generate both customer satisfaction and additional transactions.

- **Close to $1 million in value from reduced customer drop off during transactions.** Organizations providing digital experiences enable customers to complete transactions without needing to appear in-person. A signature transaction was often a point of fall-off when customers couldn't complete the transaction because they couldn't provide signatures or required information due to manual or paper-based steps.

  Acrobat Sign helps ensure customers fill the correct information into forms and not leave any areas blank, another point that had left many transactions unresolved. With Acrobat Sign, organizations mitigated instances of incomplete customer transactions.

- **40% reduction in number of complaints from customers on signature process.** Technically sound integrations means customers rarely experience technical setbacks where information entered goes missing. Entirely digital experiences reduce the chance for error when employees enter information from paper to their systems and any resulting complaints. Reduced errors frees customer service representatives from addressing complaints to take on more pressing issues with customers.

> Reduction in errors helped improve CX for **85%** of survey respondents

**Improved employee experience and productivity by eliminating manual work and errors.** Workers no longer spend hours entering information to their systems from forms, enabling them to recoup time for longer breaks from work or reallocate time toward higher value projects. Updating of compliance or regulatory language only takes a few clicks and helps employees avoid stress tied to ensuring the correct nomenclature is added. Improvements in the work experience has a correlative effect on reduced employee churn: according to 58% of survey respondents they saw at least 2 to 3% decrease in employee churn since implementing Acrobat Sign.

- **Improved administration of Acrobat Sign access.** Admins have visibility through the solution's console to oversee which users have access to Acrobat Sign and with which solutions its integrated. As a result, it's easier to identify use cases and business lines where Acrobat Sign can be leveraged to further digitize the customer experience.

> Increased customer satisfaction among **56%** of survey respondents

**TOTAL ECONOMIC IMPACT ANALYSIS**

For more information, download the full study: "The Total Economic Impact™ Of Adobe Acrobat Sign," a commissioned study conducted by Forrester Consulting on behalf of Adobe, January 2022.

**STUDY FINDINGS**

Forrester interviewed nine decision-makers at six organizations with experience using Acrobat Sign and surveyed 162 Acrobat Sign users and combined the results into a three-year composite organization financial analysis. Risk-adjusted present value (PV) quantified benefits include:

- $9.2 million from hundreds of thousands of hours in transaction time savings.

- $7.1 million in sustainability cost savings from avoided printing, faxing, mailing and shipping of documents.

- $2.7 million in legacy solution cost savings driven by Acrobat Sign's cost-effective licensing.

**Return on investment (ROI)**

**519%**

**Net present value (NPV)**

**$18.0M**

# Appendix A: Endnotes

[1] Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

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