# Delivering credit efficiently.

Card Assets automates credit check applications for agent banks and boosts staff productivity using Adobe Sign.

*"Using Adobe Sign, applicants can be approved in as little as 10 minutes, which helps us get cards in customers' hands much faster."*

*Karl Adamson, Project Manager, Card Assets, a division of First Arkansas Bank and Trust*

## SOLUTION

Adobe Sign, an Adobe Document Cloud solution

## RESULTS

**10 MINUTES** — **REDUCED** credit approval time to as little as 10 minutes

**INTEGRATED** with proprietary credit application system

Credit team handles 1,000+ **TRANSACTIONS MONTHLY**

Clients sign credit check agreements **ANYTIME, ANYWHERE**

## Card Assets, a division of First Arkansas Bank and Trust

Established in 1949

Employees: 240

Atlanta, Georgia

*www.cardassets.com*

## CHALLENGES

· Automating the credit card application process with electronic applications

· Obtaining signatures needed to pull credit reports

· Increasing productivity and cost efficiency

· Providing easier access for clients to sign credit check agreements

## Increasing banking options

From its headquarters in Atlanta, Georgia, Card Assets, a division of First Arkansas Bank and Trust, works with approximately 450 community banks across the United States to provide qualified customers with credit cards carrying each bank's brand. Card Assets places a premium on customer service, but its existing paper-based credit application process was error-prone and time-consuming. With development company Finivation, Card Assets built an online application system from the ground up to streamline the application process.

Rather than waiting for signed agreements via fax or mail from applicants, which often delayed credit checks, Card Assets incorporated electronic signatures using Adobe Sign, an Adobe Document Cloud solution. "We initially tried working with another e-signature solution, but we discovered that Adobe Sign had a more cost-effective pricing model and better integration capabilities that enabled us to customize and brand the interface," says Karl Adamson, Project Manager for Card Assets. "Adobe Sign was the final piece to complete our online credit application system."

## Automating credit check applications

"We were amazed at how quickly we were able to integrate Adobe Sign into our existing application system," says Adamson. "We only needed about 10 hours of programming to work it into our workflows." After bankers fill out the online application with a client, the system uses Adobe Sign to automatically email a document containing the terms and conditions for the credit card, and more importantly, the approval form for Card Assets to perform a credit check.

Because the application process cannot continue without a credit check, eliminating the need for clients to print, fax, or scan and return the signed document enables Card Assets to work on the applications faster than ever. Using the mobile capabilities of Adobe Sign, clients can even sign the credit check agreements on their smartphones while sitting in the bank.

"With paper-based applications, it could take 24 hours or more to receive approval," says Adamson. "Using Adobe Sign, applicants can be approved in as little as 10 minutes, which helps us get cards in customers' hands much faster."

"Bankers appreciate the speed and ease of our new application system. Adobe Sign is key to increasing application speeds, which helps us underscore our commitment to customer service."

*Karl Adamson, Project Manager, Card Assets, a division of First Arkansas Bank and Trust*

## SOLUTION AT A GLANCE

· Adobe Document Cloud

· Adobe Sign

**For more information**
*https://acrobat.adobe.com/us/en/sign.html*

By automating workflows and reducing waiting time, the credit team at Card Assets has boosted productivity. The team can spend more time on complex credit applications and now handles more than 1,000 transactions a month from several hundred agent banks. "Bankers appreciate the speed and ease of our new application system," says Adamson. "Adobe Sign is key to increasing application speeds, which helps us underscore our commitment to customer service."

Card Assets also uses Adobe Sign for its own contract agreements with banks, both for new accounts and renewal services. "Adobe Sign has eliminated virtually all printing and postage costs for our bank agreements, which reduces operational costs," says Adamson. Looking to the future, the company's next step will be to integrate Sign directly into its SugarCRM system to further automate the storage of bank agreements.