

Adobe Acrobat Sign and Salesforce for insurance

Accelerating digital transformation with high-impact, 100% digital workflows—enterprise-wide

Fueling growth for the insurance industry with 100% digital processes

To respond to disruptions triggered by the global pandemic, the insurance industry fast-tracked its digital transformation initiatives—accomplishing years of needed digital transformation in just months. To keep operations running, insurers and carriers responded to office closures and a suddenly remote network of agents, brokers, and employees by enabling customer self-service and automating client and agent interfaces to support policy approval, underwriting, and claims management.

The benefits of scaling their digital initiatives were felt enterprise-wide as customers and employees liked the convenience and accelerated process cycle time. But there are still many business-critical workflows that remain disconnected and manual processes. The insurance industry is ramping up its digital transformation—now pursuing a digital acceleration strategy—and prioritizing three objectives:

- **Meeting higher expectations for a digital-first experience.** Insurance customers, agents and brokers, and employees are more digitally sophisticated than before—so they expect more in a digital experience. E-signatures and digital forms are increasingly considered table stakes in digital interactions. In addition, customers now expect a **mobile**-first environment—they want to interact with their carriers using their phones or tablets. Users expect to be able to remotely consume and complete nearly every data submission and digital document action with the company—from new policy requests to renewals to claims submissions—anytime, anywhere, and on any device.
- **Deploying new technologies.** Insurance companies want to fully automate more business-critical processes more quickly to increase their agility and enable greater service continuity and convenience, while keeping costs down. Priorities include automating policy distribution, claims management, and client servicing to lower risk, increase engagement, and reduce costs.

- **Offering new digitally enabled products and services.** Increasingly, insurance companies are building new businesses to generate additional revenue streams. These new offerings must compete effectively with insurtechs and other new entrants who excel in utilizing 100% digital processes to serve customers fast and efficiently, while meeting complex regulations.

To succeed in these initiatives, insurance companies need a technology foundation specifically designed to fully automate a growing number of business-critical workflows—from front-office services that create new value streams to back-office processes. Automating only part of a workflow is insufficient—because every time a digital process is interrupted with a manual task or paper, costs go up, productivity goes down, and security and compliance risks occur.

Eliminating automation gaps with digital document and e-signature processes

Today, most insurance companies employ a mixture of digital and paper-based tools that create barriers to the digital acceleration these companies are seeking.

Digital process gaps are reducing customer satisfaction. A recent poll¹ of the agents and brokers who act as the industry's most prominent distribution channel found their lack of digital tools was impacting customer relationships:

- More than 40% can't consistently meet policyholder expectations for convenience and response time
- More than 50% need digital collaboration and engagement tools such as digital document-signing tools to assist customers effectively
- Only 41% say the automated data capture and prefill tools they use are efficient and customer friendly

Current digital channel implementations aren't closing sales.

While 56% of consumer and 64% of commercial customers use digital channels to research policy offerings, only 30% of consumers and 36% of commercial customers actually purchase policies online.* They need digital workflows specifically designed to better bridge the customer research-to-purchase gap.

Compliance and security risks must be managed effectively. According to a recent Forrester study, 85% of respondents in risk management and compliance functions say they still have a low level of maturity for digital workflow implementations. With increasing cyberthreats and complex regulations, security and compliance must be top of mind when moving processes to digital channels.†

Deliver 100% digital workflows with Adobe Acrobat Sign and Salesforce.

Insurance companies can address each of these challenges by integrating Adobe Acrobat Sign and Salesforce to eliminate process automation gaps and deliver 100% digital workflows.

Transform more workflows, quickly and completely.

The Adobe Acrobat Sign and Salesforce integration provides a seamless, comprehensive, and best-of-breed solution that fast tracks digital transformation efforts. Insurance companies rely on a variety of Salesforce Customer 360 solutions—including Sales Cloud, Service Cloud, Revenue Cloud, Financial Services Cloud, and more—to manage customer relationships, provide personalized insights, and enable efficient digital workflows.

Acrobat Sign is the ideal complement to Salesforce, automating document-driven transactions that require approval and e-signatures. Adobe has been a trusted leader and innovator in secure digital document technology for 30 years. That's why insurance companies of all sizes rely on Acrobat Sign to transform manual processes into all-digital experiences and speed every transaction in every department.

Deliver exceptional, personalized service at every touchpoint.

For those brokers and agents who've been unable to offer the efficient, personalized digital service their customers expect, Adobe Acrobat Sign for Salesforce allows them to provide customers with a personalized, high-quality experience at every touchpoint.

Salesforce provides insurance companies with a complete, 360-degree view of their customers to enable intelligent service recommendations that fuel personalized offers and cross-sell and deep-sell initiatives to clients.

Acrobat Sign complements Salesforce by extending that personalized experience into efficient customer self-service workflows. By adding intelligent Acrobat Sign web forms to Community Cloud portals, customers can quickly access and sign agreements right from the portal page. Acrobat Sign automatically pre-populates data from Salesforce into web forms or other documents that insurance companies send for e-signature, and pushes data captured from those documents back into Salesforce, without rekeying information, so that the 360-degree view remains accurate.

Fast track claims processing—complete new policy requests in minutes.

Adobe Acrobat Sign helps insurance companies convert their digital channels into effective sales closers by eliminating digital gaps caused by pockets of manual, disconnected document processing and approval workflows—including wet signatures. Automating end-to-end document-driven processes, Acrobat Sign improves service delivery with fast response times plus easy and intuitive signing experiences. Customers and employees can review and [sign documents](#) anywhere, any time, on any device—without downloading or installing any software. And once they sign, Salesforce records are instantly and automatically updated—archiving the final document and distributing it to all parties.

*Capgemini and Efma, "World Insurance Report 2021," May 2021.

† "Digital Document Processes in 2020: A Spotlight on Financial Services," a commissioned study conducted by Forrester Consulting on behalf of Adobe, August 2020.

Build security and compliance into automated workflows.

The Adobe Acrobat Sign and Salesforce integration enables automated workflows that are more secure and compliant by design, so insurance companies can have confidence they can meet regulatory requirements and maintain customer trust.

Salesforce maintains a comprehensive set of compliance certifications and attestations to meet its #1 value of trust. Users can utilize these to configure workflows that adhere to security and regulatory policies—and then adapt those should regulations change.

Similarly, Acrobat Sign provides e-signatures that comply with the broadest range of legal requirements, the most demanding industry regulations, and the most stringent security standards around the world. Insurance companies can:

- Protect sensitive information and transactions with strict security measures—certified compliant with SOC 2 Type 2, ISO 27001, FedRAMP Tailored, and PCI DSS.
- Add an extra level of verification with two-factor authentication for more sensitive processes.
- Obtain legally binding e-signatures, access a full audit trail, and store signed documents with a tamper-evident seal
- With the Adobe Acrobat Sign and Notarize partnership, US insurance companies can digitally transform processes requiring notarization to comply with regulations, accelerate transactions, and further reduce costs.

Increase the pace of innovation.

Insurance companies are under pressure to digitally transform operations as quickly as possible. The combination of Adobe Acrobat Sign and Salesforce helps them achieve that goal.

Salesforce Financial Services Cloud (FSC) provides out-of-the box innovation for every line of business via purpose-built industry applications, data models, and more than 700 prebuilt processes. Consequently, insurance companies that are FSC customers spend an average of 25% less time developing applications, attain a 50% faster time-to-value, and achieve a 188% return on their Financial Services Cloud investment.‡

Recognizing that almost 80% of financial services firms view e-signatures as a necessity, imagine the value that adding Acrobat Sign to those prebuilt workflows can deliver. The Acrobat Sign seamless integration with Salesforce lets customers integrate all-digital signing experiences into those processes in minutes, no coding required.

Acrobat Sign also provides other seamless [integrations](#) with a broad range of enterprise apps at no additional cost. Unlike other e-signature providers, Acrobat Sign includes integrations in its license fee. And Forrester found that in addition to accelerating the e-signature cycle 28x, and reducing the cost of each e-signature transaction by US\$25, the average customer attains a 420% return on their Acrobat Sign investment.§

Work with two digital leaders to drive growth and transform operations.

The combination of Adobe Acrobat Sign and Salesforce provides customers with the power of two industry-leading and complementary enterprise platforms to deliver integrated, 100% digital workflows that drive growth and efficiencies enterprise-wide. Salesforce pioneered the creation of CRM solutions and remains the world's #1 CRM provider. Adobe invented PDF 30 years ago and is the global leader in secure digital documents. Together, we're enabling exceptional, digital-first customer experiences, improved business efficiency, and unparalleled productivity for financial services organizations around the world. Contact [Adobe](#) or [Salesforce](#) to learn more.

†Salesforce

§"The Total Economic Impact of Adobe Acrobat Sign," a commissioned study conducted by Forrester Consulting on behalf of Adobe, January 2022.

Common insurance use cases for Adobe Acrobat Sign and Salesforce

Insurance product and service automation workflows

Prospect

- Policy application forms (consumer, commercial)

Develop

- Document elements of underwriting
- NDAs
- Proposals
- Quote approvals

Approve and close

- Disclosures, appraisals, welcome packages
- New policyholder onboarding
- Remote Online Notarization (US only)

Maintain

- Customer self-service
- Customer onboarding
- Change orders
- Service agreements
- Claims management
- Beneficiary changes
- Asset movement (transfers, LoA, wire transfers, payment requests)
- Notifications (regulatory compliance, account, service and policy changes)

Renew

- Policy renewal agreements
- Contract addendums

Departmental automation workflows

Procurement

- Contracts
- SOWs
- Master vendor agreements
- Purchase orders
- Receipts of goods/ services
- RFP sign-offs
- Supplier compliance
- Vendor onboarding
- Internal approvals

HR

- Teleworking agreements
- Offer letters
- New hire packages
- Benefits enrollment
- Candidate NDAs
- Contractor agreements
- PTO management
- NDAs
- Change-of-beneficiary
- Leave forms

Legal and compliance

- NDAs
- Contracts
- Internal compliance
- Outside counsel agreements
- ADA compliance
- FLSA compliance
- Inspections and audits
- Legal case management
- Licensing
- Finance agreements

Finance

- Payroll processes
- Budget approvals
- Invoices
- Expense reporting
- Travel reimbursements
- Direct debit mandate
- Audit sign-offs

IT

- Project budget approvals
- Asset management
- Vendor agreements
- Change authorizations
- Requirements sign-off
- Access management
- Incident reporting
- Maintenance authorization

