

## Create a Compelling Mobile-First Customer Signing Experience

As businesses are innovating faster than ever before, consumer expectations are growing even faster. And, now organizations are under intense pressure to meet and exceed these expectations at every touch point of the customer journey—including the agreement process—in order to stay competitive. Organizations need to provide an effortless mobile signing experience that will lead to higher customer satisfaction and build loyalty.

That's where DocuSign eSignature comes into the picture. In order to move business forward, signers need to be able to easily access, sign and complete documents from virtually wherever they are.

### Instantly notify signers with SMS notifications

Delight customers at the first touchpoint of the agreement process by sending agreement notifications directly to their mobile device with SMS delivery. Ensure customers receive and complete agreements quickly by reaching them where they prefer.

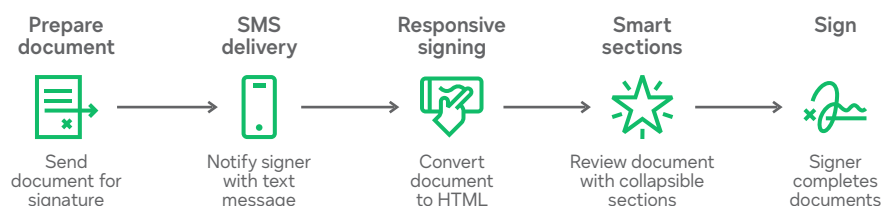
- Send SMS notifications in more than 180 countries
- Link directly to contract within notification
- Track envelope completion with reporting

### Improve readability with responsive signing

Provide your customers an optimized agreement viewing experience on mobile. With responsive signing, agreements are automatically converted to HTML, improving the display of documents based on your customers device type.

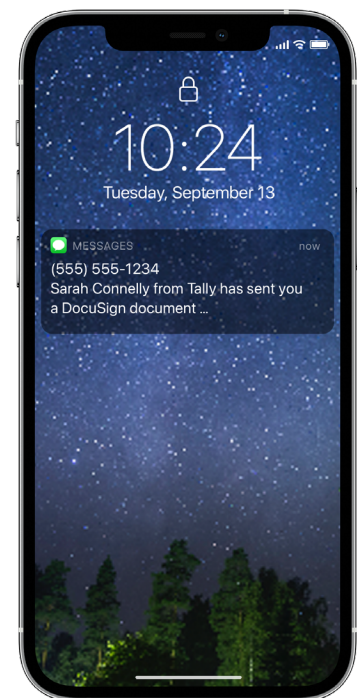
- Convert agreements to HTML
- Preview document prior to sending
- Toggle to view the document in original format

### The modern mobile experience



### Use cases

Service agreements  
Installation services  
Account openings  
Renewals and cancellations  
POS agreements  
Quotes  
Terms & conditions  
Customer onboarding  
Waivers



## Streamline agreements with smart sections

Simplify how your customers review lengthy agreements with smart sections. In conjunction with responsive signing, smart sections enables you to collapse non-critical content of the agreement. For example—boilerplate material. This simplifies the agreement and speeds up the viewing process without compromising critical information within the agreement.

- Select and collapse sections of your agreement
- Automatically expand sections with required fields
- Track when signers expand sections

## Take it even further with APIs

Create a consistent and seamless mobile experience throughout the signing process using our eSignature REST API and mobile SDKs (available for both iOS and Android). With DocuSign APIs, you can scale to meet your future needs by tailoring how your customers engage with you on mobile.

- Embed eSignature functionality into your mobile app
- Enable an offline signing experience

## Further optimize the mobile signing experience with rich insights

Signing Insights is a powerful data visualization tool that helps uncover where signers are dropping off during the signing process. Leverage these insights to refine the mobile signing experience and improve agreement completion rates.

- Easily identify patterns in signing behavior with powerful data visualizations
- Uncover actionable insights with granular data filters
- Enable self-service analytics with an easy-to-use dashboard

By leveraging these powerful capabilities you can transform a traditionally slow, clunky customer experience into a streamlined, delightful mobile-first experience that will help you close business faster.

## T-Mobile Results

**Before  
DocuSign**

**Over 50**

pages for most new customer agreements

**After  
DocuSign**

**One**

digital experience to sign up for service

**20%**

increase in in-store transaction closure rate

**2 minutes**

saved per contract

**“Shrinking our normal agreement PDFs would require pinching and zooming, which is worse than just having paper. But we didn’t want to give up on the benefits of being digital—so we worked with eSignature to deploy Responsive Signing.”**

**Bill Sanbeg**  
Senior Director of IT  
T-Mobile

### About DocuSign

DocuSign helps organizations 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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