



# Transformed retail buying experience and accelerated transactions with Adobe Sign for an American telecom Major

Our client is the fourth-largest wireless carrier in the United States, with 4.9 million customers in 426 markets in 23 states as of the second quarter of 2020.

The client felt the need to modernize the customer experience in its 700 brick-and-mortar stores. They wanted to start digital ways of working by utilizing tablets and e-signatures in-store to attract new customers, especially millennials and transform their brand perception into a green, environmentally friendly company.

The client also wanted to improve ease of access to contracts leading to a poor CX, and mitigate fines arising from compliance shortcomings.

## Digital Onboarding:

- Created an end to end digital onboarding and renewal experience in retail stores using tablets, OCR and adaptive forms.
- Enable to capture signatures electronically on contract documents using Adobe Sign and store the documents digitally

## Contract access

- Integrated Digital Contract Automation & Storage (DCAS) solution offered a completely paperless, mobile form-filling electronic-signature capturing experience.
- Offered secure storage, collaboration and upload and management of all documents - which can be efficiently stored, enhanced with rich metadata, searched, and retrieved per desired parameters, besides offering a unified view of all contracts.
- Custom built a watermarking solution for duplicating documents for legal purposes and custom built a bulk-document upload to mitigate any failure handling.
- Automated cataloguing, optical character recognition, and metadata tagging, while delivering insights using artificial intelligence and machine learning technologies. Deployed automated notification for contract renewal and confidential clauses.

## Business benefits:

- Compelling onboarding and store experience with paperless and efficient onboarding using any device in the store.
- An organized digital contract hub with all contracts stored in one location, making it easy to search and securely collaborate internally and externally.
- Accelerated contract closing by reducing the time it takes from contract creation to approval by automating workflows and enabling e-signature.
- In full compliance while reducing risk of breaches: Securely share contracts and automatically implement audit logs, retention, and disposition schedules.
- The client has seen a 25% increase in new enrolments and 33% reduction in late renewals.
- The client has now become the 4<sup>th</sup> largest provider in US, up from the 5<sup>th</sup> position since implementation.

