

7 reasons to expand e-signature usage

Increase ROI by connecting
to new teams and technologies



Over the last two years, electronic signature usage has exploded. As organizations around the world made reactive changes to stay productive outside traditional offices, e-signature was an attractive option. Now that those teams have started to see the effects of the technology, they have a chance to be more proactive about benefiting from e-signature in the anywhere economy.

Though it has been legally recognized for decades, e-signature was seen as a nice-to-have feature until recently. Now that the technology is far more common, businesses looking to get ahead of their competition with a robust signature process need to think bigger. They need to add more tools and expand the process to include more internal teams. The modern business landscape is a race to build digital toolkits full of remote-friendly technology and spread efficiencies to additional parts of the organization.

To research the impact of e-signature growth in the evolving business landscape, DocuSign conducted a survey of almost 2000 decision makers at organizations around the world. We asked respondents about their current signing processes and their plans for future usage.

Here are some of the highlights:

- **E-signature is a staple of the work-from-anywhere toolkit**
Two-thirds of today's e-signature users have only adopted the technology in the last two years. With overwhelming expectations for even more growth, it's clearly become a permanent fixture of modern business.
- **New features make e-signature more powerful**
At least 40% of e-signature users are already using additional tools to verify signer identity, track signature status, validate information, send automated notifications and more. To stay competitive, teams need to think big about ways to enhance the signature process.
- **Integrations are an easy way to expand e-signature technology**
Organizations are actively connecting e-signature to other business tools to increase efficiency while improving document quality and security. To add even more integrations and spread these improvements to additional teams, current users can partner with central service teams.

In this report, we'll cover the findings of our research and present data that answers common questions about how to expand e-signature technology effectively.



1 My organization has already adopted e-signature, what should we do next?

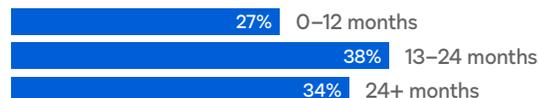
Congratulations, you took a big step in your digital transformation. E-signature is an important part of the work-from-anywhere stack that a modern company needs. This technology gives you and your colleagues more flexibility to do business the way that works best for you. It also offers an opportunity to engage customers in new ways.



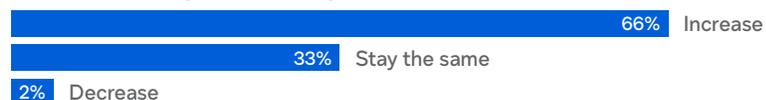
In the last two years, the world has changed a lot. Organizations caught up on years of overdue updates by making rapid shifts to cloud tools that empower remote workers. As a result, e-signature has become part of everyday business in most industries and geographies.

E-signature in particular has recently experienced a period of rapid expansion. Two-thirds of e-signature users in our survey have been using the tool for less than two years. The business landscape is full of relatively new users who likely adopted the tool to maintain business continuity and are now looking for an opportunity to take the next step. Nearly all of the respondents anticipate e-signature usage expanding. Looking at the next two years, almost every user believes their e-signature volume will either increase or stay the same.

Duration of e-signature usage



Predicted e-signature usage



While adopting an e-signature tool is a great first step, it's not enough to gain a competitive advantage anymore. Simply having an e-signature tool is not a differentiator. The next step is to expand the technology to additional teams and processes at your organization. By using new features and adding more integrations, your organization will see more efficiency gains and cost savings.



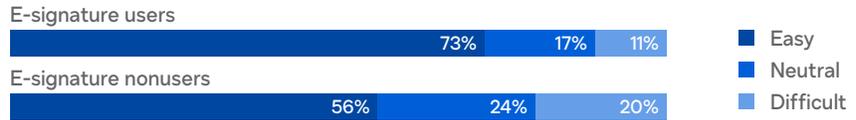
2 How should e-signature affect my signature process?

Among modern e-signature users, there's a clear takeaway about the technology: it makes collecting signatures easy. About three in four e-signature users say it is easy for others to sign documents sent for signature. Just 56% of nonusers say the same. On the other end of the spectrum, respondents using manual signature are around twice as likely as e-signature users to say their signature process is difficult.

45%

Current e-signature users estimate that signing electronically is 45% faster than signing on paper

Level of ease for others to sign documents



If your organization has adopted an e-signature solution and you want to gauge whether or not it's been impactful, ask yourself the following question: **is it easier to collect signatures now?** It should be. If the answer is yes, then it's important to ask where else in your organization you could benefit from similar experiences.

Beyond simplifying signatures, there are a lot more reasons to expand your use of e-signature. While most respondents are relatively new e-signature users, it's common to see them already reporting gains in security, productivity, speed and experience. If you're looking for areas to expand e-signature usage at your organization, a good place to start is teams that could benefit from the outcomes other users are seeing.

Benefits of e-signature technology



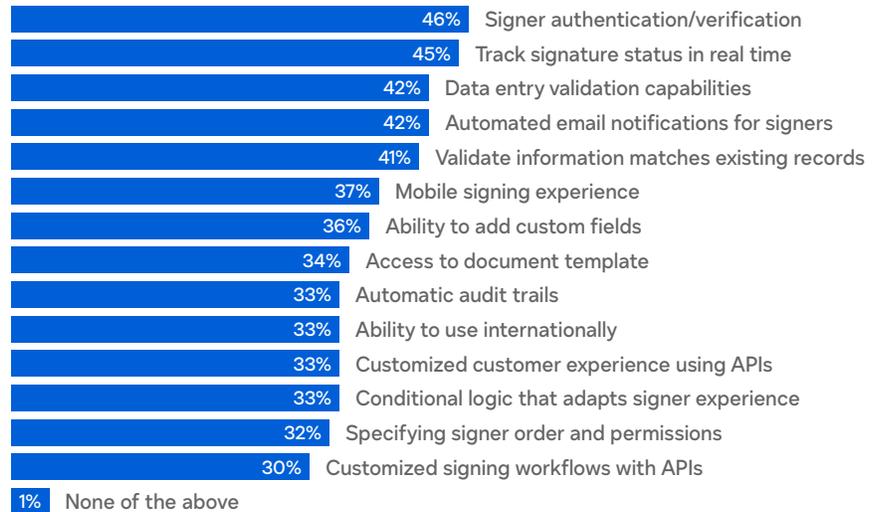


3 Which additional e-signature features are other organizations using?

An important part of e-signature expansion is the adoption of new features. Besides just making it easier to sign documents, a modern e-signature system should also include tools to simplify other related activities. As organizations look for opportunities to share efficiency benefits with new teams and processes, they're building a toolkit full of these complementary features.

More than 40% of today's e-signature users are adding features to verify signer identity, track status, validate data against existing systems and automate reminders. In short, today's most efficient teams are using e-signature features to improve overall visibility and reduce the number of employee hours wasted on repetitive manual tasks.

Most important e-signature features



In a [limited survey of DocuSign customers](#) a year ago, only 13% were using identity verification technology. While the respondent base isn't directly comparable to this year's survey, a one-year increase of 33% is certainly notable.

In parallel research commissioned by DocuSign in the summer of 2021, Forrester found that identity verification technology offers significant opportunities to improve customer experience. Three out of four respondents say they would greatly benefit from investing in identity verification tools that facilitate better customer experience.

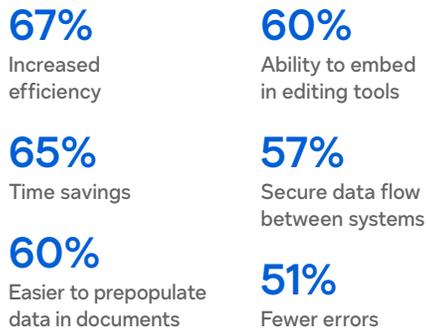


4 Which other tools should I integrate with e-signature?

The short answer is **all of them.**

One of the best ways to boost e-signature at your organization is to connect it with the important business systems the team is already using. Integrations are very common. Among the respondents in our survey, 99% have integrated e-signature with at least one other critical business system. These connections also allow a team to benefit from e-signature functionality without leaving the tools they already love.

What are the primary benefits of e-signature integrations?



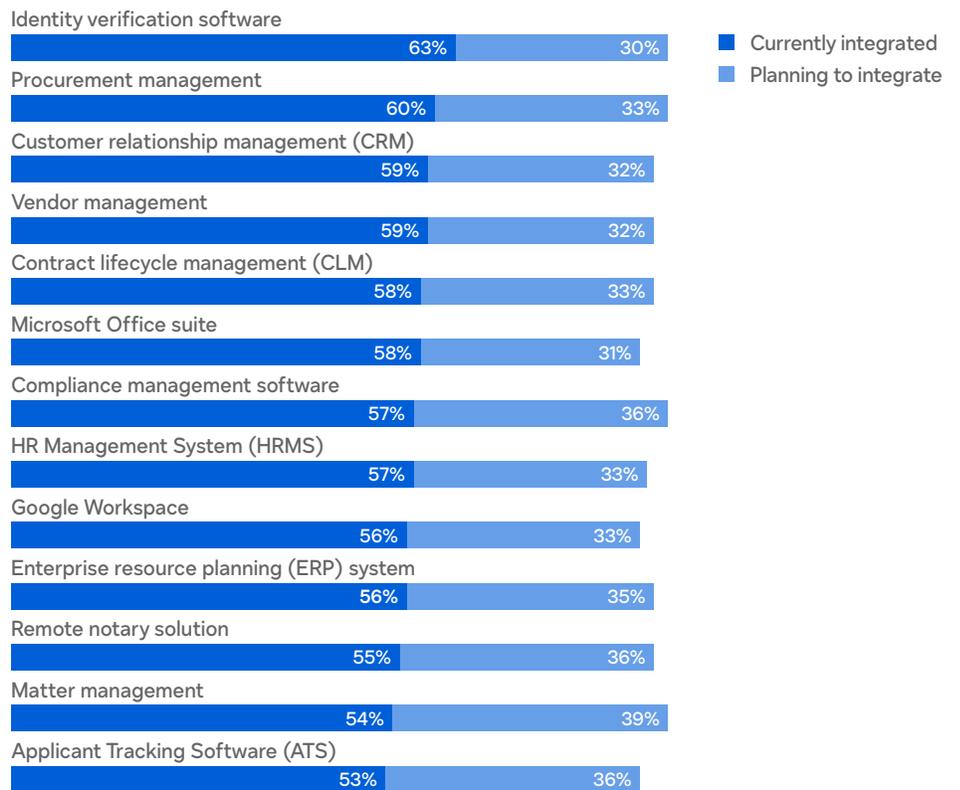
Which e-signature integration saves you the most time?



Modern e-signature providers, like DocuSign, offer more than 350 integrations to popular business tools. The right tools for your team to integrate first are the ones you use the most. It can also be beneficial to look around your organization for common contracting bottlenecks. Integrating the tools involved in those processes will save time and reduce errors.

Current e-signature users are already integrating the technology into workflows across the entire company. It's common to see the tool integrated with technology used by specific teams (i.e., procurement management, HR management) and across teams (i.e., Microsoft Office, Google Workspace). Given a list of common technologies from across the business, at least 90% of today's e-signature users either already integrate or plan to integrate with all of them.

Common e-signature integrations





5 What can I tell my colleagues who are hesitant about e-signature?

Any slow step in the signature process can cause delays or create problems for the entire organization, so getting more teams to use e-signature is beneficial for everyone. Despite the ease and efficiency of e-signature, some team leaders still need to be convinced to use it. According to our survey, the most common barriers to internal expansion are concerns about security and legality. The good news is that a modern e-signature platform can easily put these fears to rest.



Current e-signature users in our survey report increased security as the most common benefit of the technology. Even respondents who don't use e-signature overwhelmingly agree that it is more secure than manual signature.

	E-signature users	E-signature nonusers
Electronic signature is more secure	83%	71%
Manual signature is more secure	17%	29%

In the United States, the [Electronic Signatures in Global and National Commerce \(ESIGN\) Act](#) and the Uniform Electronic Transactions Act (UETA) have made electronic signature a routine, legal part of business agreements for **more than 20 years**. Similar legislation has made e-signature legal in the United Kingdom (Electronic Communications Act in 2000) and the EU (ongoing regulations, but the most recent is 2016's [eIDAS](#)). DocuSign eSignature has been used in more than a billion transactions across 180 countries.

Because of the way businesses adopted cloud-based, remote-friendly work in the last two years, regulations around the world are increasingly recognizing much more than just signatures. When allowed under state law, notaries public can now perform [notarization, witnessing](#) and other related activities on a digital platform.

DocuSign maintains a database of [global legality guidelines](#) regarding e-signature laws. To learn more about the specific e-signature laws that are relevant for your organization, just select your country.



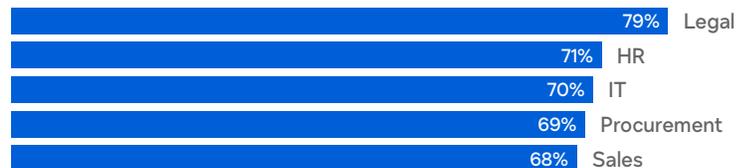
6 How can I expand e-signature usage to other departments?

At most organizations, the teams that are already using e-signature want to expand the technology to additional lines of business. There's good news for those early adopters, more than three out of four (77%) respondents in our survey already have a centralized process in place to expand to new departments. Sharing success stories internally might be an effective way to encourage other teams to take advantage of that internal expansion process.

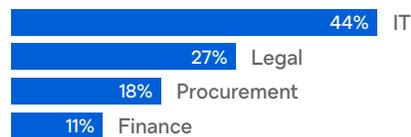


Another good strategy is to look for support from the people most likely to be involved in the agreement process. Often, these are central service teams like IT, legal, finance or procurement. Regardless of where a contract starts, these lines of business will be involved before it's finished.

Departments with users who have adopted e-signature



Department primarily responsible for expanding e-signature



Among the teams that utilize e-signature today, it's common for IT, legal and HR teams to be the earliest adopters. Using these teams as a partner to evangelize the benefits of e-signature is a great way to advocate to new colleagues. With more teams connecting to the e-signature workflow, it will be easier to tell success stories about the speed, ease and efficiency of your improved signing process.



7 I love e-signature. How can I measure and report on the value that it's creating?

The best way to illustrate the impact of e-signature is to track metrics about signatures. Below are a few examples of general agreement data you should be collecting on a regular basis. Keep in mind that individual teams may want to track additional department-specific metrics (i.e. sales teams could track total dollar value of agreements), so this list isn't all-inclusive.

- Number of documents sent per month
- Number of signatures required per document
- Time to prepare documents
- Time to receive completed signatures
- Time spent tracking document status



The average organization using e-signature:

Sends 1,476 documents

a month for signature

Requires 4.11 signatures

per document

As your signature processes get more efficient, you'll see processes take less employee time and cost less money. By scaling those savings across the broad base of contracts at your organization, you can demonstrate a significant impact.

For example, organizations in our survey that have not adopted e-signature technology take an average of 3.32 hours to prepare an agreement for signature and wait 3.67 days to receive a signed contract. In contrast, 80% of all successful DocuSign transactions are completed in less than 24 hours and 44% are completed within 15 minutes. It's easy to see how all the time savings could quickly stack up to create value for any organization.

The best way to show the value of e-signature at your organization is to observe how these metrics change over time. If your business doesn't already track agreement data, it's time to start. Quantifiable information is critical to make a business case for expansion and draw interest from leaders in other departments.

“With DocuSign, our contract turnaround time has gone from five days to one, and our paper usage is down 90 percent! DocuSign has saved us a lot of stress and increased the productivity of our workflow.”

Digital River

It's time to expand your e-signature

Electronic signature is not going away. It's been established as the new standard for business documents and signers have adjusted to expect ease, flexibility and convenience when completing paperwork.

To make the technology even better for your team, your customers and your colleagues, it has to connect to more parts of the business. Any manual step in the agreement process (document creation, review, signing, etc.) can create a bottleneck, so every new e-signature integration removes a potential hurdle and makes the entire organization more efficient.

DocuSign eSignature is the world's #1 way to send and sign documents from practically anywhere, at any time. It meets some of the most stringent [global security standards](#) and supports [more than 350 integrations](#) with the most popular business tools, including Microsoft, Salesforce, Google and more. With a long list of features, it's the fastest way to improve your team's signature capabilities in the modern business landscape.

“We use DocuSign day in and day out. All of our vendors integrate with DocuSign, which is definitely a vital partner for us in terms of integrations and functionality.”

Jill Thomas-Aviles
Vice President, Payments and Deposit Operations
JAXFCU

“DocuSign saved our lives. If it weren't for the ability to get an electronic signature, we wouldn't have written half the new business we did last year. [...] We actually restructured the entire agency—just with some process improvements.”

Stacy Johansen
President
Downeast Insurance

Contact us to learn more about how your team can use **eSignature** to make agreements faster and easier.

Popular DocuSign features

Identify

Verify signer identity using common ID documents

Notary

Send, sign and notarize documents remotely

Responsive Signing

Improve document display based on the signer's device

Insight

Collect AI-powered contract analysis

Gen for Salesforce

Create and send agreements without leaving the Salesforce environment

Contact Lifecycle Management

Streamline the agreement lifecycle from end to end

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, over a million customers and more than a billion users in over 180 countries use the DocuSign Agreement Cloud to accelerate the process of doing business and simplify people's lives.

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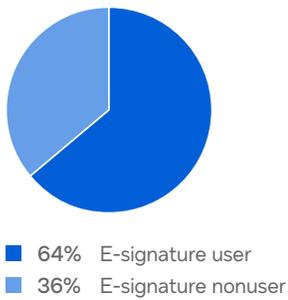
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Methodology

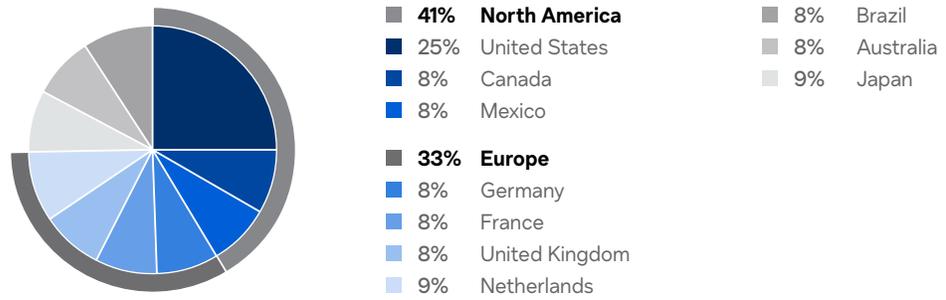
To collect data for the 7 Reasons to Expand E-Signature Usage report, DocuSign conducted a survey of 1802 technology decision makers in the summer of 2021. The survey contained about 35 questions related to respondents' current e-signature usage, the signature processes at their organization and their predictions for future usage. Survey participants included both users and nonusers of e-signature technology.

The largest share of respondents came from the United States (25%), with at least 145 respondents (8%) from 10 different countries on 5 continents. Respondents held a healthy blend of titles across five primary lines of business and represented organizations of all sizes in various industries.

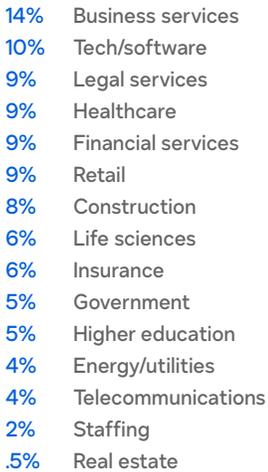
E-signature usage



Participant geography



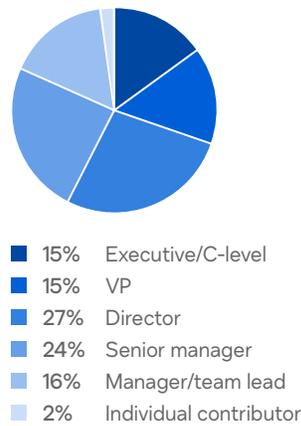
Industry



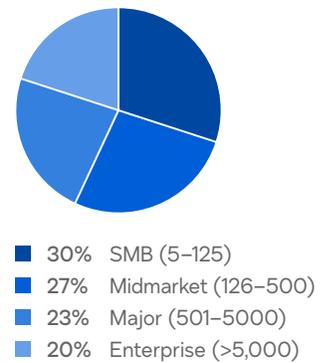
Department



Role



Company Size



DocuSign®