

CHANNEL
OPTIMIZATION

DIGITAL SIGNATURE

From consultation to signature – digital scope of contract without media discontinuity

In almost every industry, traditional offline business is increasingly shifting to online-based digital services that are based online. The advantage? Customer requests can be processed according to time and place. When the time comes to conclude the contract, however, there is often media discontinuity: as before, contracts must be signed in paper form. This laborious procedure can be avoided by using a digital signature.

Today numerous processes are handled digitally. When opening a bank account, the entire application process – from consultation to legally compliant video identification – can be handled online. But the contract still must be printed out, signed and mailed by the customer to the company – which then must go to the trouble of scanning it in and preparing it for digital archiving.

With the digital signature, Arvato CRM Solutions offers the possibility of processing the entire procedure – from consultation to the conclusion of the contract – much more conveniently and without any media discontinuity. The user merely needs a device with access to the internet. The customer sees the contract document in electronic form and signs it digitally in encrypted form. This means that contracts can be signed online in a tamper-proof way, making the entire application process fully digital. What used to take several days can now be accomplished in just a few minutes. ↘

DIGITAL SIGNATURE

- ◎ Legally compliant signature without media discontinuity
- ◎ Efficient procedures
- ◎ Contract may be concluded online during telephone consultation or via video telephony – or digital signature may be accomplished at a later time

An optimization for numerous processes

The digital signature can be used for many services and products, including new customer contracts for telecommunications providers or the previously mentioned opening of bank accounts, to name just two examples. This benefits both the customer and the business. This means, for example, that the insurance broker no longer has to be present for contract negotiations. The entire consultation process, including the signing, takes place digitally, which saves on travel and time. The electronically signed documents are ready for immediate digital archiving and can be easily managed and quickly located.

Depending on the requirements, a distinction can be made between advanced and qualified digital signatures. The advanced electronic signature is used for contracts and transactions in which no written form or signature is needed. Due to the seamless integration of a trusted service provider, the process of signing an electronic document is equated with a handwritten signature in the case of a qualified digital signature.

Digital signatures can also be used for internal company processes. Direct electronic transmission and archiving the manipulation-proof, signed documents ensures compliance and accelerates internal workflows.

Digital Signature from Arvato CRM Solutions optimizes numerous processes and provides greater convenience for customers while also offering high security standards. This allows you to add it to your digital application process and to offer an integrated process that is free from media discontinuity for your customers and for your own internal workflows.

OUR EXPERTISE, YOUR BENEFITS

- ◎ Paperless, fool-proof, tamper-proof and saves time
- ◎ Suited to customer-specific processes and internal workflows
- ◎ Tamper-proof signature
- ◎ Can be used on all modern devices
- ◎ Use of the advanced or qualified electronic signature as required

Any further questions? Please get in touch with us.

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We build on technology and profound experience to create a differentiated experience for your customers and greater trust for you. But most important for your success are our 45,000 employees, who make sure that customers are satisfied at more than 100 sites in 27 countries and in 35 languages.

Driven by technology. Differentiated by experience. Powered by people.