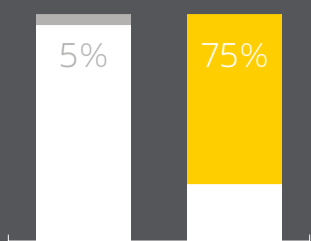


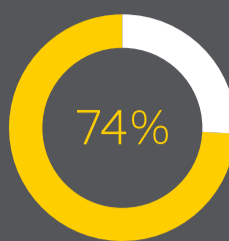
Industry Trends



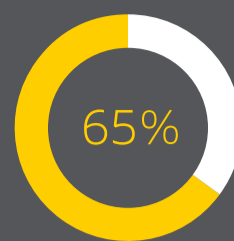
A **5% increase** in customer retention can increase a company's **profitability by 75%**.



By 2020, customer experience will overtake product and price as the key brand differentiator.



74% of customers experience frustration when web content is not personalized.



65% of buyers find a positive experience with a brand to be more influential than great advertising.

Business Pains



Reduce your customers' time to open an account and acquire new business.



Be in tune with what your customers expect now and what they'll expect soon.



Tailor the personalized experience customers crave.

Why go Digital?



Engage your customers with DocuSign solutions and help drive a better customer experience.

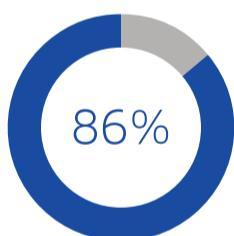


Stay ahead of the game and **deliver an easy-to-use, customized signing experience** for your customers.

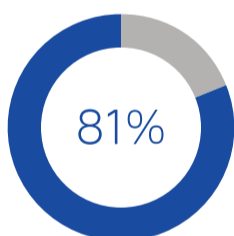


Track customer feedback in real time—capture and respond to customer feedback quickly to **provide a more satisfying customer experience**.

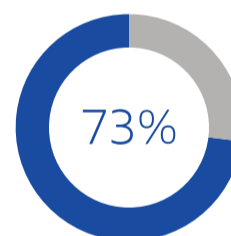
Proof Points



86% of buyers will pay more for a better customer experience.



Customer expectations are increasingly demanding—**81% of customers want brands to get to know them** and to understand when to approach them and when not to approach them.



73% of buyers point to customer experience as an important factor in purchasing decisions.

Why DocuSign?



Known as a **leader in the eSignature industry**, DocuSign offers much more than electronic signatures.



Delivers **unique customer experiences** by reshaping their digital transformation journey with a DocuSign eSignature solution.



DocuSign is **user-friendly and easy to use** for document signers and senders alike.

Deliver personalized and unique customer experiences with DocuSign and learn more today!