
Deliver a Better Car-buying Experience

As consumers increasingly expect digital buying experiences, automotive retailers must compete with e-commerce sales models. At the same time, consumer interest in electric vehicles is driving OEMs to adopt direct-to-consumer sales models, further accelerating competition for auto-retailers. It's even more critical now to digitize the customer experience and enhance the sales process while still satisfying compliance requirements. DocuSign can help accelerate the buying process by automating and connecting contract processes.

Create a frictionless purchasing experience for customers

Sales and financing agreements are the key to a good car buying experience. Allowing customers to start the shopping experience from their couch allows for better connection with car buyers. Whether selling partially or completely virtually, make the process fast and easy with DocuSign.

Accelerate the sales cycle and provide faster financing

Operate more efficiently by automating manual processes and removing paper from the equation. Automation improves document turnaround time and speeds up key approvals. Sales and financing can also be completed nearly anywhere on any device, which gives customers the digital experience they want.

Protect from costly fraud

The online car buying process is more than simply digitizing forms. Reliably verify the identity of each customer digitally to protect against fraud while demonstrating compliance with state regulations. Digitally vaulting documents helps better manage recalls, saves time and money, and reduces risk exposure.

Results

75%

Faster time to set up a new customer account across 1,100+ U.S. independent Kubota dealers

60%

A leading auto auction service executed nearly 60% of transactions online in 2019

“Uploading our entire car-buying process to DocuSign immediately enabled us to work more efficiently. It’s like an online file cabinet that knows exactly where each form should go and who should see or sign it. Our customers can now focus much more on the fun parts of the process: the car selection and test drives.”

Mike Phillips

Business Development Executive, Digital Sales
McCloskey Motors

DocuSign Agreement Cloud for Automotive Retail

The DocuSign Agreement Cloud for Automotive Retail automates the many complex, paper-based agreement processes for the entire customer experience — from expressing interest to customer sales and financing, and to after-market services.

It digitizes how contracts are prepared, signed, acted on and managed, delivering frictionless experiences while maintaining process governance.

eSignature

Securely send and sign credit applications and financing agreements electronically. Leverage text notifications using DocuSign eSignature SMS Delivery. Instantly alert customers via text allowing them to quickly open electronically sign documents wherever they are.

Guided Forms powered by SmartIQ

Turn complicated forms into intuitive “wizard-style” interviews to capture customer information.

Click

Quickly capture customer consent of standard terms with a click of a checkbox or button for test drives and credit checks.

Identify

Reduce costly fraud by digitizing the ID verification process for test drives and credit applications. Comply with state identity verification requirements.

Integrations

Easily embed DocuSign into your existing tools. Integrate with CDK or other dealership systems (DMS) using DocuSign APIs or choose from over 350 pre-built integrations with leading manufacturers including SAP, Oracle, Salesforce, Microsoft and Workday.

Use case examples

Sales & financing

- Credit applications
- Financing agreement
- Lease agreements
- Sales contracts
- New quote approvals

Procurement

- Master service agreements
- Supplier contracts
- Supplier certifications & onboarding
- Purchase orders

Service

- Service contracts & orders
- Recall management



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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