

Washington State Employees Credit Union delights members with DocuSign

Loan application times reduced from weeks to minutes

Summary

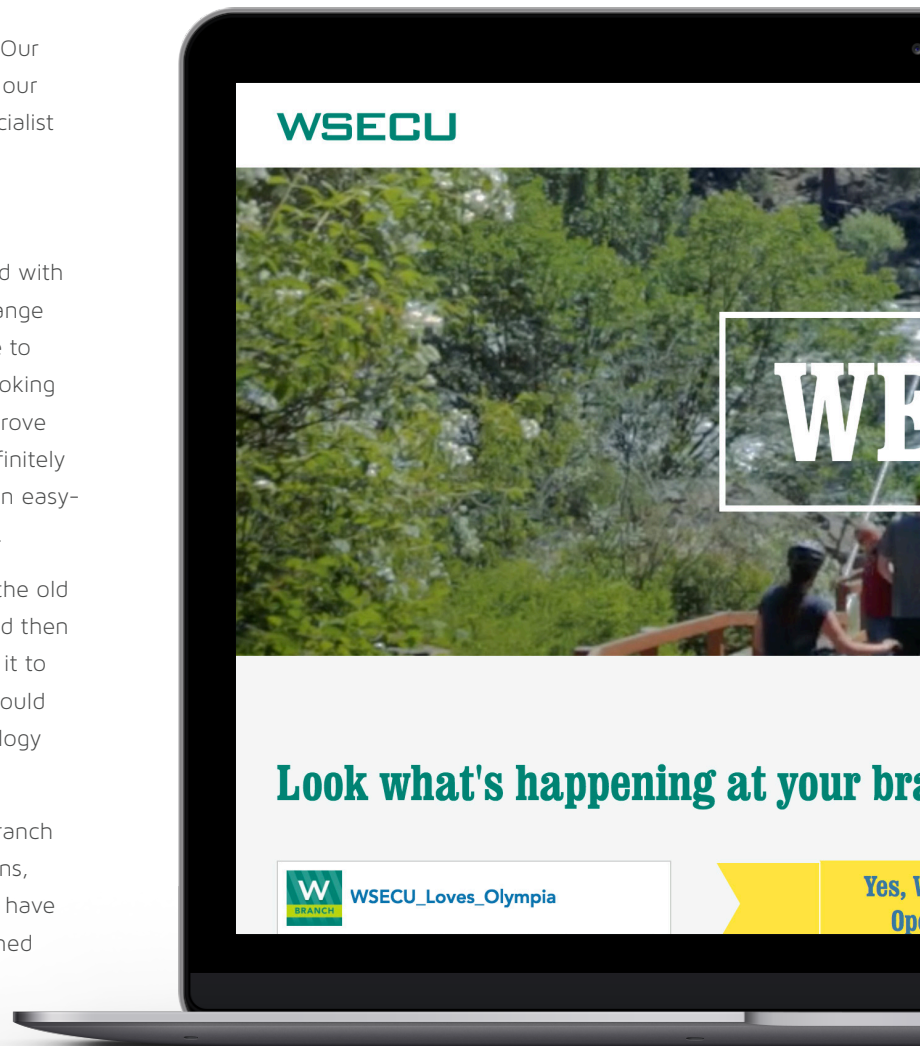
WSECU is a non-profit financial cooperative with twenty offices serving members across the state of Washington. "Our core mission is to provide exceptional customer service to our members," explains Tyler Baccus, Application Support Specialist at WSECU.

The Challenge

Like so many financial lending institutions WSECU operated with paper-based processes, but they knew they needed to change and evolve their business to digital. "We didn't really come to digital as the solution to any one particular issue. It was looking at the bigger picture and seeing how going digitally to improve our business across a multitude of fronts. Security was definitely important. Member experience was also very important. An easy-to-use mobile solution was high on the list," Baccus notes.

The paper process had simply become out dated. "Under the old process we emailed members a packet to print, fill out, and then either bring back into the branch, fax it, or scan and email it to us. While there were multiple methods that the member could choose from, none were particularly convenient or technology forward," Baccus recalls.

Increasingly, members didn't have the time to drive to a branch office. They were embracing computers and digital solutions, but WSECU knew they had to offer more. "Members don't have computers all the time. And, many members were concerned



Results Achieved

- ✓ Lending application completion time reduced from weeks to minutes.
- ✓ Better security and better tracking of documents.
- ✓ A vastly improved customer experience.
- ✓ Provides an easy to use, mobile friendly solution that customers embrace.

about secure email. There's going to be Social Security Numbers, account numbers and other personal information attached to some of these things and our members really struggled with this," recalls Baccus.

As WSECU looked for a better approach they also wanted to ensure a best-in-class mobile solution and the ability to collect better insights into the needs and trends of their members.

Solution

WSECU gathered input from several internal stakeholders, and looked at many digital platforms. "We involved Lending and Admin, Accounting, IT—everyone involved had some sort of say, and outlined their goals, their own mission—and what their needs were," says Baccus.

WSECU decided DocuSign offered the best fit and could expand into a broader cross-section of uses as they grew digitally. At the top of the list was security. "Security was important. We looked very closely at what DocuSign offered, its encryption, how secure is our member information would be, and whether it was sufficient? From our review, we saw DocuSign exceeded our expectations," exclaims Baccus.

DocuSign was able to easily integrate with WSECU's existing platforms, and could be customized to accommodate any situation with its award-winning API. "DocuSign is the digital mirror of all of the paper processes we've been doing for the past decades. We were looking for something that was going to essentially get rid of all of that need for paper. It was just a logical choice and has enabled us to improve those processes in the process," Baccus says.

WSECU was also looking for better insights, and DocuSign provided the back-end reporting and metrics they wanted. "We are able to capture everything from why a member is applying for a loan, to what they will use it for, how much they need, etc. It's the entire dialogue that would normally happen either in a branch or over the phone, but was really captured. Now it just happens within DocuSign," explains Baccus.

Results

Besides being able to eliminate paper and the associated

"DocuSign really had everything we were looking for - intuitive mobile experience, security and all the documentation to back it up. I don't even really think of this as eSignature now. It's a digital solution for how business gets done."

- Tyler Baccus
Application Support Specialist

document management expense, perhaps the most notable benefit of going digital with DocuSign was speed. "The amount of time for a lending application to be approved is drastically cut down. Some members would just drag their feet on this and it would take days, even weeks. Now, they are getting the entire application process done within minutes," Baccus remarks.

Baccus says members love the ease of use and the ability to complete the process on their phone. "Our members are getting their loans approved faster and our business is earning interest sooner," he says.

The task of setting up, building and teaching staff how to use DocuSign falls squarely on Baccus' shoulders, but he loves the ability to craft documents however he needs. "Having that custom ability really made DocuSign more than just eSignature. The advanced fields take it to a whole new level. I have the most confidence that if people come to me with a request for a template, I'll be able to produce some sort of workable product that day that helps them come to agreement faster," he says.

In the end, WSECU wanted a solution that met their core mission to provide exceptional customer service to its members, and Baccus says, DocuSign delivers. "Our members love the product and they love the experience of applying for the loan, and getting approved."



About DocuSign

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