

T-Mobile launches a mobile phone revolution with the help of DocuSign.

Confusing fees, long-term contracts and poor customer service have long been the norm for the mobile phone carrier industry. But T-Mobile has always prided itself on being exceptional. Beginning in 2012, the wireless network operator set out to transform these second-rate industry standards. T-Mobile's CIO, Cody Sanford, says the idea was simple: "What do customers want? Let's give it to them."

Fueled by this unwavering desire to put the customer first, T-Mobile developed the Un-Carrier Revolution. This involved radical initiatives like creating simple contracts for calling, texting and data; offering to pay termination fees for customers switching to T-Mobile; and providing unlimited streaming from popular music and video platforms. The payoff was huge. Between 2012 and 2018, T-Mobile grew its customer base from 33 million to 72 million.

Elevating the in-store experience was a critical part of the transformation, and T-Mobile turned to DocuSign to help make it happen. The results were stunning: The number of completed in-store transactions increased by 20% thanks to DocuSign solutions. Speedier transactions not only boosted customer satisfaction but also T-Mobile's profitability.

A fully digital in-store experience.

When customers go to buy a new phone, they're typically financing it in exchange for a lower upfront price. But this process requires a lot of paperwork, and T-Mobile must comply with a patchwork of state-by-state laws. Prior to the Un-Carrier Revolution, in-store associates had to print out long paper agreements with different laws and language based on the store's location.

The company digitized this experience by integrating DocuSign with T-Mobile's middleware platform from Oracle. The solution automatically pulls the accurate legal documentation to in-store iPads, which means less risk of human error, less paperwork, and a more compliant process.

"We set out to simplify the experience in retail, but when you have over 50 pages of documentation, that's the opposite of a simple experience," Sanford says. "So we partnered with DocuSign and asked them to figure this out in a new and exciting way."

After the agreement is signed, DocuSign signals T-Mobile's middleware to provision the customer's account so that their phone is immediately usable. The signed paperwork is then filed into T-Mobile's content management system, making the transaction complete with no paper and minimal manual processes.

Results

Before
DocuSign

Over 50
pages for most
new customer
agreements.

After
DocuSign

One
digital experience to
sign up for service.

20%
increase in in-store
transaction
closure rate.

2 minutes
saved per contract.

Using docusign to maintain federal compliance.

T-Mobile also had to stay compliant with the Truth in Lending Act, a federal law that places strict requirements on how information is presented in financing agreements. All language has to be clear and conspicuous, yet T-Mobile wanted the agreements to be executable on in-store mobile devices.

“Shrinking our normal agreement PDFs would require pinching and zooming, which is worse than just having paper,” explains Bill Sanbeg, senior director of IT development at T-Mobile. “But we didn’t want to give up on the benefits of being digital – so we worked with eSignature to deploy Responsive Signing.”

DocuSign’s eSignature and its Responsive Signing function automatically adapts T-Mobile’s customer agreements to whatever device it’s displayed on. They are easy to read and compliant with the Truth in Lending Act – no matter where the transaction takes place.

Creating results that speak loud and clear.

DocuSign has not only helped T-Mobile increase compliance and create better in-store experiences, but it sped transactions up, too. The checkout process is two minutes faster than it was before DocuSign. Although this change seems small, it has had an enormous positive effect on business.

“It’s the difference between someone completing a transaction or giving up on it,” explains Sanford. “In-store closure rates, meaning the number of people who come in and complete a transaction, actually increased by 20 percent.”

Most importantly, customers love the change, and T-Mobile’s net promoter scores in retail are now industry-leading. But the revolution isn’t over yet: DocuSign and T-Mobile continue to work together to improve customers experiences with digital signatures and workflows.

“We set out to simplify the experience in retail, but when you have over 50 pages of documentation, that’s the opposite of a simple experience. So we partnered with DocuSign to solve this pain point, which has helped us increase completed in-store transactions by 20% thanks to DocuSign solutions.”

Cody Sanford
CIO
T-Mobile

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, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people’s lives.

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