

# 4 ways eSignature APIs are unlocking business growth

Your guide to greater revenue and performance through eSignature API integration.

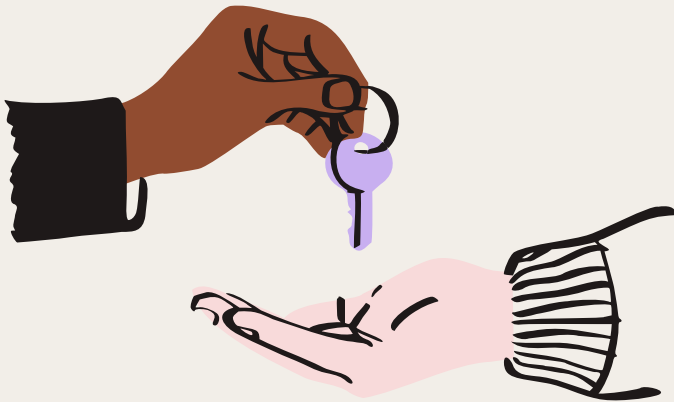


## Introduction

# APIs unlock a new, faster digital world

If you feel like the world is speeding up, you're not wrong. There's more information than ever and a new 'world-changing' software release seemingly every day.

And one of the driving forces behind this rapid acceleration is the rise of APIs—or as McKinsey describes them, “the connective tissue between technologies and organizations.” It's these connections helping businesses monetize data, make smarter decisions, and open new routes to innovation and growth.



“For companies such as Expedia, the majority of the revenue is driven by APIs, because they’ve made it so easy for other companies to embed their services in someone else’s portal or website. It’s important to look outside and see what other companies have been able to do,” says Akshay Sheth, Senior Engineering Manager, FactSet

But APIs aren’t just for forward-thinking big tech players. With little effort, any business can reap the benefits of APIs by processing and distributing data at massive scale, allowing businesses to spin up new features with quick integrations, and open up entirely new business models.

An easy entry point into the world of APIs—with big growth benefits—is eSignature APIs, which help businesses to:

- Operate at greater scale and efficiency through intuitive customer experiences
- Accelerate the sales cycles to boost revenue
- Simplify hiring processes and lock down top talent faster
- Save developer hours on peripheral business functionality

Interested? Here are 4 ways eSignature APIs transform your business growth.

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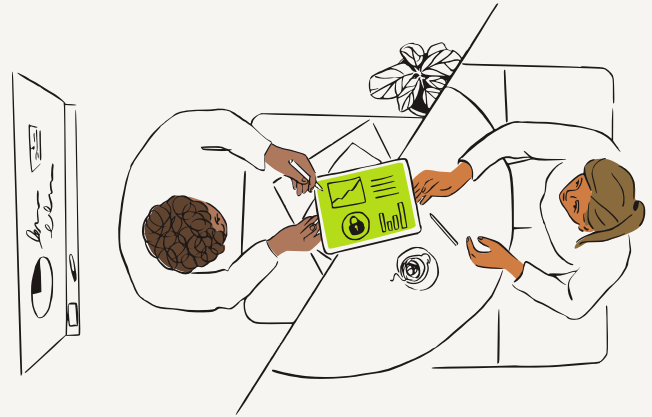
# Deliver the ultimate customer experience

Today's economy is one of convenience. Every product and service is designed for user simplicity and speed. And it's working. The world's largest companies compete primarily on convenience.

- Amazon is easier than going to the store
- Netflix is easier than going to the movies
- Salesforce is easier than using a spreadsheet

As Matt McLarty, Global Leader of API Strategy at MuleSoft says, "Business models are totally related to customer experience. Because ultimately, customers are the driver of revenue, so everything that you focus on should help them. And I think it's pretty clear that the companies that differentiate themselves in the digital economy are differentiating based on customer experience."

The thing is, these trail-blazing user experiences have also set the standard for every other online consumer interaction.



And while, for the most part, businesses have kept up with flashy websites, smooth apps, and sleek user interfaces, the document signing process has lagged—acting as a thorn in the side of so many user experiences.

Whether you're converting customers or hiring new employees, signing still...

...slows progress and kills momentum.

...drags customers away from your app or website.

...forces users to juggle clunky third-party tools and log-ins.

But embedded eSignatures are changing all that by helping businesses deliver a smooth, fast signing experience.



# Embedded signing for a fast, distraction-free experience

By embedding eSignature tools using APIs, customers can sign documents and contracts directly within the workflows you've set out for them on your website or app—keeping them away from distractions and getting them to their desired destination faster.

In today's on-the-go world, reducing the number of steps in an experience is standard practice. Consumers also expect to sign on any device with ease. Embedding eSignatures into your signing workflows using an API helps here too, by making signing on any device, from anywhere, a reality.

# The power of brand

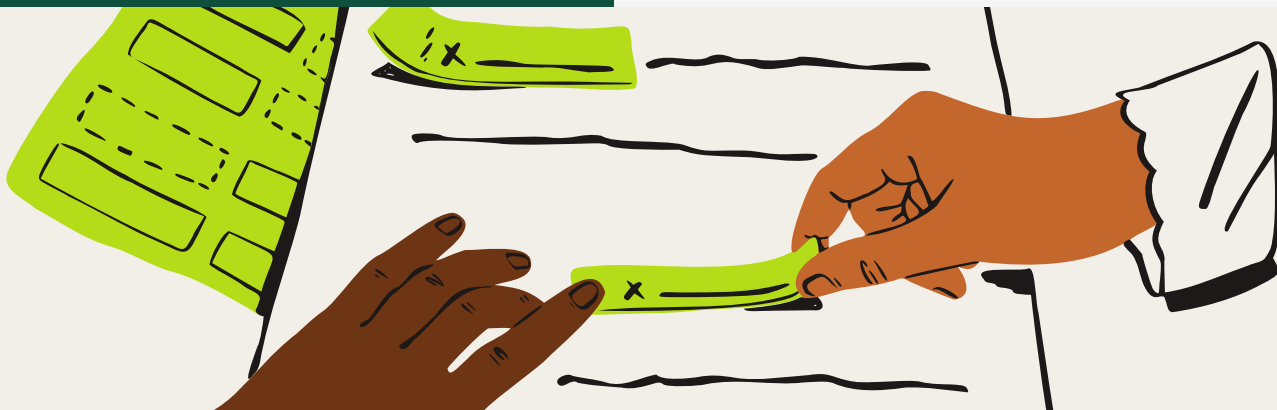
The other part of delivering an exceptional customer experience is brand.

Companies spend extreme amounts building memorable and trustworthy brands. Why? Because it pays off: presenting a brand consistently across all platforms can increase revenue by up to 23%.

Because brand is such a huge part of any business' continued growth, keeping your brand consistently front and center across any customer interaction—including the signing process—is critical.

White-labeling your signing experience with advanced eSignature tools can make all the difference to a customer experience.

Because, instead of forcing customers to interact with other brands and websites, they only see your brand consistently throughout their experience—keeping you front of mind and first in line for repeat business.



## CUSTOMER STORY

# DEALMAKER

DealMaker reduces the capital-raising process from 72 hours to 30 minutes

Raising capital used to be full of costly and error-prone manual workflows that led to headaches and slow progress. And DealMaker saw this as an opportunity to eliminate the friction of manual processes in the capital-raising process through digital documents and eSignatures.

But to make it happen, they needed an eSignature solution that could seamlessly embed into their platform for a faster, more transparent signing experience. That's when they turned to the Dropbox Sign API.

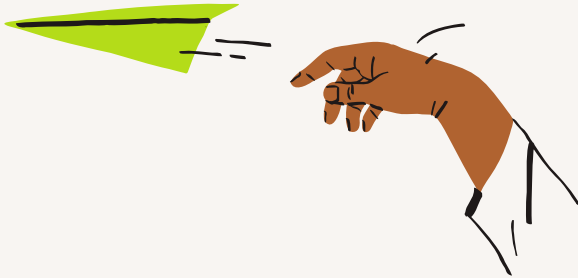
"HelloSign [now Dropbox Sign] embedded beautifully into our platform and unlike other vendors, it didn't require users to leave our platform, open new accounts, or separately log in. HelloSign's [now Dropbox Sign] API helped us deliver on our mission of speed, efficiency, and ease of use," says Mat Goldstein, CRO and Co-Founder at DealMaker.

And it's completely transformed DealMaker's capital-raising process by **slicing a 72-hour process down to 30 minutes.**



## Accelerate your sales cycle

Businesses don't grow without sales. But to close more deals, reps need to get in front of more prospects. So, any way you can shave seconds or minutes off the sales cycle is more time teams can spend bringing in new business. And that means taking a hard look at your sales processes and smoothing out inefficiencies that suck your reps' time.



## Focus salespeople on selling

Speed is the name of the game in sales. The faster you can reach out to prospects and convert them into customers, the faster you can start working on new deals.

But one thing that stops sales reps dead in their tracks is admin, like preparing, sending, and chasing down contracts.

That's why many high-performing sales teams are deploying simple automation that takes admin off their plate.

eSignature APIs are a sales automation tool that keeps your sales teams operating in top gear. With eSignature APIs, sales reps can create re-usable document and contract templates and pre-load them with data from your systems (like your CRM) to automate the signature process. That saves reps hours in non-revenue generating activity.

## Group sign for a faster path to revenue

Getting contracts noticed and signed by C-suite decision-makers can often hold up deals and send reps chasing after signatures.

But in instances where contracts only need to be signed by one of many decision-makers, sending bulk signature requests to that group can greatly increase your chances of a fast turn-around time.

And that's what makes the Dropbox Sign Group Sign feature so valuable. Group Sign lets reps send documents to a group of recipients (with one click). That way, whoever gets to it first can sign for the group.

## Track deal statuses with greater accuracy

Waiting for a prospect to sign on the dotted line is a frustrating experience for sales reps. Did they get the contract? Is everything ok? Have they ghosted me?

eSignature APIs take the guesswork out of the contract-signing process by giving sales teams visibility over contract progress—sent, opened, signed, completed, or returned.

Even better, eSignature APIs will send salespeople notifications with contract status updates so they don't even have to log in to see the progress.

That way, when a contract does go cold, sales reps know when to follow up and when to give a prospect some space.



## Hire with scale and precision

Business growth isn't just about making more money, right? It's also about hiring the right people so you can grow your capabilities. So any way you can make your business more attractive to top talent is a huge win.

But hiring is a lengthy hit-and-miss process that chews up HR teams' time with paperwork and, if done poorly, turns candidates off your business.

Fortunately, using eSignature APIs, many of these pains can be minimised, if not completely automated away.

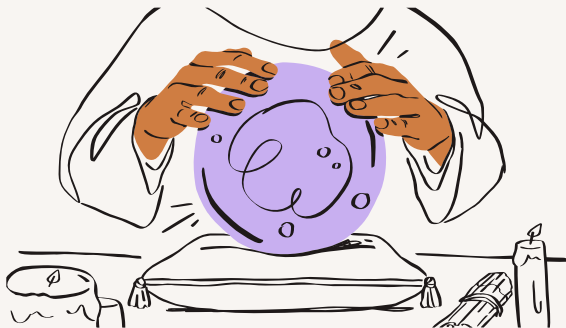


# Recruit more top talent with faster hiring processes

Here's a simple HR truth: top candidates are attracted to top businesses.

So the easier, faster, and more impressive you can make the hiring experience, the better your first impression, and the greater your chances of hiring top candidates before the competition.

On the flip side, word of mouth is a powerful thing. If your onboarding process is bad, customers won't hesitate to tell their network about it—a big knock to your brand and chances of attracting better talent.



That's why any way you can automate hiring processes and deliver a great experience is a huge win. And there are big opportunities to automate the hiring process. As Enrique Rubio, Founder of Hacking HR explains, "recruitment is one of the quintessential processes that organisations are trying to automate. It's a low hanging fruit. Automation can help recruiters with meaningless yet significant tasks. Things like programming interviews and helping people navigate the process of hiring."

That's exactly why top recruitment teams are turning to solutions with built-in eSignature tools to simplify the hiring process.

With eSignatures, rather than emailing PDF attachments and expecting candidates to grapple with confusing third-party tools and log-ins, candidates can immediately sign documents that are embedded right into the onboarding platform.

Plus, by delivering employment contracts and offer letters to candidates digitally, candidates receive a simple and streamlined experience, and hiring managers increase their chances of locking down top-tier talent before the competition.

What's more, by automating repetitive requests for signatures for identity documentation, tax details, and employment contracts, you reduce the time gap between request and response, further increasing your chances.

## Scale your HR team's output

But hiring isn't just about the candidate's experience. eSignatures can also help HR teams become significantly more productive.

Templating generic contracts means HR teams format a document once and then reuse it again and again, which is perfect for high-volume document requests like employment contracts, tax forms, investment agreements, HR paperwork, and more.

Additional features like Bulk Send make sending repetitive documents like NDAs out for signatures a breeze. Rather than manually preparing each document for a group of new hires, with eSignature APIs, HR teams can mail-merge contacts with templated documents to automatically fill in specific fields. That way, they can send out personalized contracts to 100s or 1000s of signees with a single click.



CUSTOMER STORY



## How Fountain helps businesses process and hire over 96,000 applicants a month

The hourly workforce is highly mobile and eager to start working as soon as possible. So for Fountain—an hourly workforce platform—it's critical applicants move to the final contract-signing stage fast.

That's when they turned to the Dropbox Sign API to deliver a streamlined customer experience and simplify their hiring team's administrative duties.

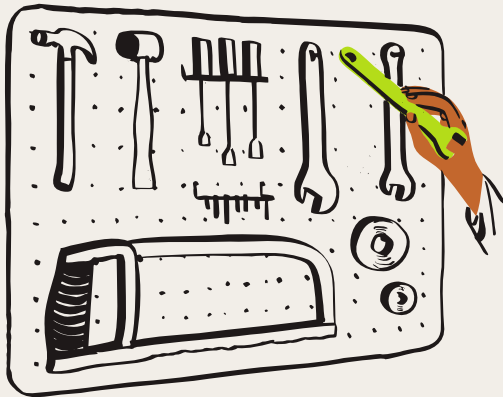
"At Fountain, we strive to provide a seamless branded experience across corporate sites and customized job directories," says Sean Behr, CEO of Fountain. "Automated document signing supports this, allowing candidates to apply for jobs on the go and move swiftly to be hired."

Dropbox Sign API functionality helped Fountain's customers hire at scale, with an **average of 96,000 candidates hired each month**.



## Take a load off your developers

Building every piece of software from scratch is a costly and time-intensive task. Not only does it take a lot of developer-hours to build your software, but you're also burdened with supporting and maintaining the system.



This is especially true when it comes to building additional eSignature capability into your business workflows. Compliance, audit trails, and constant new threats are important processes to manage and can all pose a big risk to your company if things go wrong.

That's what makes eSignature APIs such a game-changer for businesses. Because rather than hiring expert eSignature developers (or expecting your development team to become experts), eSignature tools can be fully customized and integrate directly into your website and application workflows. It's a fast, plug-and-play integration that takes just days to implement—rather than months to build.

What's more, your developers don't have to think about updating and maintaining your eSignature tools either. Instead, there's an entire business dedicated to keeping your eSignatures up with the latest compliance obligations, innovating for better results, and supporting you if things go wrong.

## CUSTOMER STORY



# A 4-day eSignature integration saves SimplyInsured months of development

SimplyInsured offers a no-hassle, 100% online way for small businesses to sign up for health insurance that saves companies an average of \$500-\$1000 per year, per employee. But turning traditional offline paperwork into a digital process was key to their service. And that sent SimplyInsured searching for a solution.

“We did research and talked to people who had built their own home-grown eSignature platform in house. They told us it would take three months to build something functional, or seven months for something robust. That’s an eternity in developer time, especially during the early stages of a startup. Then you have ongoing operational overhead to consider. Time was the biggest factor in the decision to purchase a solution,” says Vivek Shah, SimplyInsured’s Co-Founder and CEO.

Deciding an eSignature provider was the best use of their resources, the SimplyInsured team looked for a clean, modern, and well-maintained API that would be easy to integrate with their product. That’s when they found Dropbox Sign.

**“We did our integration in just four days.** It was really quick. And the core library we built in those four days continues to drive our business today. When compared to the seven months it would have taken to build our own solution, it became obvious HelloSign [now Dropbox Sign] was the right choice,” says Vivek.

## Conclusion

# Transform your business growth with APIs

As the world increasingly becomes more digital, APIs are at the center of this sea change.

Whether it's to improve the sales cycle, attract and hire better candidates, or save on development effort, businesses are faced with a choice: start using APIs to engage with customers and employees in their preferred ways or risk being left behind.

eSignatures are an easy and rewarding first step on your API journey.

Ready to integrate eSignatures into your app or website?

[Try the Dropbox Sign API for free.](#)

[Or book a demo with our expert API team to see how eSignatures can work for your business.](#)



## Make Dropbox Sign your signature move

Dropbox Sign simplifies work for millions of individuals. Companies all over the world rely on the Dropbox Sign API to power their applications, making it easier to close deals faster, onboard new hires, save developers time, complete documents without error, and much more. For more information visit the [Dropbox Sign](#) website.