



Digitize your most important forms fast.

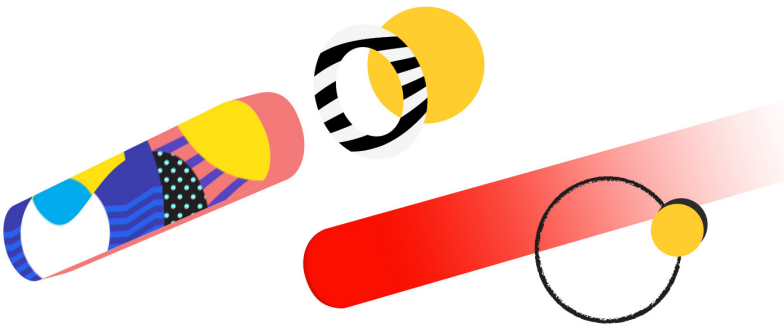
Quick-start enrollment services for a digital-first world



Introduction

Not every website is prepared to handle a sudden spike in traffic. In March 2020, as COVID-19 affected jobs across the U.S., Florida's Department of Economic Opportunity website crashed as a rush of newly unemployed residents tried to file benefit claims. The problem? The online application forms the department used to activate services couldn't handle the number of requests. As a result, residents couldn't get the help they needed when they needed it.

Government agencies aren't alone in this, though. A variety of organizations that use application forms to activate services—from regulated sectors like healthcare and financial services to small- and medium-sized businesses—face similar issues. They are scrambling to redesign their enrollment processes to handle a dramatic increase in the number of applications that must now happen digitally.



Design the whole experience, not just the form

Digital forms are more than just an information-gathering tool for businesses. They are an important part of the customer experience. Ideally, forms save businesses and customers valuable time and lead to more personalized interactions with organizations. That's why it's vital that all your digital forms be functional, straightforward, and reliable.

Unfortunately, some organizations are learning this lesson the hard way. Carly Kendall, owner of the Azure Day Spa in Salt Lake City, Utah, applied for the federally funded Payroll Protection Program (PPP) through her local credit union at the end of March. After filling out and submitting a static digital form that was roughly 40 pages long, she received an email confirming that her application had been received. Two weeks later, when she called to check on the status of her loan, she waited on the phone for almost two hours—only to be told that her application couldn't be found. She had to start the whole process over from scratch. Not only was this a non-ideal customer experience, it also delayed a business owner's real-world needs by a significant amount of time.

Before the COVID-19 pandemic, many organizations were making a gradual transition to digital forms and signatures. Then the whole world was forced to go paperless, virtually overnight. Consumers



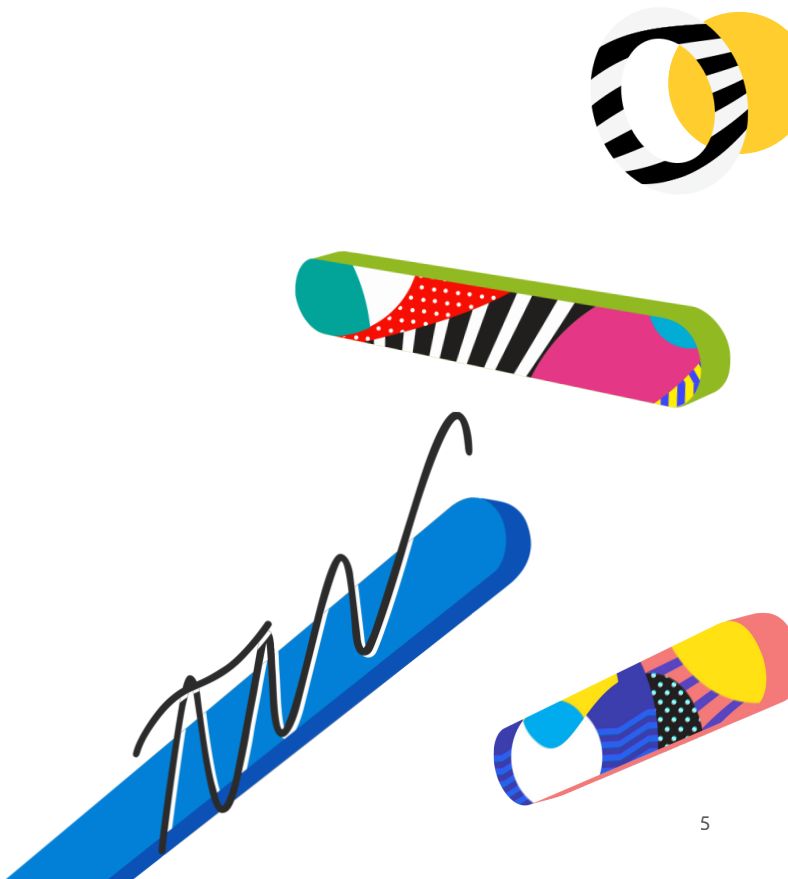
and business owners are feeling the pain of this sudden change as they struggle through clunky, confusing enrollment processes to apply for unemployment benefits, loans, grants, mortgage deferments, policy cancellations, and healthcare services.

As Kendall's experience shows, customers can encounter numerous pain points during a digital enrollment experience—and businesses can, too. Even if filling out and signing the form is relatively easy for customers, there are often major gaps in data integration, back-end workflows, and customer support that can cause trouble. Any glitches in the online tools can derail the receipt of customer information, which in turn leads to a non-ideal customer experience. While a chaotic back-end process is less visible to the customer than a poorly designed form, it may ultimately cause even more irritation and anxiety.

But when businesses handle digital forms the right way, getting critical information is easier for customers and businesses alike.

Chris Malstrom, owner of Malstrom Salon also in Salt Lake City, applied for four COVID-related loan programs back in March. Like Kendall, he needed to provide a large amount of sensitive financial information. But unlike Kendall, Malstrom got to experience the benefits of a fully functional digital form system. Once he submitted his application to the Utah Governor's Office of Economic Development, Malstrom received an email confirmation letting him know he could expect a decision in about a week. As promised, that loan was approved within the specified time frame, and two days later he got a check in the mail.

But Malstrom received no confirmation message at all from the other three lenders. “You send them super sensitive information,” he said. “They wanted *everything*. And you click send—no response. Nothing. They don’t even tell you that they got it. You’re just hoping that it’s gone to the right entity.” Even Malstrom’s regular bank failed to confirm receipt of his PPP application, although it eventually approved his loan request in the second round of federal funding.





Start with a few forms that matter most for your business

Because of the pandemic, you need to accelerate your transition to full digital enrollment. But you don't have to do everything all at once. Recognize that IT professionals are bearing the brunt of the hasty transition to digital enrollment and may feel overwhelmed—especially if your organization has hundreds or even thousands of forms that are currently in a paper-based or static digital format.

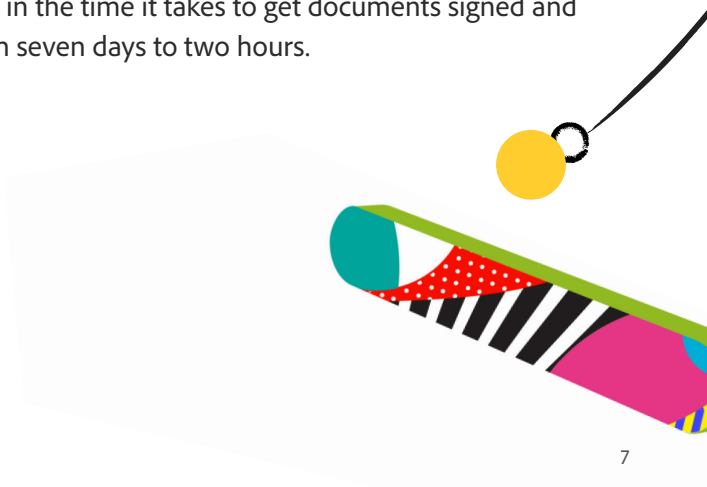
Wherever you are in your digital transformation journey, now is the time for triage. Work with your stakeholders to identify a handful of forms that matter most to your customers and your business right now. Focus on digitizing those top few forms as quickly as possible, and then scale from there at the pace that's right for you.

A good place to start is by looking at your numbers. What are your most frequently used forms? Start with the ones your organization receives on a regular basis. But also consider the relative importance of forms that you might receive on a less-regular basis. When you cross-reference these two factors, you'll get a sense of what the bulk of your customers need right now and what's vital to their well-being. By offering an improved digital form experience in your top few forms, you'll offer a better overall customer experience to the people who need it the most.







Deliver a seamless customer experience from start to finish

When digital forms are correctly implemented—as part of a holistic enrollment solution that includes digital signatures, data integration, security, and customer communication—they've been shown to [reduce form abandonment by 20%](#), [speed updates to existing forms by 56%](#), and [improve productivity for internal teams by 64%](#).

A complete enrollment solution doesn't just digitize the front-end part of the application process. It helps your organization deliver a seamless, satisfying customer experience from beginning to end. Moving to 100% digital processes also provides companies with significant savings—up to \$28.50 per document, according to the latest Forrester TEI report. Plus, going digital will dramatically increase your efficiency. For example, Adobe Sign users saw a 96% reduction in the time it takes to get documents signed and finalized—from seven days to two hours.



A customer-centric solution that supports you every step along the way

Customer journey	Action	Adobe's solution
Awareness	 Find	Build an online forms portal for easy digital access.
Enrollment and onboarding	 Fill	Scan to digitize paper-based documents. Convert to mobile adaptive forms at scale with AI & machine learning
	 Sign	Capture digital signatures that are legally binding and globally secure
	 Process	Automate business and approval workflows. Ensure compliance with audit trails + document of record and archiving
Retention	 Respond	Deliver personalized customer communications
	 Optimize	Track abandonment rates and drop-off points to optimize conversion

Your customers want forms to be easy to fill out, no matter what device they're using. They want to submit signatures that are legally binding without printing and scanning paper documents. And they want to get timely messages about the status of their applications. Above all, they want their applications to be approved promptly, and they want to feel confident that their personal information is being handled appropriately.

With the right digital enrollment solution—one that helps you integrate data sources and automate key workflows—you can make all those things happen quickly. If you start now, you can get your top forms up and running within a few weeks to shore up your most critical business functions. Then, at a speed that makes sense for your business, you can build a fully digital enrollment platform that helps you consistently deliver a great experience to every customer.

Learn more about Adobe's new quick-start [digital enrollment solution](#), which is designed to help you get your first batch of forms up and running.

[Get details](#)



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