



# Shaping the NEW Normal

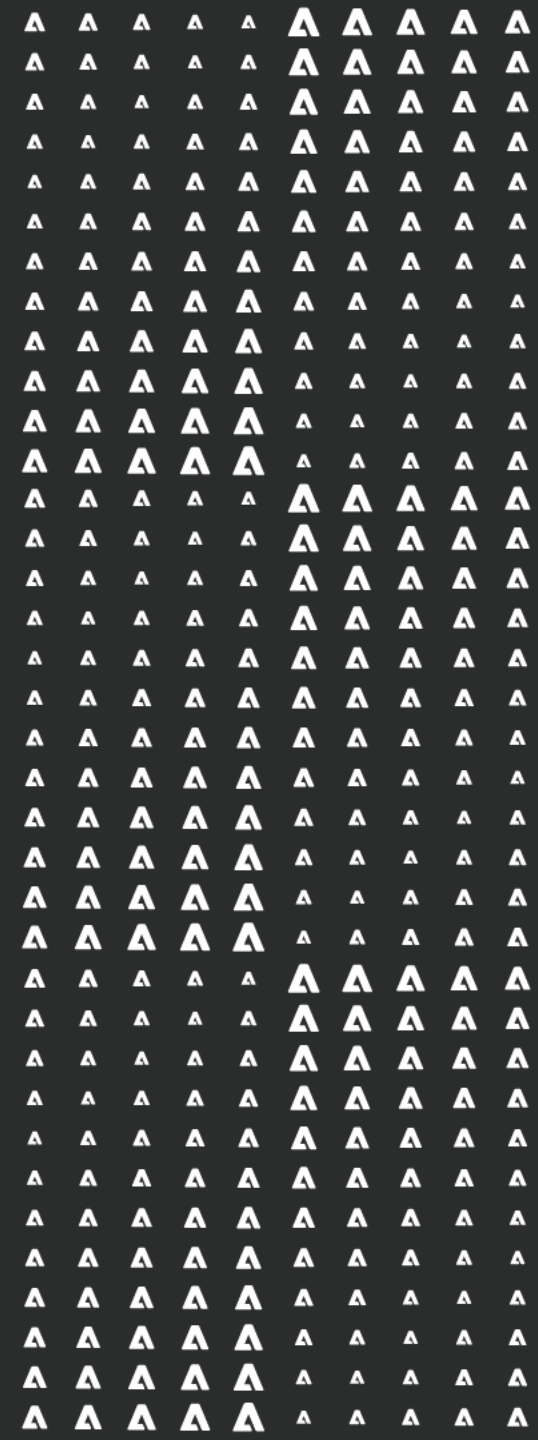
Pivoting to new demands while preparing for the future

Chak Ming Fai | Head, Solution Consulting

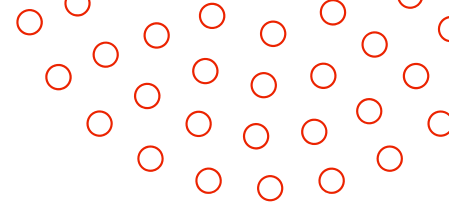
15 July 2020



# Impact of Covid-19



# Macro Impacts across Financial Services



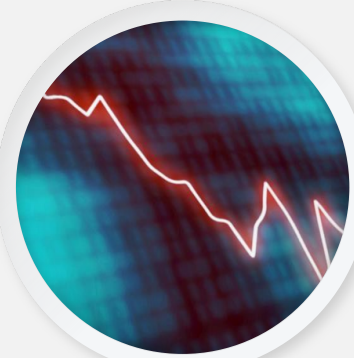
## BANKING



**Near 0%**

Interest rate adopted by central banks globally

## CAPITAL MARKETS



**25%**

Drop in M&A volume

## INSURANCE



**15%**

Of auto premiums to be refunded by large insurance companies



**Billions**

Added to loan lost reserves



**>\$2T**

In US private equity to deploy



**Billions**

Lost in the SMB sector – potential solvency challenge for Insurers

# Business Continuity: Dealing with the disruption of consumers and businesses



Your Customers  
Being there in  
moments that matter

Concerns with  
financial stability

Slow response due  
high call volumes

Conducting critical  
transactions

Distant socializing



Your Employees  
Maintain operational continuity

Spikes in volume  
over capacity

Access critical  
communication

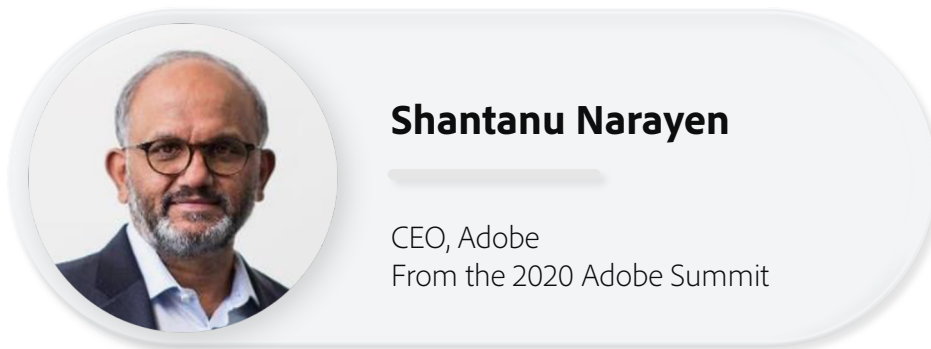
Fluctuations in sales,  
service  
and revenue

Remote  
workforce





# Customer experience in the age of COVID-19



# Digital interactions statistics took on new meaning in an all digital world

## Digital Adoption<sup>1</sup>



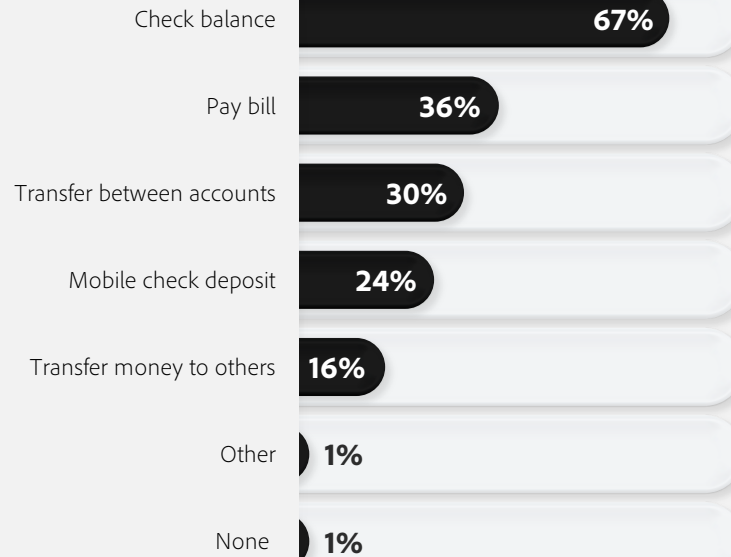
US Online Banking  
(69% UK)



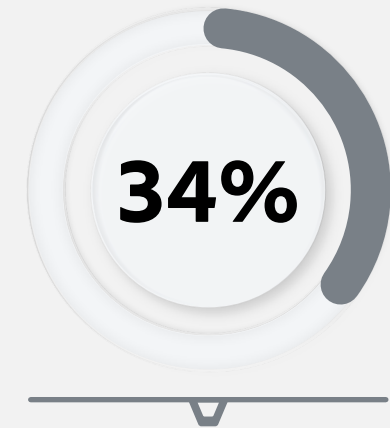
US Mobile Banking  
(50% UK)

## Digital Transactions<sup>2</sup>

Surveyed consumers generally  
use mobile for basic transactions



## Digital Sales<sup>3</sup>



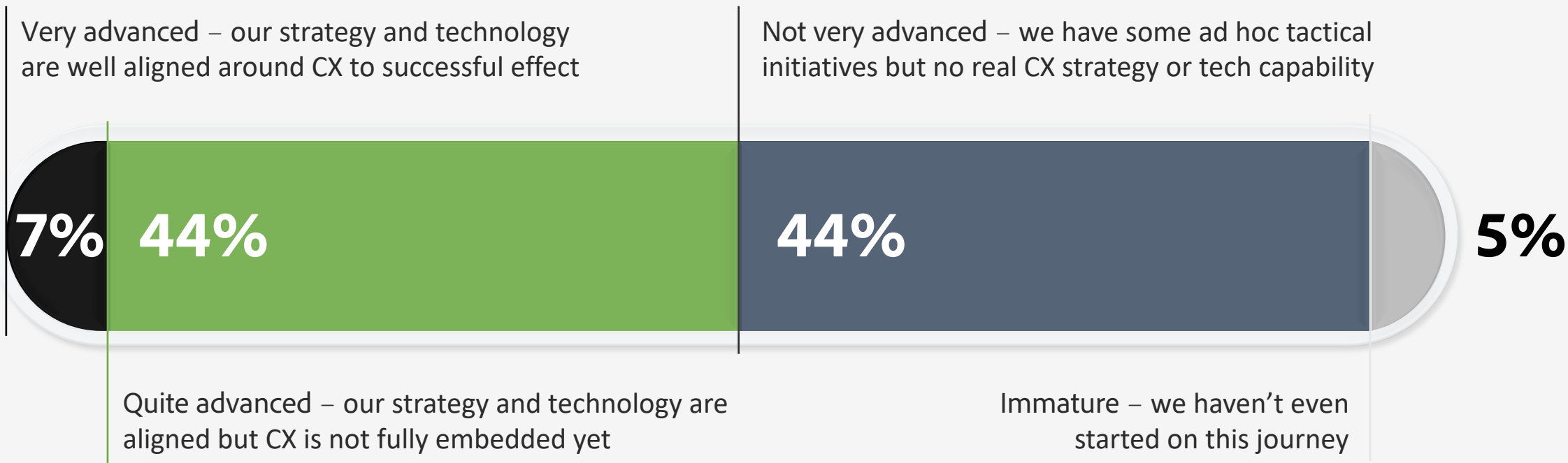
Percentage of digital sales  
With 1/3 coming from mobile

<sup>1</sup>The State of Digital Banking Forrester – 2019

<sup>2</sup>Adobe Consumer Banking Survey – 2019

<sup>3</sup>2020 Adobe FSI Survey - This is a blended rate of 34% that represents that % of total sales that comes from digital across all financial services industries

# Over 50% of the financial services industry sees itself as advanced when it comes to customer experience maturity





Pivoting to  
new demands  
while planning  
for the future

# Shaping the New Normal







We saw two years of

*Digital Transformation*

in two months



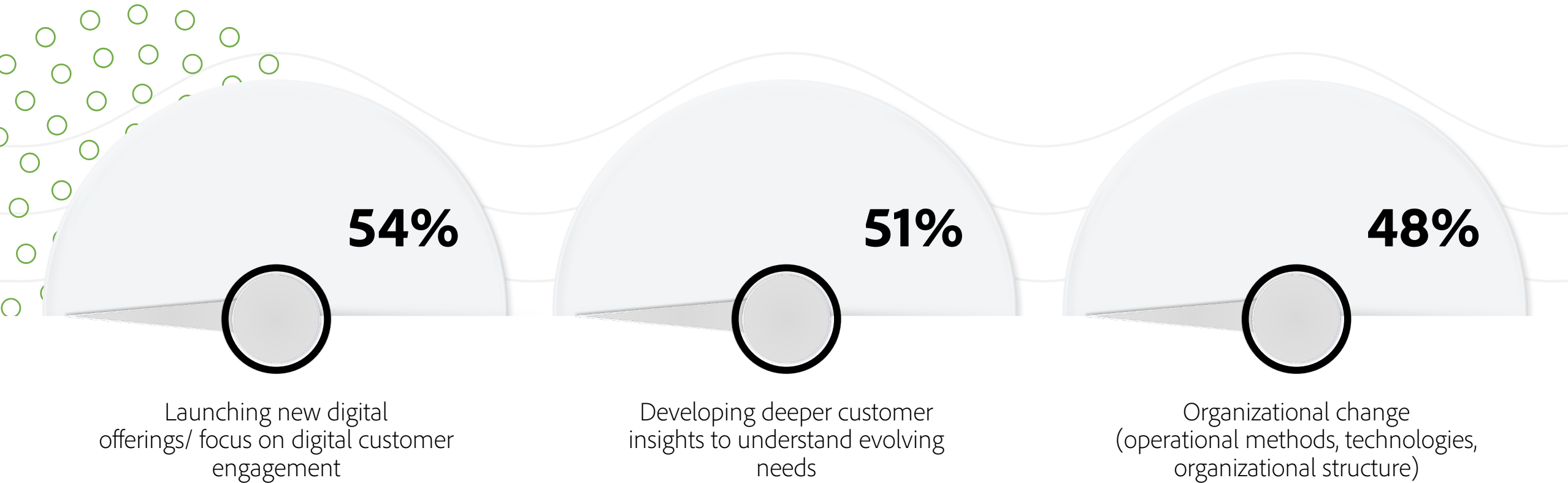
**Satya Nadella**

April 30th, 2020



Top 3 strategic responses to meet customer expectations:

# The industry will reinvent itself through new digital offerings, a deeper understanding of the customer and new operating models.



Source: Financial Services' Move to Digital Business Agility, Adobe & Omdia Survey

# Shaping the new normal



## Adobe Creative Cloud



**Unleashing**  
Creativity

## Adobe Document Cloud



**Accelerating**  
Document  
Productivity

## Adobe Experience Cloud



**Powering**  
Digital  
Businessess

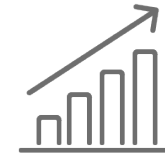
# Why businesses should prioritize digital workflows



Increased visibility



Faster processes



Improved productivity



Reduced risk



Anytime, anywhere



Better experiences



# Adobe Sign

Adobe Sign is the trusted electronic signature leader

- Over 6B signature transactions per year
- Clear market leader, per Forrester\*

- Get signatures in minutes, not days
- Work anywhere, on any device
- Add to your business applications
- Ensure legality, security and compliance

\* Vendor Landscape: E-signatures , Q4 2016 – Forrester Research

# Five ways to use Adobe Sign that impact hundreds of use cases

## Sign

Sign documents that require a legally-defensible signature, often used with customer or business-to-business transactions.



Sales Contract



Mortgage Loan



NDA

## Fill form

Collect information from a customer, partner, or employee to kick off a new process or gather needed information.



Vendor Onboarding



Facilities Request



Patient Intake

## Approve

Approve documents when a formal signature isn't required, often used with internal processes.



Purchase Order



Service Order



Project Approval

## Accept

Click to accept a document intended to inform or notify the recipient about important business terms or changes.



Terms & Conditions



Policy Update



Legal Notification

## Certified recipient

Provide confirmation in the audit trail showing that a recipient viewed and acknowledged a document.



Change in  
Terms & Conditions

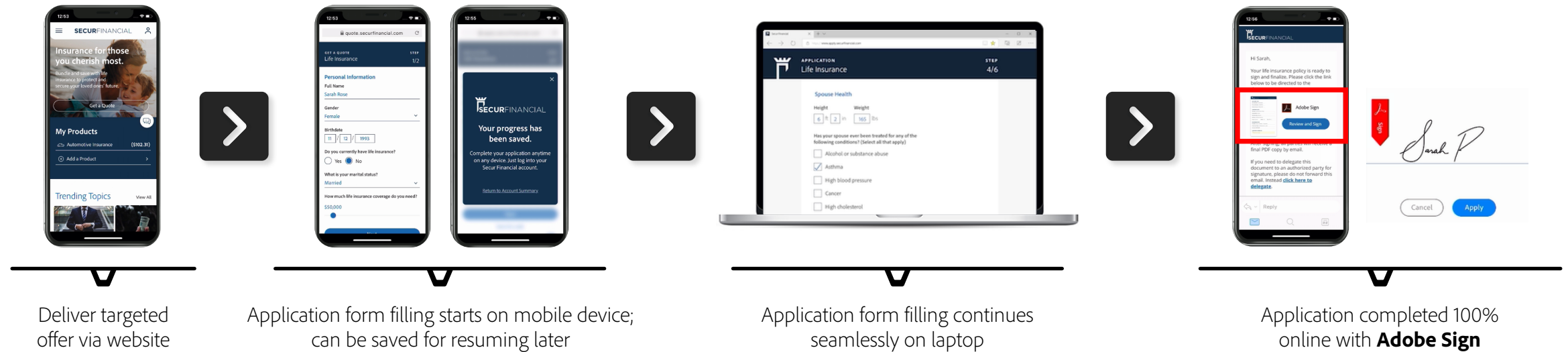


Policy Update



Price Increase

# Deliver a 100% digitized application experience



## Challenge



FSI organization needs an enterprise-scale solution for their insurance policy enrollment



## Approach



Use AEM Forms to design Adaptive Forms which automatically renders across multiple devices

Add the natively integrated Adobe Sign to ensure their customer completes an application smoothly

Internal approval process can be automated and routed to the right parties fast and efficiently



## Impact

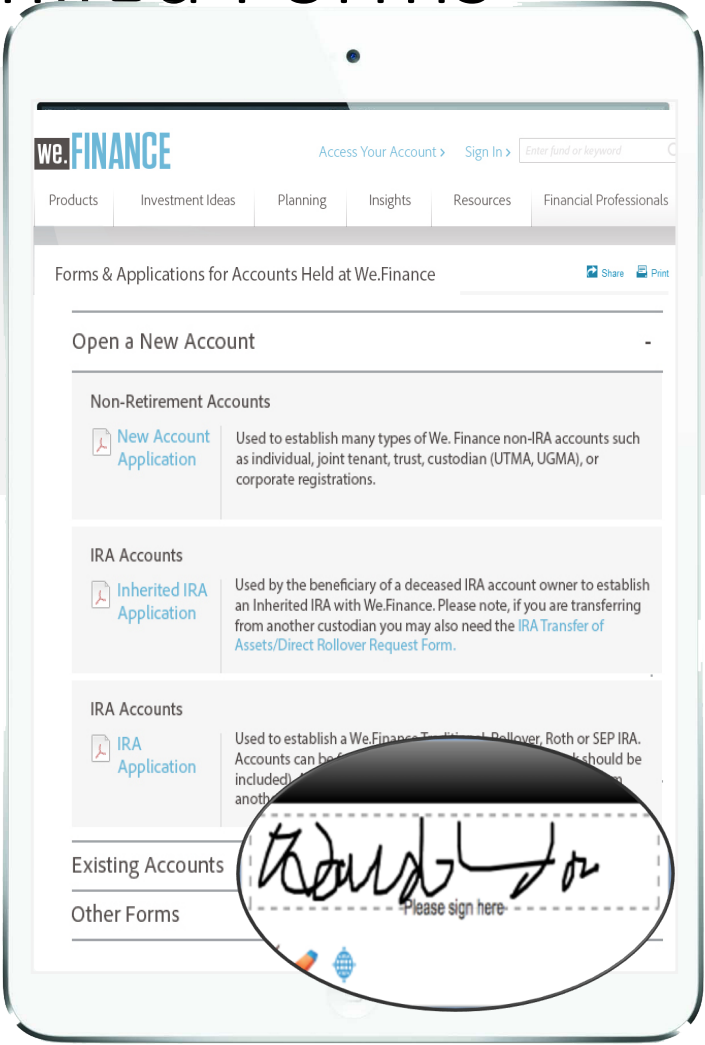


Increased digital conversion rates

Decrease not-in-good-order applications

Ensure clear tracking of form completion and signature approval status

# Efficiency - Increasing Advisor Productivity through Pre-filled Forms



## Pre-fill forms to reduce advisor time:



Higher level of customer experience – both advisors and individual investors



Less manual effort and errors



Drive customer retention



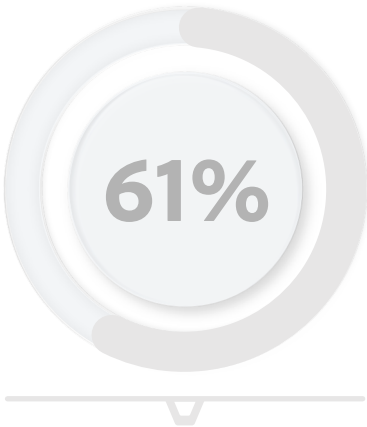
Reduce abandonment



Increase productivity



Improve efficiency by rationalizing form/document collections



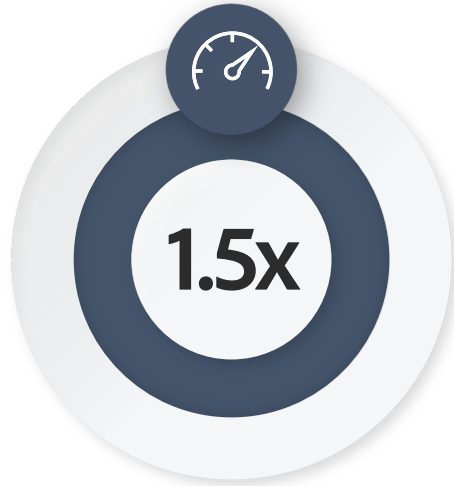
Faster Onboarding of new customers



Higher Productivity



# Better experiences drive growth in financial success



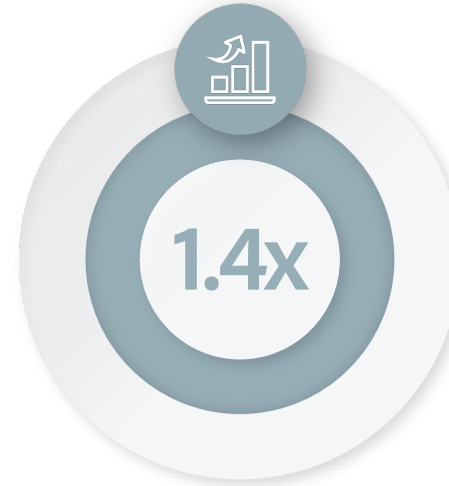
## Grow the Bottom Line

Increase in profitability

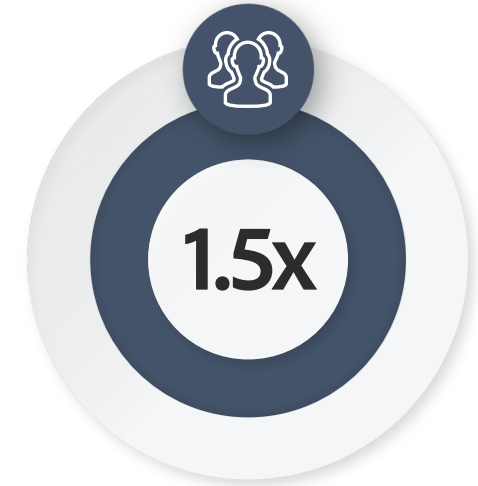


## Increase Customer Satisfaction

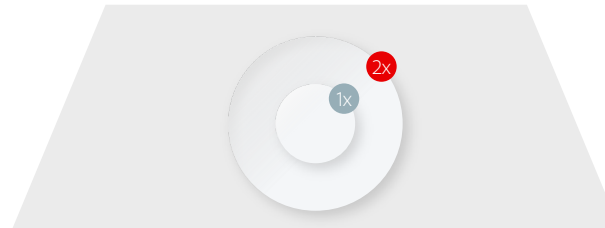
Improved CSAT & NPS metrics



## Revenue Growth



## Increased Customer Advocacy



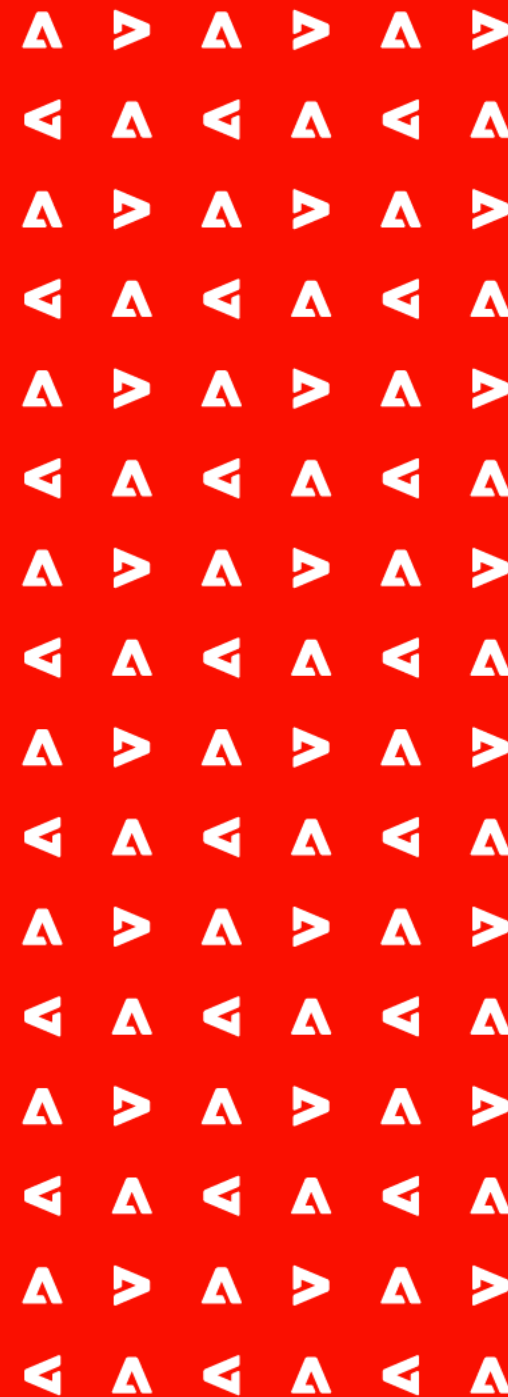
Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, February 2018  
Adobe & Forrester, "The Business Impact of Investing in Experience" – April 2018





# Customers Showcase

Gibson Tan | Regional Lead, Adobe Sign, SEA



# Adobe Sign customers include...



# Customer Success: TSB Bank

How TSB Bank Accelerated Its  
Digital-First Strategy During the  
COVID-19 Pandemic



8 weeks

80k

Interactions processed  
online


18 forms

Released digitally


15k

Potential in-branch visits  
transformed into digital-  
only interactions

# FSI Resource Hub: <https://acrobatusers.com/banking-and-insurance-resource-hub>




[Quick Start Forms Solutions](#)[Quick Start Packages](#)[Resources for IT](#)[Legal and Compliance](#)[Get Connected](#)



## Banking & Insurance Resource Hub

### Keep your banking and insurance operations running without interruption

On this page, you will find a curated collection of quick start recipes, learning videos, and support resources. We're here to help you minimize business interruption and build resilience to continuously meet and exceed client expectations. You can continue your business with confidence: Adobe products are easy to integrate with the rest of your infrastructure and they are fully compliant with regulatory requirements.

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## Quick Start for Forms Solutions



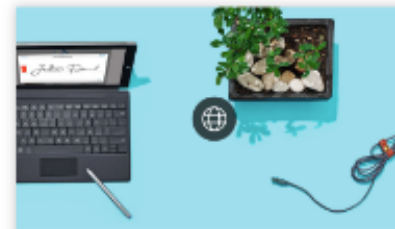
### Forbearance Agreement

Explore how your customers can fill and sign a forbearance agreement directly on your website.



### Insurance Policy Renewal

Learn how easy it is for your customers to review, fill, and sign a policy renewal directly on your website.



### Paycheck Protection Program

See how Adobe can help get Paycheck Protection forms signed faster.

# Adobe Sign Resources

- **Free Adobe Sign Trial** - <https://acrobat.adobe.com/sea/en/sign/free-trial-global.html>
- **FSI Resource Hub** - <https://acrobatusers.com/banking-and-insurance-resource-hub>
- **Adobe Sign FAQs** - <https://helpx.adobe.com/sign/faq.html>
- **Tutorials** - <https://helpx.adobe.com/sign/tutorials.html>
- **Developer Resources** - <https://www.adobe.io/apis/documentcloud/sign.html>
- **Legal** - <https://adobe.ly/2TlOT6V>
- **Videos**
  - Electronic vs Digital Signatures (<https://youtu.be/j8qYJcRcsYg>)
  - How to send a document for e-signature