

Savvy Finance improves e-lending with eSignLive and Salesforce

(SYDNEY) – 29 June 2016 – Lending and insurance brokerage firm [Savvy Finance](#) is the latest in a number of financial services organisations to integrate electronic signatures into its consent documents. In the last month alone, global e-signature provider and new entrant into the Australia market, [eSignLive](#), the e-signature choice for business, has engaged with three companies in the financial services sector with Savvy the latest customer to go live.

Savvy's auto-finance division will begin to use electronic signatures to speed up the loan application process for potential clients. Signed consent forms are the first step in the application process and usually a bottleneck where sales leads can drop off, as applicants are required to print, sign and email or post documents to Savvy before the company can talk to financiers on their behalf. With a streamlined customer experience, Savvy's sales agents will be able to convert more leads quicker because consent forms can be delivered directly to a customer's mobile device for signing, speeding up the transaction and ensuring customers get the best loan rate.

Using the eSignLive™ for Salesforce connector plus additional customization from development partner [Kadence Collective](#), Savvy is able to start and finish transactions in Salesforce and ensure the signed consent form is always associated to the customer's record. At the same time, customers can sign agreements from anywhere with a hand scripted signature, a requirement on the consent form, using their smartphone and eSignLive's unique mobile signature capture functionality.

According to Bill Tsouvalas, Managing Director, Savvy Finance, "As a customer focussed company, we are always looking for ways to better the customer experience and in the process ease the pressure off our salesforce for better conversion rates. Though it is early days since we signed up with eSignLive, we have already seen our conversion rates go up by 10 percent and are expecting the lead conversion rates to go up to 20 percent by the end of the year. With greater business efficiencies being created in our auto finance division, we hope to implement e-signatures in our other business divisions as well".

"Savvy Finance is a great example of an Australian company in a regulated market adopting e-signatures as part of its digital transformation strategy", said eSignLive President, Tommy Petrogiannis. "eSignLive's visual audit trail and strong evidence help companies like Savvy stay compliant and lower risk, while in-country data residency keeps companies secure in the fact their data won't be subject to external laws – that's why eSignLive is being chosen in Australia over other options to modernize the experience while protecting the consumer".

Financial services organizations looking to add the convenience of e-signatures to their processes can try a quick demo of eSignLive at www.esignlive.com/products/quick-demo.

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Media Enquiries: Louise Nealon, CallidusPR: (02) 9283 4114/ 0403 569 177, louise@calliduspr.com or Sarah Hanel, eSignLive: 250-216-1762, sarah.hanel@esignlive.com

About eSignLive™ by VASCO®

eSignLive™ is the electronic signature solution behind some of the world's most trusted brands. Regulated industries and top analyst firms recognize eSignLive for its ability to balance the highest levels of security, compliance and auditability with ease-of-use to automate any process – from the

simplest, internal signing workflow to the most complex, customer-facing transaction. Available in the cloud and on-premises, and with full white-labelling capabilities, eSignLive supports an organization's digital transformation strategy across the enterprise. eSignLive is the trade name of Silanis Technology Inc., a VASCO group company. Learn more at www.esignlive.com.