

## Telatron Marketing Group Shortens Student Loan Process to One Hour with the Electronic Signature Solution from DocuSign®

### DocuSign Customer Success Story



#### Customer Profile

**Industry**  
Student Loan Consolidation

**Company**  
Telatron Marketing Group, Inc.

**Location**  
Erie, PA

**Website**  
www.telatron.com

#### Solution Snapshot

##### Challenge

Telatron needed a more effective way to handle the high volumes of student loan consolidations which typically see a dramatic spike during the May-June timeframe each year. During these busy times, the inbound fax and paper loan applications stacked up and Telatron could not manage the volume effectively. This resulted in high processing costs, errors, and ultimately lost business because they could not cost effectively scale the manual processes.

Telatron needed a scalable, flexible solution which would meet the comprehensive DOE documentation describing the technical and legal requirements for electronic signatures. Since Telatron acts on behalf of several large banks, the legal and technical infrastructure needed to be enterprise class and easily integrated with Telatron's existing software infrastructure.

##### Solution

DocuSign's Embedded Electronic Signature Service

##### Implementation

Using their internal IT staff, Telatron integrated the DocuSign embedded eSignature solution into its call center application in less than two weeks, and went to production ready in less than three weeks. This embedded approach met process requirements specific to Telatron, while leveraging the eSignature infrastructure provided by DocuSign.

##### Results

Telatron has eliminated inbound paper processing, doing away with signing errors and shortening the turnaround time from more than five days to less than an hour by integrating DocuSign's embedded eSignature service into their existing call center/PDF generation applications. In addition, DocuSign's solution has enabled Telatron to increase its bottom line transaction return rate from 20% to an estimated 65%.

***"DocuSign's embedded eSignature service has enabled us to stay on the cutting edge of technology, enabling us to grow and meet the diverse needs of our clients through the highest quality of performance."***

*Sean Bebko, Senior vice president of MIS at Telatron*

#### Background

Telatron Marketing Group, Inc. is a nationally recognized provider of customer relationship management (CRM) services, specializing in a highly professional approach to direct marketing and customer care. Telatron provides a wide range of services within the inbound, outbound, customer care, and IVR areas. Highly advanced technology and experience have made Telatron an industry leader in Sales, Market Research, Business Continuity, Lead Generation and Customer Care.

#### The Challenge

Every summer, the student loan consolidation market heats up to a boil because of the jump in interest rates that take effect July first of each year. Many large banks turn to Telatron's call center business to capture as much of this loan consolidation as possible during this time.

Telatron is a 350 person marketing company that specializes in handling large volumes of business. With over 30 IT professionals, Telatron has invested in IT and is able to develop application software in support of their customers' marketing programs including the loan consolidation applications that enable call center representatives to generate a loan package as a PDF and email to the customer on the fly.

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While Telatron was able to keep up with the call center volumes, they ran into several challenges when trying to complete the loan consolidation process, including:

- **Speed** - the actual time to close: Across different markets, businesses typically receive only 25%-40% of the documents started on the phone or online. For Telatron, those that were returned often took five days or more to get back to them.
- **Errors:** Many times when the customer is left to navigate the document, signatures or initials are inadvertently left off. The result is rework, and additional time and cost for the transaction.
- **Cost:** Domestic overnight express costs range from \$16 to \$24 round trip depending on the business, and can be \$100-\$150 round trip for international overnight documents. Handling these documents and re-keying information due to errors can cost \$25-\$30 per hour.
- **Compliance:** Paper documents must be handled carefully and filed for audit compliance using a labor intensive process. The costs for this process range from \$25-\$50 per hour and create work for entire departments.

### The Solution

Telatron knew that electronic signatures could dramatically improve this process. They evaluated whether to build or buy the eSignature technology.

They soon found that, unlike other IT applications, an eSignature solution must adhere not only to technological requirements, but also legal requirements. In addition, it was important that the solution have powerful integrated authentication tools to enable positive identification of the loan applicants.

The mix of technology and legal framework can require specific types of personnel knowledgeable

in cryptographic solutions, and counsel familiar with ESIGN, UETA, UCC, and other legal parameters. In addition, due to the complexity of the actual document handling process, the system must be developed in a way that both provides a seamless, easy to use customer experience, but at the same time, is legally binding—a delicate balance that can require extensive and continuing end-user testing and validation.

Telatron decided to integrate DocuSign's API-based Embedded Electronic Signature Service into their existing loan consolidation applications.

### The Results

Using their internal IT staff, Telatron integrated the DocuSign Embedded service into their existing call center/PDF generation applications in less than two weeks. Production ready in less than three weeks, Telatron eliminated inbound paper processing, doing away with signing errors, and shortening the turn around time from more than five days to less than an hour.

This enables Telatron to scale with market demand to serve their banking customers more efficiently. In addition, the integration of DocuSign's service improved their bottom line transaction return rate from 20% to an estimated 65% or more. As a result of reducing the turn time on the transactions, Telatron has shortened their cash flow cycle because they can get paid as soon as they transmit the loan rather than waiting for 10 days as they did in the past.

"As an industry leader, Telatron prides itself in its pledge for technological advancement," said Sean Bebko, senior vice president of MIS at Telatron. "DocuSign's embedded eSignature service has enabled us to stay on the cutting edge of technology, enabling us to grow and meet the diverse needs of our clients through the highest quality of performance."

### About DocuSign

DocuSign offers an electronic signature service that provides the simplicity, speed and security required to deliver, sign and store documents. Designed from the ground up for business-class usage, this service integrates the technical infrastructure and legal compliance needed to operate an end-to-end signing service. DocuSign customers span a variety of industries and range from the largest corporations to the smallest branch offices. DocuSign, Inc. is a privately held company based in Seattle, Washington.