The Challenge

Describe your document signature process at the start of your e-Signature evaluation process?

Prior to using AlphaTrust, all our processes with our 1,300 agents were manual and conducted through the mail.

What drove you to evaluate tools in the market? Did you have any specific challenges around your signature process?

Our agents were the driving force behind our efforts to find ways to digitize the process. They knew technology could drive more sales; the manual process slowed their sales cycle times. In addition, to recruit the best agents, we needed to become a technologically savvy company.

With the use of AlphaTrust's API, we have implemented an agent processing solution that was quickly adopted by our staff.

We are currently developing an electronic insurance application system utilizing the AlphaTrust API.

What led you to choose AlphaTrust?

We had spoken with DocuSign but the support we received while we were evaluating the API capabilities was disappointing. Because of our relationship with iPipeline for their Illustrations solutions, we spoke to AlphaTrust. AlphaTrust worked closely with us, gave good support and the pricing was very competitive.

At a high level, how did AlphaTrust help solve your specific challenges once implemented?

AlphaTrust has expedited the process of obtaining signatures. The agent processing that took weeks to complete; now it is completed in days. It is a much smoother and faster process.

The Solution

What features do you like best about AlphaTrust?

- Easy implementation
- Ability to export data to an XML file. We use this file to feed it into our administrative system.
- Integration our CRM, HubSpot and our agent portal

Is anyone using AlphaTrust in a way that you hadn't predicted?

We are using AlphaTrust to obtain signatures on our Non-Disclosure Agreements. This was not on our original roadmap. We are now introducing AlphaTrust to other departments within ELCO.

The Results

Was there an "a-ha moment" when you knew AlphaTrust was doing what you had planned for it?

The week we went live with the agent processing program using the AlphaTrust API, a 91-year-old agent completed the process without any assistance.

Recommendations

What best practice(s) would you recommend for new implementers of AlphaTurst?

Consistently check the transaction reports for "pending" status. We review these reports to identify areas where a transaction may get "stuck".

What is the biggest reason that you would recommend AlphaTrust to a carrier?

The service we received from AlphaTrust. The functionality that AlphaTrust give us outweighs the cost.

When we showed our executive team the processes we developed using AlphaTrust, they loved it.

Our plans are use utilize AlphaTrust enterprise wide in all departments.

Customer Overview

For 70 years ELCO Mutual Life and Annuity has helped individual customers grow and protect their investments. Today, ELCO is known for its outstanding customer service and for providing seniors with specialized products for financial solutions to estate and survival problems. In years past ELCO pioneered products such as polio and cancer indemnification plans as well as various specialized life programs. However, we also have policies for every age group. The ability to create new products quickly has always been a huge strength for its new business department, as well as its agents and established marketers seeking a worthy partner for a new venture.

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