

Case Study: How Instacart Sped Revenue Growth by Revolutionizing Contractor Onboarding

Whitney Bouck | HelloSign



© 2018 Electronic Signature and Records Association, Inc. All rights reserved. No copyright claimed on images licensed from others. No part of this document may be reproduced or transmitted in any form, by any means (electronic, photocopying, recording or otherwise) without the expressed prior signed permission. This presentation is for purposes of education and discussion; it is intended to be informational only.

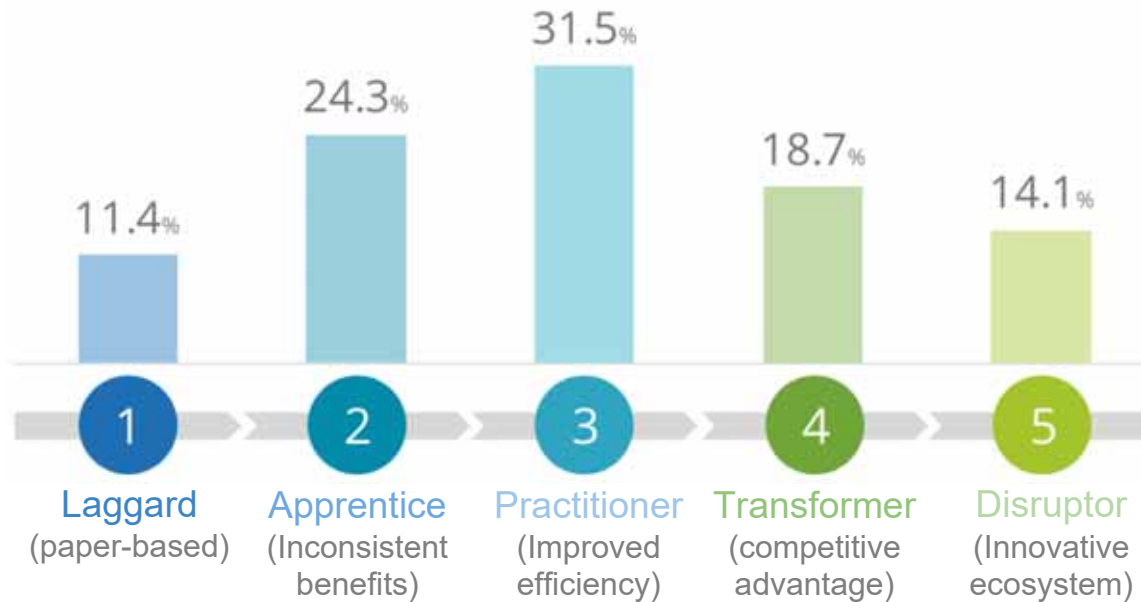




FACT: Broken document processes cost enterprises **11-25%** of lost revenue

FORRESTER[®]

The Majority of Companies Are Far from Automating Their Document-Centric Processes



Instacart Was Ahead of the Curve, but Wanted to Grow Even Faster



Groceries from your favorite store, shopped and delivered in as little as one hour

Delivers America + Canada | Valued at \$7B+



Instacart's Challenges

Hiring
10s of 1000s

of shoppers
each month

Losing
30%

of hired shoppers
during onboarding

Wasting
50+ Hours

each week manually
processing paperwork

Why Was This So Challenging?



PDFs are incompatible with mobile devices



Data stays stuck in the PDF, requiring manual intervention



At its best, eSignature completion rates are about 70%



Shopper Preferences Drove Change...

- ONLY mobile interaction
- Simple and intuitive
- No PDFs
- All built into a single app



Instacart Needed a Revolutionary Solution

eSignature



PDFs are incompatible with mobile devices



Data stays stuck in the PDF, requiring manual intervention



At its best, eSignature completion rates are about 70%

Intelligent Workflows



Built for a mobile-first form-filling experience



Data automatically flows freely to and from external systems



Increased completion rates and turnaround times

From this...



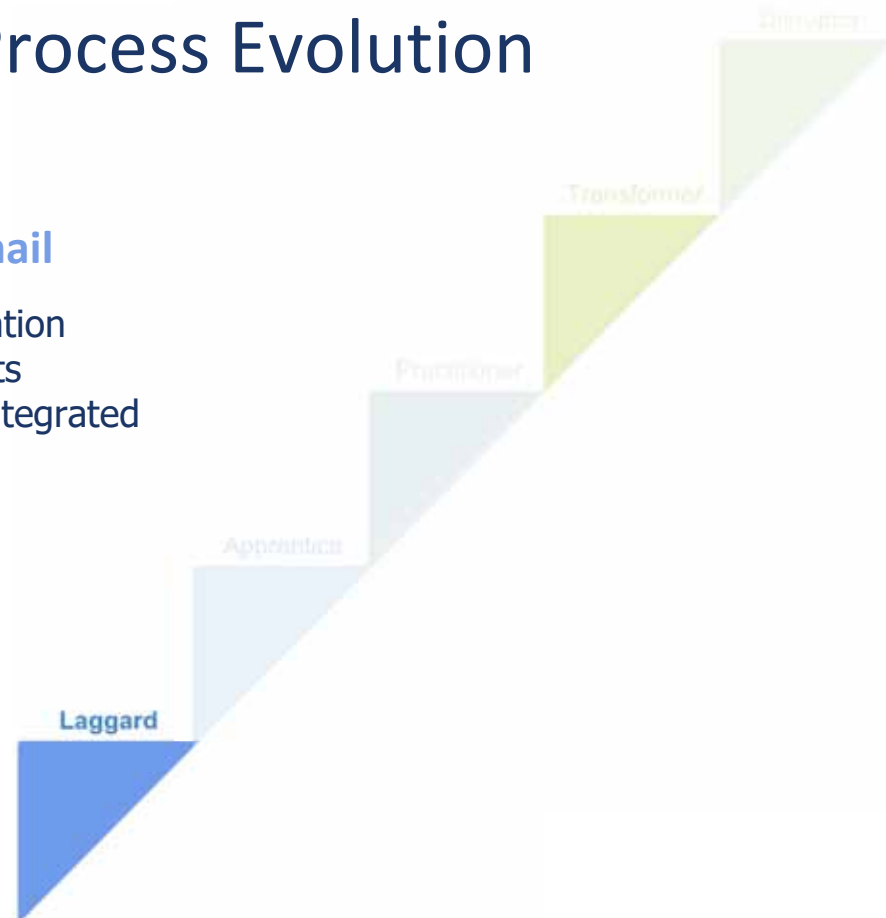
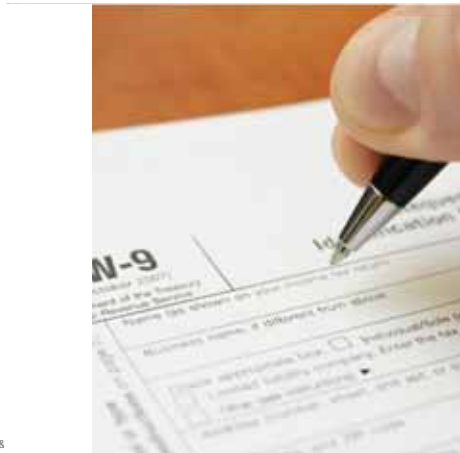
...to this!



Instacart's Onboarding Process Evolution

Started with Print / Sign / Scan / Email

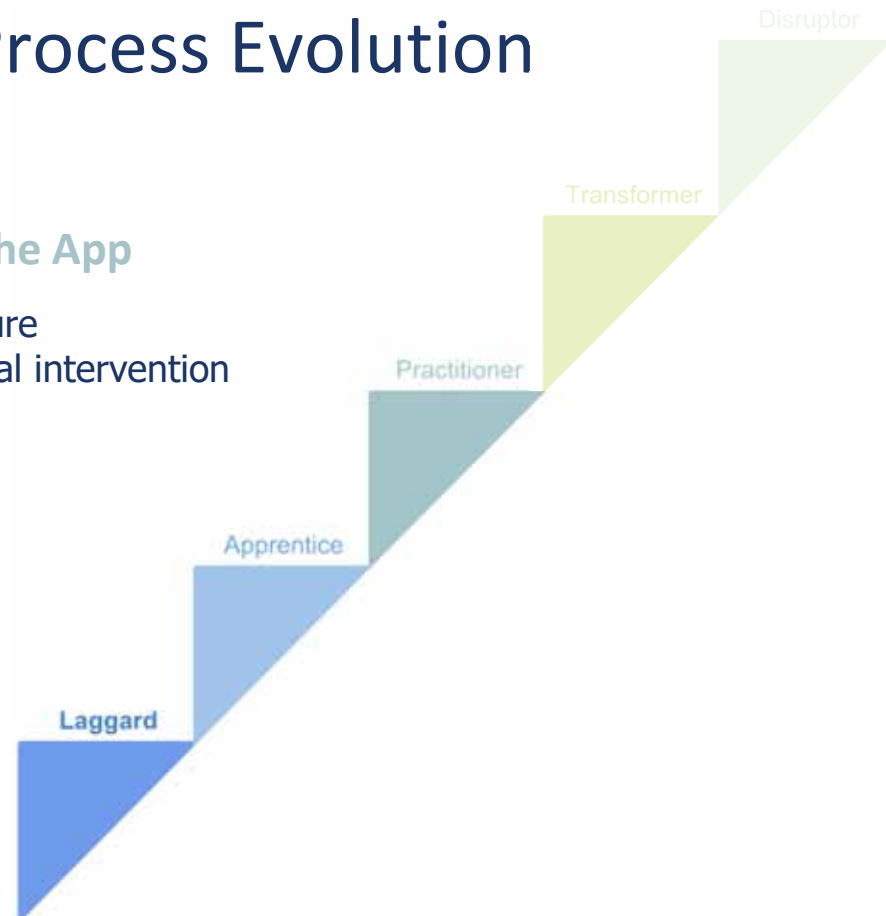
- No strategy and investments for digitization
- Inefficient processes and increased costs
- Workflows are paper intensive and unintegrated



Instacart's Onboarding Process Evolution

Moved to eSignature, But Outside the App

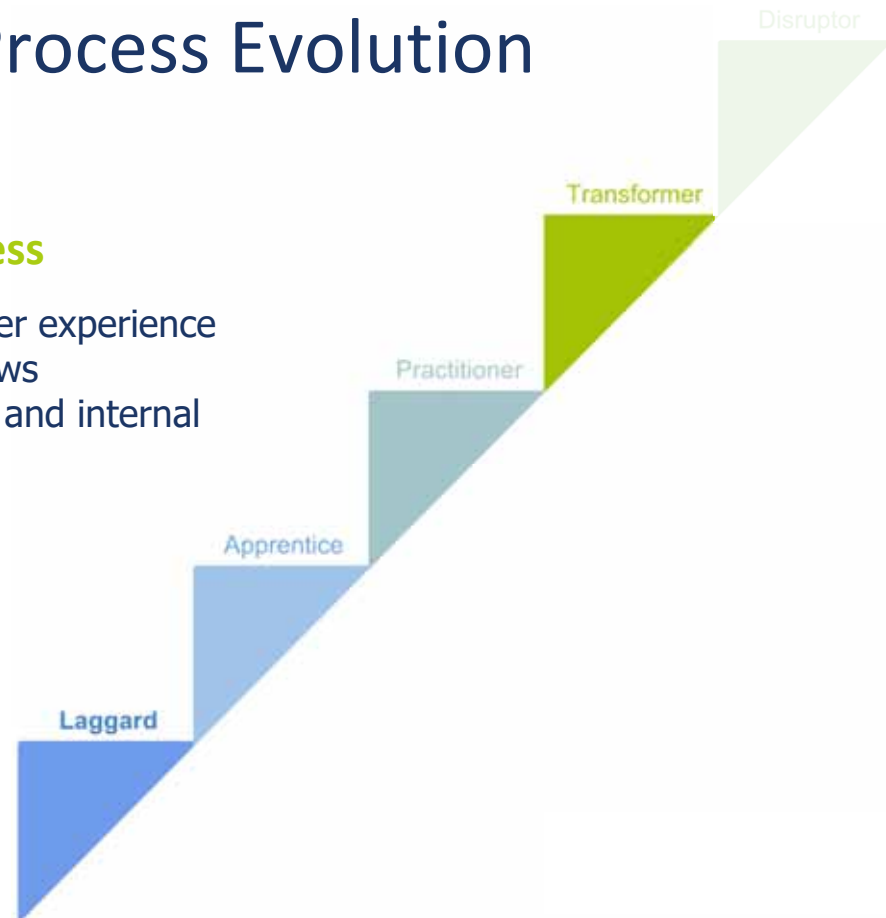
- Digitize paper workflows using eSignature
- Limited integrations and requires manual intervention
- Not a mobile first experience

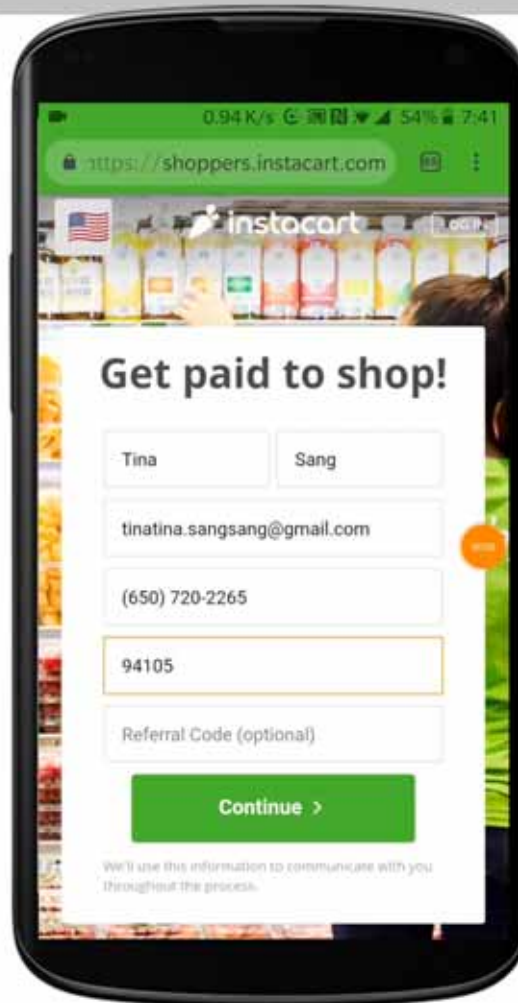


Instacart's Onboarding Process Evolution

Transformed to a Mobile-First Process

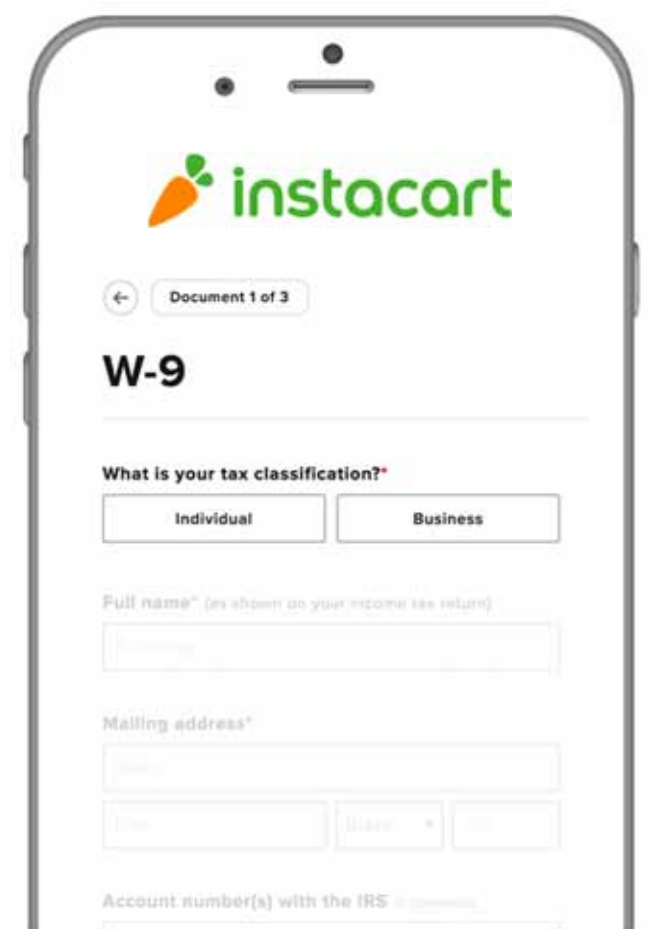
- Primary focus on improving the customer experience
- Purpose-built document-centric workflows
- Integration with enterprise applications and internal systems





The Results

- Improved average document completion rate from **70% to 96%**
- Accelerated the entire shopper signup process by **270%**
- Saved Instacart employees **50+ hours** per week of manual processing



The image shows a smartphone screen displaying the Instacart W-9 form. At the top, the Instacart logo is visible. Below it, there is a navigation bar with a back arrow and the text "Document 1 of 3". The main heading is "W-9". The form asks for the user's tax classification, with two buttons: "Individual" and "Business". Below this, there are input fields for "Full name* (as shown on your income tax return)", "Mailing address*", and "Account number(s) with the IRS".



Shopper Onboarding is Just One Example...

Every Document-Based Workflow is Ripe for Improvement



What Product Gave Instacart the Advantage?



Intelligent document workflows
built for a mobile-first world

- Eliminates PDFs from the user experience
- Turns complex workflows into mobile-friendly experiences
- Intelligent interaction via conditional logic
- Validates data to reduce remediation
- Exchanges data with other systems to avoid re-keying
- Generates completed forms on the backend when needed



Questions?