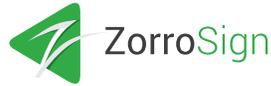# Loyalty Speaks Volumes: eSignature and Digital Transaction Management Platform **ZorroSign, Inc.** Moves the Needle on Customer Satisfaction

We ensure that our customers' data and privacy are respected and protected, that's a significant part of our business along with maintaining the integrity of their documents that they have transacted using our platform: Shamsh Hadi

Shamsh Hadi, Co-Founder & CEO

"Trust is the foundation that ZorroSign was built upon which incorporates transparency, efficiency, integrity and security."

Organizations around the world are rapidly transforming their businesses, using digital technologies to deliver agility, efficiency, cost savings, and great customer experience. Document signature processes represent one of the biggest areas of opportunity to accelerate this shift. Employees spend countless hours securing signatures on documents and

tracking down approvals – and then print, scan, fax, or mail document to complete the process. The resulting delays frustrate customers, business partners, and employees alike – and ultimately reflect poorly on the company's brand.

In view of the above-mentioned concerns, we are delighted to present ZorroSign, Inc. – the pioneer of electronic signature technology and the developer of the ZorroSign DTM, a complete Electronic Signature and Digital Transaction Management solution.

The firm streamlines end-to-end digital transactions with its bank-grade security and by using its core technology including eSignature, enterprise-grade work flows, intelligent forms, document management system, and verification and authentication of eSignatures and documents using its proprietary ZorroSign 4n6 (forensics) technology. With ZorroSign 4n6 (Forensics) technology you can detect document tampering and eSignature forgery.

ZorroSign was established in 2015 and is headquartered in San Francisco.

Interview Excerpt: Shamsh Hadi, Co-founder/CEO

Why was the company set up? And how did you expand your company and its offerings over the years?
In the mid-90s, one of co-founders developed an innovation that addressed a pain point for companies across the globe - electronic signature. That solution is used in most POS systems even today. The same inventor then went on to create the next generation of electronic signature called the 4n6 (Forensics) Token, a DNA based token technology for electronically signing documents. Unfortunately, until 2012 the world hadn't seen much reduction in the use of paper and the adoption of eSignature solution and complete digitization of document-based processes seemed premature prior to that. So ZorroSign was set up to address this issue and to demonstrate the power of electronic signature and how it can transform organizations digitally by using digital transaction management solution that is grounded in security and privacy.

ZorroSign was developed to completely eliminate paper and to address a specific need for our cus-

tomers which was to provide a safe and secure platform where the users can e-Sign, auto e-Fill and store their documents and forms with an audit trail (available for all to see). This was created well before blockchain.

How successful was your first project roll out? Share the experience.

The first implementation of ZorroSign was with a government agency and it was massively successful. With on-premise deployment, biometrics, and configurations of workflows to include internal and external signatories, our customer was able to eliminate 100 percent of the paper and significantly reduce processing time and cost.

The success of that first roll out was the catalyst for our commercial success where customers require highly secure eSignature and digital transaction management with flexible enterprise-grade workflow capability.

What challenges did you face in your initial years? What can your peers learn from it?

One of the biggest initial challenges was marketing the brand and to educate the masses that a more secure, more flexible, and *"real"* eSignature solution exists that offers a unique forgery detection solution. As a self-funded startup, there is a fine line between getting it right and burning through a large amount of marketing dollars. It took us time to tweak the business model and get it right. For a startup, as every penny is so precious, In my experience, marketing is the most effective during the initial product design and development. It is important to hire professionals

who believe in the product as much as the founder. It can save a start-up millions of dollars.

Earning trust and respect of consumers all around the world is through consistent focus on delivering high quality in all of our actions." How do you interpret this statement?

Earning the trust and respect of our customers starts from home (our offices). Our working environment promotes respect and trust with utmost integrity and compassion amongst each other and with our customers. The premise of our product is document safety and security. We have a completely transparent organization with best in class security experts to ensure our product addresses the need of confidentiality of the business processes of our customers. There will never be any compromise on that. Quality is also the driving factor for all our design, development, and policy decisions. Our customers know that we care about their success. We will continue to enhance these standards in the years ahead.

What kind of mixed responses have you received from your consumers over the years? How have they motivated you to shape your offerings/grow the company?

One good thing about having customers in multiple industries is that you learn new practical ways that your product can be used in real-world situations. Our customers trust us. Because of this trust they have been very kind to us and continue to expand our footprint into their organization and provide valuable feedback

that keeps us on our toes and pushes us to enhance our product.

Thanks to our customers, we implement all the enhancements that they request along with many new ideas to ensure that we continue to meet their business needs and stay ahead of the competition in terms of innovation.

Customer service varies, but companies can still be successful. How do you maintain your customers' trust and loyalty?

Security, trust, privacy, and integrity are baked into our product and policies throughout the company and our operations. That's the fundamental, the core of what we do and how we serve our customers. Fast turn around on customer requests and solving their issues completely is the key. We also ensure that customers' data and privacy are protected and respected along with maintaining the integrity of their documents that they have transacted using our platform. ZorroSign' 100 percent retention speaks volumes of our loyalty.

How does your company contribute to the global IT platform?

We provide green technology by being a paperless solution and by helping companies digitize their operations. We have also adopted *"responsible computing"* practices. Consumer demand is pushing companies worldwide to total digital transformation. People are talking about Blockchain and mobile biometrics, which ZorroSign has implemented a version of from day one – even before the word Blockchain became popular.

The Brain Behind The Operation

Shamsh Hadi: Shamsh Hadi is a **co-founder** and the **CEO** of ZorroSign. Mr Hadi comes from a venture capital, real estate, education, Information Technology, and hospitality background, lending his unique perspective to ZorroSign. He has over 12 years of experience in strategic investments. Mr Hadi has degrees from Cornell University and the University of Waterloo.