



THE CHALLENGE:

EDP COMERCIAL intended to establish a fully digital process for offering its services and contracting through the online channel, with full legal value in the B2B and B2C segments.

The ultimate goal was to integrate a fully digital experience without losing personalized customer service, eliminating the need for paper and bringing more efficiency to the existing sales and contracting process.

The purpose of the electronic signature was to have a very agile, simple and mobile registration process, while benefiting from the legal value of signing the contract.



THE SOLUTION:

Use of the **signingdesk** platform combined with an automated biometric identity verification for the issuance of advanced electronic signature certificates for the B2B segment and simple electronic signatures for the B2C.

The workflow was set up to allow sales teams to bridge the gap between their customer's intention to contact your services and the time the contract would take to sign.



THE RESULT:

By adopting the remote signature process, **EDP COMERCIAL** managed to simplify the digital signature process, ensuring security, thanks to two-factor authentication (2FA) applied to the customer to receive on the chosen device.

The customer signs the electronic contracts in real time with legal validity.

The signature process guarantees maximum security due to the use of the private key used to perform the signature by the signatory, creating secure communication channels at all stages of the process.



To ensure a seamless registration process that could be performed directly on the web or on the internal CRM platform, we needed an integrated, customer-focused digital signature process that would ensure identity verification by the end customer.



DEVELOPMENT MANAGER



B2B - SIMPLIFIED REGISTRATION FOR ADVANCED ELECTRONIC SIGNATURE



By adding an **automatic registration identity verification process**, where the customer only needs to take a "selfie" and a photo of their identity card to verify its existence, **EDP COMERCIAL** is able to close the process of selling and signing the contract in minutes via an **advanced electronic signature**.

Identity verification is an automatic process that leverages artificial intelligence technology to assess whether the person matches the identification documents presented by the customer. If the results are inconclusive, a properly trained human agent steps in to verify the information entered.

B2B - SIMPLE ELECTRONIC SIGNATURE



Considering the need for agility and a perfect user experience for the end consumer, **EDP COMERCIAL** adopted a **simple electronic signature** to complete the online contracting workflow.

Providing convenience and the best user experience, together with a low legal risk for the particular transaction, **EDP COMERCIAL** has adopted our **electronic signature** to allow its retail customers to contract various types of services through the digital channel.

The solution is based on (OTP- One Time Password), a password received on the signatories' phone which, once confirmed, is then electronically sealed by our signature platform.