



SignNow API helps a statewide health insurance provider enroll more members and cut costs

Since 1984, The Benefits Store has provided health insurance coverage—including Dental, Vision, Life, Disability, and Medicare—to California Local Real Estate Associations. Their services encompass premium billing, collection, remittance, and administrative service for Cafeteria Section 125 plans.

In the past, they used DocuSign to collect eSignatures but found them too costly for the value they provided. In their search for a cost-effective and flexible DocuSign alternative that could easily integrate with the company's existing software stack, they discovered SignNow API.

We spoke with Jake Schroeder, VP of Operations at The Benefits Store, to learn more.

COMPANY NAME

The Benefits Store

LOCATION

Temecula, CA

CUSTOMER SINCE

2019

An eSignature integration that just makes sense

When searching for the right solution for their needs, Schroeder and his team tested various eSignature apps on the market, including SignNow.

SignNow was better priced compared to other options, and it was exactly the solution we were looking for.



Jake Schroeder,
VP of Operations at The Benefits Store



The Benefits Store operates on a proprietary billing and enrollment system that draws data from customers' online application forms. After receiving an application, the company sends an EDI file to its carriers, who collect data via their systems.

We've been able to integrate SignNow right before an application is uploaded into the billing system. That means customers can sign documents without leaving the applications they're using, without interruption. They don't even have to register an account.



Jake Schroeder,
VP of Operations at The Benefits Store



When customers reach the signing stage, their documents are loaded right into the eSignature interface for a seamless experience, and every party automatically receives a copy of the finalized document. The whole process is quick, painless, and quite efficient.

A more effective way to enroll members

Thanks to SignNow's robust API, The Benefits Store integrated eSignatures directly with the system it was already using. Submitted customer forms now automatically trigger enrollment confirmation, allowing Benefits Store members to enjoy a more straightforward process. The company employees also reap the rewards of digital signing.

SignNow has significantly accelerated our enrollment completion process by as much as two days!



Jake Schroeder,
VP of Operations at The Benefits Store



Easier signing enables faster enrollment, allowing The Benefits Store to scale more effectively.

To learn how SignNow API works, check out our in-depth API guide and documentation.

[See API guide](#)

[Go to documentation](#)