Signwell

Forsyth Insurance: Transforming a Traditional Insurance Agency with SignWell's Seamless eSignature Platform

With Burton Spivey.
President of Forsyth Insurance

CUSTOMER STORY

ORGANIZATIONAL SITUATION:

OVERVIEW

COMPANY NAME:
Forsyth Insurance

INDUSTRY:
Insurance / Property and Casualty (P&C)

COUNTRY/REGION:
United States (Lincoln, Nebraska)

CUSTOMER PROFILE
Forsyth Insurance is a well-established, larger single-location agency based in Lincoln, Nebraska. With a history spanning over 50 years, Forsyth specializes in property, casualty, home, auto, and business insurance and offers highly personalized customer service that goes beyond the industry standard.

ORGANIZATIONAL SITUATION
Led by Burton Spivey, who has been with the agency for over two decades, Forsyth Insurance has always focused on delivering a customer-first experience. However, their paper-based processes—particularly those related to signing documents and applications—caused inefficiencies, unnecessary costs, and delays. They needed a simple, cost-effective, and reliable electronic signature solution to modernize operations without losing the personal touch their clients valued.

SOLUTION
Forsyth Insurance selected SignWell to digitize their document signing workflows. Thanks to SignWell's ease of use, flexible licensing, and commitment to outstanding customer support, Forsyth could move quickly to a fully digital signature process, eliminating mailing costs, accelerating sales, and preserving its reputation for hands-on service.

A COMMITMENT TO OLD-SCHOOL SERVICE, WITH NEW-SCHOOL TOOLS

At Forsyth Insurance, client service isn't just a slogan—it's the foundation of their business. "**When you call us, you're talking to a real person**," explains Burton Spivey, President of Forsyth. "**We don't pass people off to an 800 number**."

However, while their service philosophy was rooted in traditional values, their operations needed an upgrade. Getting clients to sign paper applications and contracts was cumbersome, expensive, and time-consuming. Some customers lacked access to printers or scanners, while others were uncomfortable emailing sensitive documents back and forth. Postage costs were rising steadily, and small inefficiencies—like printing, mailing, and chasing signatures—were adding up to real operational headaches.

"**We were wasting time and money**," says Spivey. "**And with today's busy clients, it's critical to simplify the process**."

DISCOVERING SIGNWELL: A PERFECT FIT FOR FORSYTH'S NEEDS

Initially, Forsyth evaluated several well-known eSignature providers, including PandaDoc, DocuSign, and Adobe Sign. However, the experience was often clunky, confusing, and expensive, especially for an agency that valued simplicity.

"**PandaDoc seemed like the best fit at first**," Spivey recalls. "**But every document counted separately—so if one client needed two forms, it would count as two documents. And it wasn't as intuitive**."

Then, through an unrelated vendor interaction, Forsyth stumbled across SignWell—and everything clicked.

"**SignWell was intuitive, flexible, and easy enough for everyone—from a 78-year-old salesman to a 19-year-old CSR—to use immediately**," says Spivey. "**It just flowed better. It was effortless**."

> Ease of doing business. That's what separates companies today. SignWell made it easy for us, and because of that, we can make it easy for our clients. It's a win for everyone.

> PandaDoc seemed like the best fit at first, but every document counted separately—so if one client needed two forms, it would count as two documents. And it wasn't as intuitive.

Signwell

> SignWell was intuitive, flexible, and easy enough for everyone—from a 78-year-old salesman to a 19-year-old CSR—to use immediately. It just flowed better. It was effortless.

A SIMPLE, SEAMLESS EXPERIENCE FOR CLIENTS AND STAFF ALIKE

Since implementing SignWell, Forsyth has seen significant improvements across its operations:

- Faster turnaround: Documents that once took days—or even months—to sign are now completed in minutes.
- Higher completion rates: Even previously hard-to-reach clients could sign documents quickly thanks to user-friendly mobile access.
- Reduced costs: Mailing, printing, and administrative expenses have been significantly reduced, while internal workflows have become much more efficient.
- Staff empowerment: Employees can now send, track, and manage signature requests in under a minute, freeing them to focus more on servicing clients.

"**We used to spend 30 minutes to an hour a day just printing and mailing documents**," says Spivey. "**Now, we send them digitally in less than a minute. It's a 75%+ time savings—and that's before you even account for the indirect costs like office interruptions and supply expenses**."

SIGNWELL'S CUSTOMER SUPPORT: A SHARED PHILOSOPHY OF SERVICE

One of the aspects that stood out most for Spivey was SignWell's commitment to customer service—something that deeply resonated with Forsyth's values.

"**You can't fake customer service**," Spivey says. "**The fact that I'm talking directly to your CEO says everything. You guys mean it**."

SignWell's team offers free onboarding, fast email support, and personalized guidance to help customers get the most out of the platform. According to Spivey, that attention to detail and responsiveness mirrored Forsyth's approach, and made SignWell feel like a true partner rather than just another vendor.

Signwell

BUILDING RELATIONSHIPS THROUGH EASE OF DOING BUSINESS

Forsyth Insurance is ultimately a relationship business. "**Clients might switch for price**," says Spivey, "**but they stay for relationships and for ease of doing business**."

SignWell has helped Forsyth streamline internal operations and strengthen client relationships by making every transaction faster, simpler, and less stressful.

"**If you can make it easy to do business with you, you're going to win in the long term**," says Spivey. "**SignWell helps us do that. They make it easy for us, and we make it easy for our clients**."
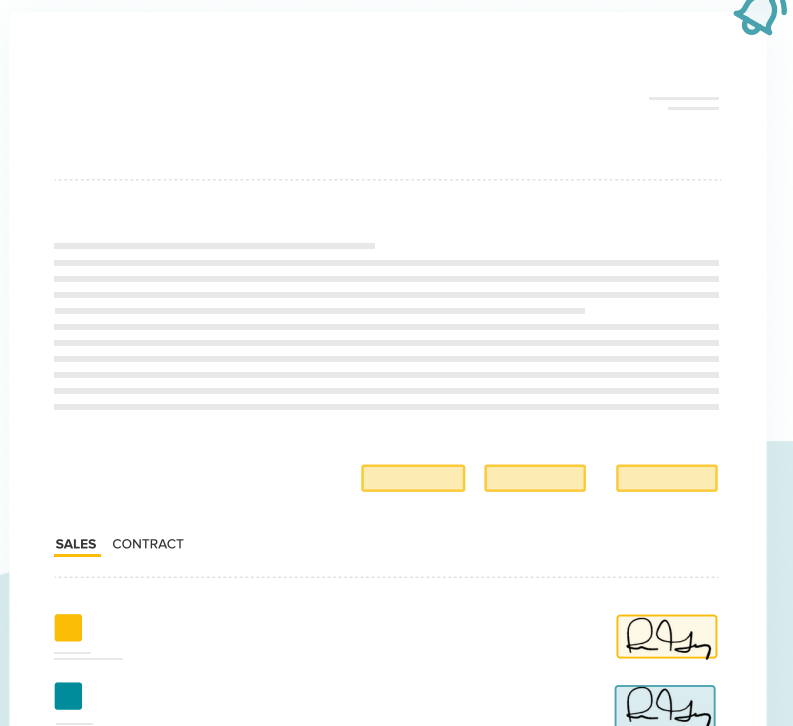
THE POWER OF FAST, FRICTIONLESS COMPLETION

One standout example is a client who had delayed signing critical documents for three months. Finally, prompted with a simple SignWell link, the client signed within 15 minutes.

"**That would have never happened with our old process**," says Spivey. "**Just a quick text with the link, and it was done. It's powerful**."

Even better, with SignWell's ability to generate and send links manually, Forsyth found a workaround to improve visibility and completion rates without waiting for future product updates. "**It's simple and it works**," Spivey summarizes.

"You can't fake customer service. The fact that I'm talking directly to your CEO says everything. You guys mean it.

"If you can make it easy to do business with you, you're going to win in the long term. SignWell helps us do that. They make it easy for us, and we make it easy for our clients.

SALES CONTRACT

Signwell

DELIVERING RESULTS THAT EXCEED EXPECTATIONS

When asked whether SignWell lived up to expectations, Spivey is clear:

"**It's been better than expected—both inside our office and with our clients. There was almost no resistance, no complaints. Everyone's excited about it**."

The ability to bundle multiple documents, capture various signatures, and finalize contracts without complex workarounds has saved Forsyth significant time and money, allowing it to focus on what matters most: serving its customers.
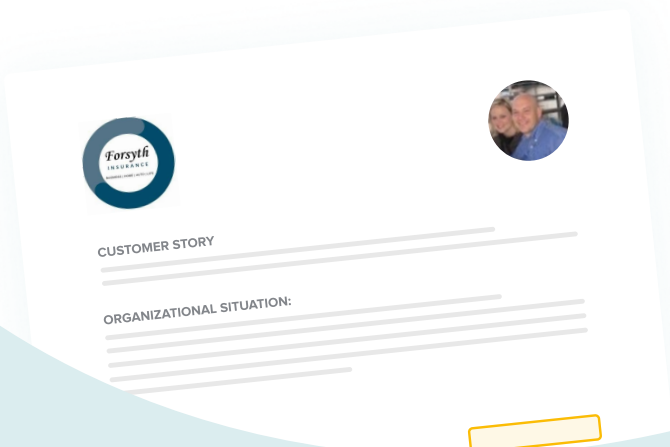
A FINAL WORD: WHY FORSYTH CHOSE SIGNWELL

Spivey sums up Forsyth's experience with SignWell in a few simple words:

"**Ease of doing business. That's what separates companies today. SignWell made it easy for us, and because of that, we can make it easy for our clients. It's a win for everyone**."

As Forsyth Insurance continues modernizing its operations while staying true to its customer-first values, SignWell is proud to be part of its journey.

"We used to spend 30 minutes to an hour a day just printing and mailing documents. Now, we send them digitally in less than a minute. It's a 75%+ time savings—and that's before you even account for the indirect costs like office interruptions and supply expenses.

Forsyth
INSURANCE

CUSTOMER STORY

ORGANIZATIONAL SITUATION:

Signwell