

Think you know forms? Think again. Level up your digital enrollment strategy with these 3 strategies.

Your customers expect seamless, self-service experiences across all devices — even when it comes to filling out important forms and documents during an enrollment process. However, many organizations struggle to adapt to these growing demands at speed, especially when multiple teams are involved. IT teams are frequently tasked with creating forms that are then reviewed by marketing teams, which then provide feedback to the IT teams that can range from minor adjustments to more complex revisions.

This iterative process can lead to a backlog of IT tickets and repetitive updates, and paper-based processes exacerbate the issue slowing down time to market. To meet this need, organizations should consider a solution that offers reusability at scale, streamlines integrations, and lowers operational costs related to enrollment processes.

Join us at [Adobe Summit](#) this year to hear from our customers and product experts on how you can rethink your organization's digital enrollment strategy — starting with these top three tips.

1. Reusability is the key to efficiency and scale

High wait times and execution delays in creating and editing forms can impact your efficiency and the end-user experience. To resolve this, consider a [business-user-friendly](#) solution that includes themes, templates, and form fragments. This approach enables other teams to manage form processes, which reduces wait times and accelerates updates to deliver engaging experiences at scale.

For example, your organization may custom code every form. With out-of-the-box templates and components to quickly create forms with no custom coding required, you can cut down development time and create forms at lightning speed. Another reality you may be facing is the demand to create additional forms without the team size or capacity to do so. With reusable form fragments to edit once and update everywhere while creating forms from an existing base template, you can scale your form needs without additional support.

Make your teams more efficient and agile with a solution that emphasizes reusability to create dynamic enrollment experiences quickly and at scale. If you want to see how other organizations such as AbbVie, one of the world's largest pharmaceutical companies, built an impactful and scalable approach to digital enrollment, be sure to tune in to our Adobe Summit session "[AbbVie: Forming Engaging & Innovative Enrollment Experiences](#)."

2. Maximize resources by simplifying vital integrations

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3 strategies to amplify your digital enrollment strategy

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You likely have a host of different solutions in your tech stack and want to use them together, but it's difficult and costly to manage the integrations because they require heavy custom coding to implement. You need a solution that integrates seamlessly with other technology, making it easy to integrate these solutions internally to create a flawless customer journey externally.

Let's say you're creating an enrollment experience where end-users submit a form, and a workflow routes the data to the right database. This form requires a customer signature, and a copy of the form needs to live in Microsoft SharePoint. To create this experience, your IT teams have a lot of custom coding to do just to connect each step between the workflow, the e-signatures, and the record of your form. This quickly eats up hours and budget without a solution that can break down silos and automate the journey.

Adobe Experience Manager Forms integrates with Acrobat Sign for e-signatures with a few simple clicks, as well as Microsoft's workflow platform, PowerAutomate, so you can maximize your existing IT solution investments with unmatched efficiency. Now, you can create forms with e-signatures accessible across all devices and use Microsoft PowerAutomate to streamline the process with other Microsoft apps. Tap into connectors with Microsoft Teams to keep up to date with progress, Microsoft SharePoint to generate copies for storage, and more.

If that sounds intriguing, learn more about how seamless workflows with Microsoft and Adobe's low-code and no-code integrations cut down on high overhead costs and improve efficiency in the Adobe Summit session "[Microsoft and Adobe: Digitize and Upgrade Your Workflows.](#)"

3. Go digital — no more paper

We all know by now that customers and prospects prefer digital experiences over filling out pages of paper forms. What might not be as clear is how to offer these digital enrollment opportunities when your organization's processes are still heavily manual and paper based. You need a solution that can quickly convert your static forms into responsive digital forms, so you don't overwhelm teams with limited time and resources — and cut down on expensive paper and manual costs.

For example, your organization may want to increase its digital enrollment presence but doesn't know where to begin with the hundreds (or thousands) of legacy forms collection. With artificial intelligence, Adobe Experience Manager Forms can convert batches of static PDFs into digital forms that are automatically optimized across devices. These forms can be paired with pre-fill data capabilities to ensure customer enrollment is enjoyable with a guided digital experience.

Once you've digitized and slashed paper costs, you'll need a solution that will continuously enhance your customer experiences on any emerging channel to increase

enrollments — and, more importantly, conversions. Using innovative features such as [Headless Adaptive Forms](#) allows you to create enrollment experiences in chat pods and other interactive channels to meet your customer where they are at. So you can ensure the best experience anytime, anywhere.

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American healthcare conglomerate UnitedHealth Group (UHG) is a great example of pushing the boundaries for better customer experiences, starting from their paper-free initiative. To hear about their transformational journey and exciting roadmap using headless forms in new channels, sign up for the Adobe Summit session "[United Healthcare: Top 3 Ideas for Reimagining Digital Enrollment](#)." And if you want to try out these new innovations yourself, check out our hands-on lab around the best practices "Build Engaging Forms Using Core Components and Headless," or stop by our booth to learn more.

If you think you know forms, think again. With all the exciting innovations, we're excited to see more organizations reimagine their digital enrollment strategy. Starting with a platform that supports reusability at scale and seamless integrations, your legacy workflows can finally be paper-free — so you can deliver the best customer experience across any [touchpoint](#).

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