CROWNPEAK DQM

Accelerating accessibility compliance and SEO across 200+ websites

The challenge

This international technology company had acquired many businesses along with their associated websites, each with their own approach to digital governance and quality assurance. With an expanding portfolio of over 200 websites around the globe, they needed a centralized solution to manage accessibility, SEO and digital quality.

The requirement became critical when their web team in Canada made leadership aware of the impending deadline for compliance with the Accessibility for Ontarians with Disabilities Act (AODA). The company recognized the need for a company-wide approach to digital governance, that would also be responsive to the multiple local and international regulations under which they operate.

It was also important to the company that they could independently own and operate their approach to digital governance and not have to rely on an outside agency.

The solution

After looking at various vendors, the company selected Crownpeak's Digital Quality Management (DQM) platform because it was affordable, provided a global solution, and would enable their digital teams to easily and independently manage their websites.

"We needed a tool that would not only identify accessibility and digital quality issues but also show us how to fix them inhouse," explained the Director of UX. "DQM provided those capabilities and so much more."

BUSINESS IMPACTS

- **73% reduction in accessibility issues in just four months**

- **27% increase in SEO performance, and significant boost in website traffic**

- **Increased conversions and revenue - up to 20% on high-traffic sites**

- **Centralized governance of 200+ websites**

- **Support for localization initiatives**

- **Enhanced quality and inclusivity of CX**

crownpeak

The strength of Crownpeak's customer support also impressed them. "Once we started working with the customer support team, it became really obvious that Crownpeak was the right partner for us," said the Director of UX. "The team is highly responsive and proactive. We have a dedicated Customer Success Manager who works with us to optimize our digital governance processes. This is invaluable because effective digital governance ensures efficiency as well as continual CX improvements."

The results

73% reduction in accessibility issues: With DQM, the digital teams were able to achieve a significant reduction in WCAG accessibility violations across all websites in just four months.

27% increase in SEO score, and significant boost to web traffic: When companies address accessibility issues, these changes also make their content more visible to search engines (such as Google), improving page rank and leading to more organic web traffic. The SEO gains achieved by addressing accessibility through DQM translated into a 15- 20% increase in website traffic to many of their sites.

Increased conversions and revenue - up to 20% on high-traffic sites: Increased traffic in turn led to greater conversion rates, higher average order value, and a 3-20% increase in revenue among the sites with higher traffic. Other sites reported better SEO page ranks, conversion rates and higher average order values after the accessibility improvements.

Centralized governance of 200+ websites: The company achieved its goal of being able to centrally manage the quality and accessibility of its global websites, while complying with the requirements of each country's accessibility laws.

"We have many different sites and teams across the world in different time zones as well as different website architectures. DQM brings it all together: Each website has its own dashboard for that site's team, meaning our developers and website managers are able to own and track digital quality independently. At the same time, the global analytics dashboard gives us the big picture and enables us to track progress across all of our sites, showing summary information, website leaderboards, and various metrics (progress over time, benchmarking scores, etc.)," explained the Director of UX.

Support for localization initiatives: DQM also plays a key role in supporting the company's localization initiatives. The global teams use DQM's multilingual spell-check to QA their international websites.

Enhanced quality and inclusivity of CX: With DQM, the company was able to ensure an error-free, optimized digital experience for their customers.

"As a user experience designer, the website quality improvements that we've achieved with DQM - and will continue to build upon - bring huge satisfaction because not only are we delivering direct, quantifiable benefits to the business, but we're also helping our customers. That's what we do as designers — we try to improve other people's lives," said the Director of UX.

The Crownpeak experience

"Crownpeak provided strong support and training for our developers and website owners. But we also love that the platform itself provides in-context explanations for all accessibility, SEO and digital quality issues and guides us through correcting issues," said the Director of UX. "So, as much as we have enjoyed working with our account managers, the platform often provides sufficient guidance."