Texas Mutual

Case Study

Speeding delivery of accessible content to injured workers at Texas Mutual

Texas Mutual Insurance Company is the leader in workers' compensation insurance in the Lone Star State. Founded in 1991 and headquartered in Austin, it has over $1.1 billion in annual revenues and over 70,000 companies depending on it to provide coverage of their 1.5 million employees.

As with other financial services enterprises, Texas Mutual is highly regulated, and must meet stringent standards for the accuracy of its digital content. As an organization serving injured workers, ensuring the accessibility of that content is critical.

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Kim Hawk, Senior Web and Graphic Designer

Overview

Goals

- Increase speed of delivery
- Improve content quality
- Improve digital accessibility

Challenges

- Ensuring the accessibility and usability of web content for injured users
- Managing compliance with regulatory standards
- Speeding publication while maintaining quality across a large and dynamic site

Solution

- Crownpeak DQM
- Crownpeak DXM

Results

- 10/10 accessibility score
- 9.9/ 10 usability score
- 10/10 SEO score
- Improved customer experience and support for injured users
- Timeliness of content is sustained in a highly regulated sector

Challenges:
Slow publication and low digital accessibility

Texas Mutual was embarking on a vendor selection process for a new CMS. The new platform would need to be managed in house, and they wanted a solution to help their web team speed publication while meeting their objectives for improved digital accessibility and content quality.

"A quarter of our site visitors are injured workers," says Kim Hawk, Senior Web and Graphic Designer at Texas Mutual. "They may have visual problems, hearing problems or other challenges. Accessibility and W3C WCAG compliance are of absolute importance to us but managing this manually was becoming impossible."

> "The support team is wonderful. All my questions are taken seriously, and responses are immediate, insightful, and helpful. I really, really appreciate that."

Solution:
How Crownpeak DQM elevated digital quality

The Crownpeak Digital Quality Management (DQM) platform was evaluated alongside Crownpeak's content management solution, Crownpeak DXM, as part of the vendor selection process. DQM, which comes fully integrated within the DXM platform, provides automated QA reporting and diagnostics across a wide range of criteria, including WCAG accessibility compliance, UX/UI standards and SEO.

"When I saw how much Crownpeak DQM could accomplish, all the other CMS vendors were out of contention as far as I was concerned," Kim recalls.

Results:
Improved customer experience and support

Since adopting DQM, Texas Mutual has achieved dramatic improvements in the quality and compliance of its web content, attaining benchmark ratings of 10/10 for accessibility and SEO and 9.9/10 for usability. "My boss is really happy to see we're outperforming other companies in our sector. But

most importantly it enables us to tailor the site towards injured people," says Kim. "Feedback from our community is that the experience is so much better."

The efficiencies provided by DQM have made an enormous difference for Kim. "I am running a large and highly dynamic site," she explains. "There's no way to police 300+ pages, seven days a week, 365 days a year. Because DQM does the hard work for me, I'm not working 80 hours a week, which I used to."

Because DQM is fully integrated with the Crownpeak CMS workflow, the web team can publish content fast, and with confidence that compliance standards are being met. "There's only so much of the WCAG you can remember at any given time. I love that DQM remembers all our compliance criteria, so I don't have to," says Kim.

Before DQM, Kim and her team spent time daily firefighting user-reported issues across the site. "On our old platform, there was no way for me to know what was going wrong unless a user told me, which is not the experience we want them to have. There's actually no benchmark to compare DQM to because it's a whole new ballgame, and a much better ballgame."

Since adopting DQM, the web team have been able to refocus their energies towards improving the digital experience. "Previously we wouldn't have had the time," says Kim. "Now DQM does half my work for me, I can do my actual job. The fun part."

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