

FINANCIAL SERVICES

# Challenges and Solutions in Digital Transformation

7 digital agility success stories from leading financial services brands





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# Introduction

Financial services organizations are facing an existential threat. Digital disruption, accelerated by the pandemic, has altered the competitive and consumer landscape: financial technology (fintech) startups have grabbed valuable market share with user-friendly digital platforms and digital experiences, while customers have embraced online banking and investing.

To survive in these changed conditions, banks and other financial services organizations must digitally transform within the next four to five years, according to the Forrester report "[Use The Pandemic Market Impact To Improve The ROI of Digital Transformation.](#)"

Likewise, [EY analysts](#) have emphasized that financial services companies face a make-it-or-break-it moment: "Digitization is changing how financial institutions serve and value customers in ways that will quickly separate winners from the also-rans."

With such high stakes, it's no surprise that leaders within financial services organizations feel a sense of urgency: in fact, Crownpeak's recent survey and report on financial services organizations - [Why Agility is More Critical Now Than Ever for Financial Services](#) - found that almost 70% of them report that their organization needs to accelerate when rolling out new digital campaigns and experiences.

A key finding from the survey was that the biggest obstacle to effective digital engagement for financial services companies is their use of legacy content management systems (CMS). These systems have multiple drawbacks:

- They were not designed for today's omnichannel engagement strategies.
- They are not easy to use, forcing marketing departments to rely on already overburdened IT teams.
- They are expensive and difficult to maintain.



[Read the full survey results](#)

If the companies we surveyed could overcome these challenges and make improvements in digital speed and agility, they believe they would see, on average, a **40% uplift in revenue**.

These expectations are in line with multiple studies of financial services companies that show that digital engagement leads to double-figure percentage increases in revenue.

To realize these gains, technology-forward companies are replacing legacy solutions with modern, agile Enterprise CMS platforms.

Crownpeak Digital Experience Management (DXM) is the trusted solution for many leading financial services brands. Our flexible architecture and depth of experience in the financial services sector, combined with unrivaled security and a built in digital governance solution - Crownpeak Digital Quality Management (DQM) - make Crownpeak a leading vendor for companies seeking to achieve rapid digital transformation in highly-regulated environments.

Moreover, with Crownpeak's recent acquisition of e-Spirit, we lead the market in content-driven commerce experiences and artificial intelligence (AI)-powered personalization.

These capabilities instantly transform a financial services organization into a digital engagement powerhouse, providing marketing teams with the means of quickly and simultaneously launching new, personalized content across all digital touchpoints, consistent with brand standards and SEO best practices as well as accessibility and regulatory requirements.

In the pages that follow, learn how some of your financial services peers have leveraged Crownpeak's platform to accelerate their digital engagement initiatives, transforming both their capabilities and market prospects with one critical change.



# Achieving x25 Production Efficiency and Supporting Mission-Critical Services

Founded in 1991 and headquartered in Austin, Texas Mutual Insurance Company specializes in workers' compensation insurance. With over \$1.1 billion in annual revenues, it's the state's leading provider, and over 70,000 companies rely on it for coverage of their 1.5 million employees.

## The challenge

Texas Mutual's website is key to the delivery of its insurance services and the health and wellbeing of its customers. However, the on-premises architecture they had built over the years was becoming increasingly cumbersome and difficult to support. "It would literally take five people a full day to change one page and everything would have to go through IT," says Kim Hawk, Senior Web and Graphic Designer for Texas Mutual.

In addition, the web team needed improved support for managing the accessibility and quality of their content. "I have sole responsibility for the public site," says Kim. "This includes managing a lot of critical and time-sensitive content and ensuring it is accessible to injured or disabled users. Keeping on top of this manually was becoming an insurmountable task."

Texas Mutual wanted to transition to a CMS that would speed publication, remove IT dependency, and enable them to optimize the accessibility, accuracy and quality of the services provided to their customers.

## BUSINESS IMPACTS

- **x25 improvement in production efficiency**
- **25% increase in site traffic**
- **10% decrease in home page exits**
- **Improved quality and accuracy of digital content:**
  - Accessibility score: 10/10
  - SEO score: 10/10
  - Usability score: 9.9/10
- **Significant savings in time and resources**

“With Crownpeak, we’ve achieved an incredible x25 improvement in production efficiency and realized huge time savings.”

› Kim Hawk, Senior Web and Graphic Designer

## The solution

Texas Mutual underwent an extensive, year-long vendor selection process. “We’re a leader in our sector, so any move we make is a big decision,” says Kim. SaaS was a core requirement as Texas Mutual wanted to eliminate the burden of managing their hosting infrastructure inhouse. “I don’t have certified members of IT on my team, so we needed a secure and fully managed solution. We selected Crownpeak Digital Experience Management (DXM) for its flexibility, reliability, and integrated quality assurance tools - Crownpeak Digital Quality Management (DQM), no other vendor came close to measuring up on those three fronts. By far and away Crownpeak ran the table.”

## The results

Crownpeak DXM has enabled Texas Mutual to speed publication by removing dependence on IT. “With Crownpeak, we’ve achieved an incredible x25 improvement in publication efficiency and realized huge time savings.” Previously, a simple update would involve Kim, the content editor and three people from IT and it would take all day. Now the team can make changes, directly.

Because Crownpeak provides a completely elastic development environment, Kim’s team can customize and code digital experiences directly, inhouse. “Another thing I love about Crownpeak is the flexibility,” explains Kim. “We have the structure that our content editors need, and we have the freedom that I need as a developer. And it all comes out looking great.”

## The benefits

Thanks to a vastly accelerated publishing process, the Texas Mutual website has grown its audience, and site traffic has risen by 25%. “We’re able to keep our site far more current and accurate and have become the go-to source for information in our industry.”

The platform’s inbuilt quality assurance toolset, Crownpeak DQM, has also enabled Texas Mutual to optimize the accessibility of its digital content and eradicate errors and broken links. Kim and her team have achieved impressive improvements in the quality and compliance of their web content, attaining benchmark ratings of 10/10 for accessibility and SEO and 9.9/10 for usability. “Previously, we had a huge problem with outdated content showing up in SERPS, which could have potentially serious consequences for our customers. With DQM I catch issues before anyone else does.”

Improvements in content quality and reliability have led to a 10% decrease in home page exits, and a 22% decrease in views of the Contact Us page. “We’ve repeatedly heard from our user community that the whole experience has become so much better,” she says.

## The Crownpeak experience

“I’ve worked with many different vendors over many years, and the Crownpeak team is excellent.”

## FORTUNE 500 FINANCIAL SERVICES COMPANY

# Driving 70% Increase in Content Throughput and Increasing Marketing Effectiveness

As a Fortune 500 corporation in the financial services sector, this company was subject to an increasingly competitive online marketplace. Speeding time-to-market, increasing agility and optimizing the digital customer experience were key strategic priorities.

### The challenge

The corporation's previous websites were built on TeamSite, and over the past decade had accrued significant technical debt. The sites were cumbersome to update and lacked the martech capabilities needed to meet their audience's rising digital expectations. "Maintaining our sites was becoming too much effort," says the Head of Digital. "Because updates were so time-consuming and painful, we often just developed PDF resources instead. Our sites were becoming giant repositories of PDFs - not the most effective experience around!"

The corporation wanted to migrate to a SaaS digital experience platform that would provide greater publication agility and control over the digital experience.

### The solution

Crownpeak Digital Experience Management (DXM) was recommended by the company's agency, VShift, for its agile development and publication environment, and inbuilt quality assurance toolset, Crownpeak Digital Quality Management (DQM). As a proof-of-concept, DXM was piloted on the

### BUSINESS IMPACTS

- Launched product site in 1/6th of the time slotted for the project
- 70% rise in content throughput
- 22% improvement in Customer Satisfaction (CSAT)
- Reduced costs on multiple fronts including a 60% headcount reduction

## “Crownpeak DXM enables far greater content throughput, and shorter time-to-market, which drives more positive business outcomes.”

› Head of Digital

launch of a new product site. “The site went live within two months – great proof of how fast and flexible the Crownpeak DXM platform is,” said the Head of Digital. “If we’d undertaken that project on our existing implementation of TeamSite, it would have taken a year.”

The Marketing team then applied Crownpeak DXM to the far larger challenge of migrating their corporate website.

### The results

Migration to Crownpeak DXM took just 6 months, including design, development and content loading. Once migration was complete, site management was able to shift from IT to the Marketing team. With Marketing in direct control of the digital experience, the business was able to leverage huge gains in efficiency: “Crownpeak DXM enables far greater content throughput, and shorter time-to-market, which drives more positive business outcomes,” explains the Head of Digital.

The previous implementation required five people to manage it. “With Crownpeak we went from five resources down to two,” says the Head of Digital. “Content updates used to take a minimum of four days. With Crownpeak DXM, I can log in and make a change in five minutes.”

Once stakeholders realized how agile the new site was, the team experienced a massive increase in content-related requests. “With DXM our productivity and throughput have increased by 70%. It’s a really responsive platform.”

### The benefits

With Crownpeak DXM in place, marketing effectiveness improved dramatically leading to an uplift in Customer Satisfaction Score (CSAT). “Our old website scored 58%. Since migrating to Crownpeak DXM, it’s all the way up to 80%,” says the Head of Digital. “A 22% increase in CSAT is phenomenal. The average benchmark score

for financial services websites is 75%, so this shows us that the site is extremely successful in meeting our clients’ needs.” Scores for key metrics such as Brand Confidence and Likelihood to Recommend also increased in parallel. “It’s an exceptional trend and Crownpeak DXM’s flexibility makes this happen.”

The platform’s integrated quality assurance toolset, Crownpeak DQM, plays a key part in optimizing the customer experience and helps the team streamline their digital governance processes. “DQM is one of my go-to tools,” says the Head of Digital. “The checkpoints are fantastic, and it really helps my team not only improve the quality of the site, but to build greater digital expertise and best practice.”

Because Crownpeak is delivered Software-as-a Service (SaaS), the Marketing team benefits from regular feature updates that are seamless and automatic. “Organizations that have traditional, on-prem CMSs are so afraid of breaking anything, you can go years between upgrades,” explains the Head of Digital. “With Crownpeak DXM, I don’t need to worry about breaking anything when I’m getting new features – it’s a huge benefit. I’m also not waiting two or three years to get new widgets.”

Migrating to SaaS has also contributed to a major reduction in cost. “With our prior architecture, there were a lot of hidden costs,” says the Head of Digital. “With Crownpeak DXM, beyond its lower fees, SaaS delivery also means reduced need for CMS administrators, for IT and network security team involvement, or hardware-related costs. The savings have been really significant.”

### The Crownpeak experience

“It’s been very good,” says the Head of Digital. “None of the team had prior-experience using DXM, but they’ve adapted quickly, and throughput is at an all-time high. We’ve sold \$1 trillion worth of product since we launched the product website, so it’s kind of a big deal.”



# Delivering Optimized Content Management and Business Processes and an Award-winning Brokerage Portal

## The project: content integration platform for Internet and extranets

BGV's online communication channels are as varied as the company itself and its target groups: In addition to the website, which is the central entry point to information for private-, business-, and municipal customers, there are extranets for brokers and for agents from the exclusive sales organization. BGV's external employees and partners use these service platforms to process all their business processes through the web and without delay. To ensure efficient management of various online resources, a professional content management solution is used that satisfies the company's strict requirements for usability, personalization, integratability, and extensibility: Crownpeak FirstSpirit™.

## Synergies through reusability

"The decision to go with FirstSpirit™ was based on various considerations – among the most important were the fact that the system features modular extensibility and is future-proof, along with the optimized user-friendliness,

## BUSINESS IMPACTS

- Central service platform for external employees and partners
- Web-based processing of business processes from rate information through claim notification
- Historization of texts, templates, media, documents, and database content for complete recoverability of earlier versions
- Greatly reduced administration expense through central integration platform
- Future-proof through modular extensibility
- Winner: "Eisenhut Award for distribution software" for best brokerage portal



FirstSpirit met our strict requirements for a flexible content management system with flying colors. The solution allows for the automation of many processes. Thus the costs incurred in maintaining portals is greatly reduced. Through the clean separation of structure and content, all content can be maintained centrally in FirstSpirit and published to any desired output channels without editors having to contend with such details as maintaining consistency with corporate design – that happens automatically.

› Oliver Schumann, Senior IT Director

which makes work easier for editors,” said BGV project manager Carsten Gauch. “We wanted a solution that would provide a measurable added value in our daily work.” In e-Spirit, Carsten Gauch’s team found exactly what they needed: The migration of the website to First-Spirit™ and the relaunch of the brokerage portal and exclusive agent portal, were implemented step by step – completely in-house at BGV after initial coaching by the Cologne-based Internet agency, TWT reality bytes.

For the extranets, templates from existing sites were used so that all the sites were consistent in design. This keeps the expense of maintaining the templates manageable. Product descriptions that are used both on the website and in the extranets only have to be handled once by the editors in FirstSpirit™ and are then available for all channels: thus making redundant content a thing of the past.

## Comprehensive e-business solution

Search and personalization modules have been specially added to FirstSpirit™ for the extranet portals. This provides brokers and exclusive agents with a personalized working area: In addition to a designated inbox and personalized information, such as a summary of current commissions and sales orders, they receive up-to-date news on the homepage that guides visitors directly to the portal via FirstSpirit. A central download center provides direct access to all documents. Users can save frequently-used web applications to the individual homepage along with their web favorites. A search feature that accesses all content simplifies the process of finding documents in different search directions, for example by branch (legal, auto, etc.) or document type (applications, customer information, marketing materials, etc.). Rate software from product partners is also integrated in the e-business solution: All business processes, from rate information to claim notification, can thus be easily managed online.

## Conclusion: superior quality

With FirstSpirit™ as a central content integration platform, BGV has been able to drastically reduce administration costs. The service quality of the brokerage portal was also a key factor that impressed the judges for the “Eisenhut Award for distribution software”: The portal was awarded the coveted industry prize as the best brokerage portal.

### LEADING INSURANCE PROVIDER

# Creating a Unified, Flexible, and Highly Customizable Web Presence

## The challenge

A leading provider of business insurance had a busy digital presence, accessed by thousands of visitors on a daily basis. However, the organization faced a major challenge: its website was based on a platform that had gone out of business. The code had been handed over for them to maintain internally, but the marketing team encountered difficulties updating content and couldn't easily make changes or improvements without involving the IT department.

"We wanted to take ownership of the website," says the Director of Marketing, "so we could focus on our priority of delivering a better customer experience. On this locked-down proprietary platform, that wasn't possible."

In addition, the marketing team was running separate content management systems for the desktop and mobile sites, leading to duplication of content and effort. The picture was further complicated by a third system that they used to maintain their blog.

## The solution

The company wanted a solution that would consolidate their digital presence into one centrally managed, easy-to-use system that would empower the marketing team and reduce reliance on the IT department.

## BUSINESS IMPACTS

- Improved customer experience and usability
- Increased control across all digital channels, with the ability to design, test and launch marketing campaigns
- Decreased reliance on IT department for changes, updates and support

“Crownpeak DXM was the most truly SaaS solution that we found. After our previous experience mired in all the technical burdens of an on-premises implementation, SaaS was a core requirement for us. It would allow the marketing team to own the site, own the customer experience and be flexible and quick in making changes. The system was user-friendly, and the decoupled architecture was of particular interest. Also, the fact that Crownpeak would be doing the deployment gave us peace of mind that as the implementation was being driven by experts, we’d get things right the first time and wouldn’t hit roadblocks down the line.”

› Director of Marketing

They needed the flexibility to maintain and update content across all channels, to create, test and deploy marketing campaigns, and provide an enhanced customer experience. They also wanted a solution that would allow seamless integration of third-party tools, something that proved very difficult on their previous system.

Their IT team recommended opting for a SaaS (Software-as-a-Service) solution. This would give the marketing team ownership of the web presence, eliminate the need for infrastructure, updates and patches, and reduce reliance on internal support.

A number of leading vendors were selected for review from the Gartner Magic Quadrant, and they quickly narrowed down the choice to Crownpeak Digital Experience Management (DXM).

The company had a long-term SEO partner that would be closely involved in the Crownpeak DXM rollout. It was vital to ensure that all three parties worked in close cooperation to deliver on time and budget, with minimal disruption.

Which is precisely what happened: “With DXM we were able to launch a dramatically enhanced web presence in just six months,” says the Director of Marketing.

## The benefits

**Minimal learning curve and immediate productivity gains:** All through the planning and pre-launch phase, the company, their SEO partner and Crownpeak had regular meetings to review progress and plan next steps.

This hands-on approach meant that the marketing team became thoroughly familiar with Crownpeak DXM before launch, letting them hit the ground running and take full advantage of the solution from day one. “Because we were involved throughout the process, it meant that at the end of the project, we knew the system really well and needed very little additional training,” says the Director of Marketing. “The process worked very well for us.”

**Increased speed and flexibility:** The marketing team is now able to make changes to content far faster than before. With Crownpeak DXM, content changes are usually live within a day.

Support requests are now handled much more quickly too, with issues resolved in a day or two. “On the old system, simple changes such as banner updates could take months,” says the Director of Marketing. “It was very clunky. Now we can turn things around much faster.”

“We provide our customers with many critical insurance services so maintaining high availability was absolutely crucial. We opted for Crownpeak’s fully-managed Amazon Web Services (AWS) hosting package and a 99.99% SLA-guaranteed uptime.”

› Director of Marketing

**Improved customer experience:** One of main objectives of the relaunch was to enable the thousands of users who regularly access the site to find what they were looking for quickly and easily.

“Our analytics showed that sometimes it would take as many as seven or eight clicks for users to reach the content they needed,” says the Director of Marketing. “We aimed to reduce that considerably, and with Crownpeak DXM in place, we’ve been able to achieve that. DXM also comes with an integrated Digital Quality Management toolset enabling us to swiftly remove errors from the site, check for compliance issues and progressively improve our UX. Feedback from our customers is that our new site is delivering a much better experience all round.”

**Empowering the marketing team and reducing reliance on IT:** The marketing team have taken control of the web presence thanks to Crownpeak DXM, and can manage the site inhouse, without the need for technical know-how.

“We are marketers, not developers,” says the Director of Marketing. “We don’t have in-depth HTML or Java skills and don’t want to worry about how the back-end works. With Crownpeak DXM, we don’t need to. It’s simple, intuitive and easy to use, letting us do pretty much everything we need to without dependence on the IT department. In fact, since launch, we haven’t had to engage our internal IT folks at all.”

And that’s good news for the IT team too as it lifts the load on security and infrastructure support. One of the key differentiators in the vendor selection process, was the robustness of Crownpeak’s hosting solutions.

## The Crownpeak experience

“Right from the start of the engagement, we were really impressed. You could tell that the Crownpeak implementation team were experienced,” says the Director of Marketing. “They looked beyond the written requirements, thought laterally and made suggestions for features that hadn’t occurred to us. And all along the way, they asked really good questions.”

Since launch, the marketing team has interacted regularly with support and been consistently satisfied. “I’ve been really impressed by Crownpeak support,” says the Director of Marketing. “They’re very responsive, in a way I haven’t experienced anywhere else. As with any large IT project, I was a little hesitant to begin with, but my fears proved unfounded. The response is fast – same day, often within an hour or two. Every Crownpeak support person I’ve spoken to has been knowledgeable and very helpful.”

“Crownpeak was very flexible, and everyone did a really fantastic job,” he continues. “I can’t say enough about our Crownpeak project manager. If we were to do a similar project again, I would 100% request him and his team.”

“I’ve been really impressed by Crownpeak support. They’re very responsive, in a way I haven’t seen anywhere else.”

› Director of Marketing

# Speeding Relaunch of Global Web Presence without the Need to Re-engineer Legacy Systems

## The challenge

Following a major re-structure, a leading Fortune 500 financial services corporation underwent a global rebrand, to bring together the company's offerings under a single identity and to provide a unified experience across their digital properties.

The company had multiple divisions – each with their own website, technology stack, and approach to digital governance. This resulted in varying performance, quality, and consistency across the online user experience. The Director of Software Development at the company says, "Many of our divisions had on-premises implementations, old servers, old software – we had significant technical debt which had accumulated over many years."

A corporate decision was made to migrate all their websites to the same platform and to modernize their tech stack. However, the new solution would need to accommodate a number of legacy back-end systems. "Each of our divisions has content which is pushed to their websites via back-end product and content systems – in some cases this accounts for significant data volumes. There wasn't scope to reengineer all of those feeds during the initial launch phase, so we needed a vendor who could help us roll out a new central platform but work within the constraints of these legacy systems. This was a key architectural decision," says the Director of Software Development.

The relaunched digital presence also needed to reflect the new global brand by delivering a modern, high quality digital experience to its audiences. Key requirements were that it support a consistent UX and taxonomy across all digital properties (regardless of the back-end systems used to deploy them), enable personalization, advanced search, and "single sign-on" between websites.

## BUSINESS IMPACTS

- Flexible deployment architecture sped digital transformation
- SaaS-based delivery ensured web presence could grow without the company escalating costs
- Unparalleled levels of availability (99.55%) and robust cyber security protection



“Most of the vendors we evaluated offered identical functionality and similar score cards. Crownpeak DXM was the clear winner because of its superior SaaS capabilities, flexibility, security, and availability.”

› Director of Software Development,

## The solution

The company conducted an in-depth evaluation of 15 industry-leading vendors. Crownpeak Digital Experience Management (DXM) stood out due to the platform's ability to meet their architectural requirements and the robust quality of its native SaaS offering. “Most of the vendors we surveyed offered identical functionality and similar score cards. Crownpeak DXM was the clear winner because of its superior SaaS capabilities, flexibility, scalability, security, and availability,” says the Director of Software Development.

A key differentiator in the selection process was Crownpeak DXM's “decoupled” deployment architecture. Because the platform's authoring and delivery environments are separate it was possible to use two different deployment models to support the differing requirements of their divisions, while maintaining a common interface across the entire global presence:

- The company was able to quickly conform their divisional websites onto a single, unified instance, using DXM's CMS and Content Delivery modules to handle authoring and publication, end-to-end.
- A number of the divisional websites needed to remain internally hosted due to the scale and complexity of their content feeds. To support these instances, Crownpeak DXM was deployed as a routing machine to take content from the existing web content systems, apply the new templates and UX components, and deliver this out as XML to be rendered on the live sites, bringing them seamlessly in line with the global brand.

“Ultimately, we're working towards using Crownpeak DXM as our global content system across all divisions to achieve our digital transformation journey, but for now the ability to use multiple deployment models for our different websites is working really well. It's

enabled us to deploy our new brand fast while avoiding a lot of costly re-engineering of our backend systems. I'm not sure any other tool could do this,” says the Director of Software Development.

## The benefits

**Speeding digital transformation with flexible, “decoupled deployment”:** The ability to support decoupled deployment was a key factor in the vendor selection process. The company needed to take their new brand to market fast with maximum flexibility and scalability, while minimizing the disruption to its valuable legacy systems.

“Unlike the on-premises solutions we looked at, Crownpeak DXM enables us to leverage a distributed architecture approach. We have access to all the modern capabilities of DXM but can continue to work with the legacy solutions that are currently in place, while we need to,” says the Director of Software Development.

**Guaranteeing high availability and unparalleled security:** In opting for a SaaS solution, the company needed total confidence that their vendor would be able to meet their exacting standards for the security and availability of their websites. Crownpeak's fully-managed Amazon Web Services (AWS) hosting solution, and unrivaled cybersecurity offering were key differentiators in the vendor selection process.

“Crownpeak has exploited the AWS infrastructure and APIs to handle security, cyber threats, scalability, and fault tolerance. Most of the other vendors we evaluated were not willing to commit to 99.99% availability. Crownpeak DXM and AWS together gave us the confidence we needed. New cybersecurity threats are constantly emerging, but because of their domain expertise in this area we trust Crownpeak to stay ahead of them. And because the solution is fully managed, it reduces the load on our internal IT infrastructure,” says the Director of Software Development.



Crownpeak DXM enables far greater content throughput, and shorter time-to-market, which drives more positive business outcomes.”

› Head of Digital

**Future-proof and scalable:** SaaS was a core requirement in the company’s vendor selection process. “Having suffered the consequences of technical debt, we knew we wanted to be in the SaaS space going forward. Crownpeak DXM enables us to modernise our approach to digital with a robust, cloud solution that is constantly updated with the latest product enhancements. With SaaS we know our technology will move with the times to meet our current and future needs,” says the Director of Software Development.

With aggressive plans for growth, the company also needed to ensure scalability was baked into the solution. “Our organization is growing, and we are rolling out much more complexity in both our marketing and our products, so its key that our .com platform can keep up with that. Because DXM is delivered SaaS, we have the flexibility to expand without the need for additional hardware, license fees, or ballooning costs. We can quickly and easily deploy new websites and features when we need them,” says the Director of Software Development.

**Optimized marketing effectiveness:** The company’s global marketing team was a key stakeholder in the vendor selection process, and ease of use was a core requirement.

“Our marketing teams are very active and very focused on keeping our site as fresh and up-to-date as possible. So Crownpeak’s ease of use and speed of publication was important to the decision. Being able to quickly deploy multi-lingual sites was also a key factor for us,” says the Director of Software Development.

The next step for the Marketing team is to personalize the user experience and to provide single sign-on so users can move frictionlessly between the group websites. “We want to ensure a seamless, personalized experience across the business lines, so it will need to work across our two different hosting setups. This will need some designing, but the Crownpeak DXM platform gives us the flexibility we need to do this,” says the Director of Software Development.

## Working with Crownpeak

At the start of the engagement, none of the internal development teams had experience with Crownpeak. However, they got up-to-speed quickly. The first phase of the rollout was to launch the websites for two of the divisions. They onboarded one project team for each website, which totaled 20 people. This included developers, business analysts, project managers, scrum masters, product owners, a QA team, and a UAT team. Then they trained the content and editorial staff on how to publish to the system.

“Crownpeak DXM was brand new to everyone so there was a steep learning curve. However, we got there quickly and the Crownpeak support team came through in spades!” says the Director of Software Development. “In just six months we rolled out two of our major divisions with only a couple of small, in-house development teams. This was a really big accomplishment! This included building the UI, building complex templates, migrating all of the content from our existing CMS platforms to the new CMS, and making sure we had all the integration points and security certificates in place. I really don’t think this would have been possible with any other platform,” says the Director of Software Development.

### Delivering on our promises

“We were promised stability in terms of our deployment and our infrastructure, and we got that! We were promised a very flexible platform, and we have that! Scalability is huge for us, given the pace the corporation is planning to grow, and Crownpeak has proven that it can accommodate growth well into the future. Crownpeak was absolutely the right answer,” says the Director of Software Development.



## Centralizing Communication Channels and Reducing Operating Costs by 30%

### Wanted:

A future-proof and centralized content management system (CMS) to replace the heterogeneous system landscape that has grown over the last decade. It needed to be easy to maintain and present BayernLB consistently across all the company's digital communication channels.

### Found:

With Crownpeak FirstSpirit, BayernLB has selected a CMS that bundles the content produced company-wide onto a centralized content hub, accessible throughout the company. Whether website visitor or content editor, users therefore benefit equally from the highest level of usability across all communication channels. As an open and easy-to-integrate CMS, FirstSpirit also helps BayernLB in their drive to keep their IT systems up to date.

### The Benefit

- A centralized CMS for corporate websites, intranet, extranet and research portal
- More than 6,400 pages with comprehensive information and services for customers, partners and employees from the banking group
- Reduction in operating costs by 30 percent
- Migration of distributed corporate content to a centralized CMS
- Simple and rapid content creation and updating
- Access for 200 widely dispersed editors
- Standardized templates and efficient workflows considerably reduce IT department workloads
- Future-proof foundation through long-term roadmap

“By opting for FirstSpirit, we were able to not only bring together our content landscape, which has grown over the last decade, but also create a strong basis for meeting future requirements.”

› Andreas Pechtold, IT Portals Team, CRM - BayernLB



# Using Crownpeak's Digital Quality Management Platform to Achieve Best-in-Class Accessibility

The British Business Bank is committed to providing websites that are accessible and usable by the widest possible audience. Operating in the public sector, it is also subject to stringent regulatory requirements for digital accessibility.

In September 2018, the United Kingdom issued a regulation that required public sector bodies to make all of their existing websites accessible by September 23, 2020. With only two years to audit and remediate thousands of web pages across nine websites, and with a lack of dedicated accessibility resources or in-house expertise, the British Business Bank faced a challenging timeline.

Their difficulties were compounded when the financial crisis from the COVID-19 pandemic triggered increased demand for the British Business Bank's online services. The digital team had to act swiftly to ensure that web content about financial relief was accessible.

## Why Crownpeak

The British Business Bank selected Crownpeak's Digital Quality Management (DQM) platform because it combined a fast, actionable approach to multi-site accessibility compliance, with expert-led consulting and hands-on support for their digital teams.

"We identified early on that we would need an automated solution to help us detect accessibility issues and track remediation, if we were to be ready to meet the September 23 Public Sector Accessibility deadline," says Amanda Madigan, the Director of Digital and Direct Marketing at the British Business Bank. "As this would be a company-wide initiative, we needed a flexible platform that could

## BUSINESS IMPACTS

- 96% reduction in accessibility issues
- Accelerated remediation
- Outperformed peers in the financial services industry
- Optimized, barrier-free digital experience
- Platform for continuous improvement

**“DQM makes accessibility compliance achievable, sustainable and fast, and supports us in our journey of continuous improvement.”**

› **Christian Turner, Senior Customer Marketing Manager**

support our organisational model. We would also need guidance in accessibility best practices and Crownpeak's active participation in our weekly working groups during the countdown to compliance.”

Crownpeak DQM simplifies compliance by automatically identifying WCAG violations for remediation. “What's great about DQM is that it not only surfaces all of the accessibility issues across our digital properties, but it also provides an explanation of why each issue is a problem, along with information on how to fix it. This self-contained solution was critical for us because our internal team members were not experts on accessibility standards,” says the British Business Bank's Senior Customer Marketing Manager, Christian Turner.

The British Business Bank's entire organization, from leadership to individual teams such as the Risk Team and outside development partners, worked together to reach their accessibility objectives. “Crownpeak has been like an extension of our team. The cross-collaborative effort across our company has been a true reflection of our core values: committed, collaborative, and creative,” says Amanda.

## The results

Crownpeak DQM gave the British Business Bank immediate visibility into the number of accessibility issues across their nine websites, with DQM's scan revealing that there were over 30,000 issues to address. Thanks to DQM's ease of use, and the passion and commitment of their team, the British Business Bank were able to make rapid progress towards their compliance goals.

**96% reduction in accessibility issues:** In fact, as the deadline approached, 72% of these fixes occurred in just two months' time. The average number of accessibility issues per page was also reduced from 6.24 to 0.22.

**Accelerated remediation:** “We were really happy with the outcome,” says Christian. “We're a lean team, but DQM enabled us to meet the accessibility deadline

while keeping the plates spinning on all our other projects. To clear out the majority of the issues in that little time was remarkable.”

**Out-performed industry peers:** The British Business Bank's website accessibility improvements now puts them ahead of many of their peers in the financial services industry. “Reaching the top of the league table in such an accelerated time frame is something that we're hugely proud of and something we plan to build on and maintain,” says Christian.

**Optimized, barrier-free digital experience:** In addition to digital accessibility, the British Business Bank uses DQM to support their usability and search engine optimization (SEO) programs, and to QA new site templates to ensure best practice standards are hardwired from the start. “With DQM, we're able to not only address our regulatory obligations, but to ensure an inclusive, barrier-free experience for all users across all our digital touchpoints.”

**Platform for continuous improvement:** The British Business Bank views accessibility and digital quality as an ongoing journey: “Having achieved enormous improvements we plan to continue to use DQM to monitor our site as we evolve and publish new content,” says Christian. “Our digital team now uses DQM on a daily basis to verify compliance before publishing content. It's enabled us to cut down the introduction of new issues by a significant percentage and maintain several of our sites at zero errors.”

## The Crownpeak experience

“Crownpeak was hugely supportive in helping us meet our compliance deadline. In addition to the platform itself, regular calls with our Customer Success Manager have been invaluable in helping us understand industry best practices and identify opportunities for improvement,” says Christian.

“We're thrilled with what we've been able to achieve with DQM, and we're excited for what's next.”

# Conclusion

## Crownpeak: your ally in competing in financial services' digital landscape

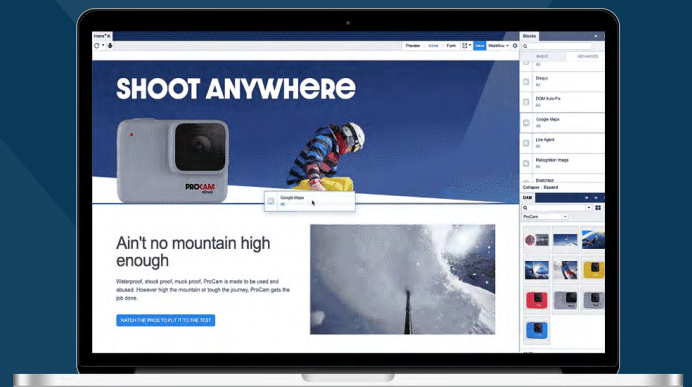
The right technology can play a transformative role in enabling organizations to accelerate digitally.

As the case studies featured here show, with Crownpeak's Enterprise CMS offerings and Digital Quality Management platform, financial services companies can achieve the same digital marketing agility that fintech companies employ and consumers demand.

Crownpeak empowers your organization to create and deliver impactful omnichannel digital experiences with speed and simplicity. Our unique hybrid headless architecture is designed to eliminate development delays and organizational friction by liberating your digital teams to do what they do best:

- **Marketing teams:** Easily create and preview digital experiences using WYSIWYG controls and drag-and-drop capabilities — no coding or IT support required.
- **Development teams:** Thanks to our decoupled architecture, our CMS platform is technology-agnostic, meaning developers can focus on building with the right technologies, not learning a new one.

And with our unique Digital Quality Management platform built in, you can be confident that every touchpoint is compliant with regulations, accessibility requirements, and your brand and marketing standards.



For banks and insurers looking to create new digital touchpoints and campaigns that capture loyal customers, the only thing standing in the way of launching new content to capitalize on the opportunity will be how fast you can draft and approve the copy.

Similarly for brokerages and wealth managers looking to add content about stocks, ETFs, and other investment opportunities, adding relevant content across all digital touchpoints is fast. In fact, Crownpeak boasts the industry's fastest time-to-market, with implementation speeds up to 80% faster than a typical enterprise DXP.

At Crownpeak, we've helped many industry-leading financial services companies accelerate and scale their digital strategies. If you're looking to achieve rapid-response digital marketing at your organization, we'd love to partner with you.

See how Crownpeak can accelerate your organization.

Request a Demo



Named Top Rated CMS and DXP on TrustRadius two years in a row.

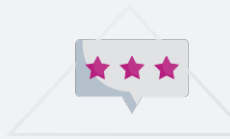


Hear what our customers have to say on Gartner Peer Insights about Crownpeak's Hybrid Headless DXP



Named DXM Market Leader in Research In Action's annual Vendor Selection Matrix™ for Digital Experience Management.

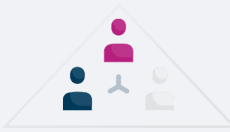
# Why leading financial services companies trust Crownpeak



**#1**

DXM Market Leader -  
Research in Action

Top Rated on TrustRadius



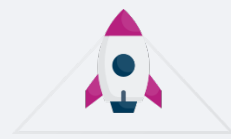
**>95%**

Customer Satisfaction



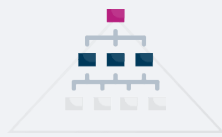
**2.0**

Headless 2.0



**80%**

faster implementation than  
a typical enterprise DXP



**100+**

application/tech partners



**600M**

quality issues identified  
& fixed in 2020

**crownpeak**

Crownpeak provides the leading SaaS-based digital experience platform with best-in-breed capabilities that empower companies to deliver omnichannel digital experiences – faster and easier than ever. Crownpeak's platform provides Hybrid Headless CMS, Digital Quality & Accessibility Management, AI-Driven Personalization and Privacy & Consent Management