



Crownpeak DXM

Crownpeak DQM

CUSTOMER OVERVIEW

• **Regions:** NAFTA • **Employees:** 900+

• **Industry:** Insurance • **Revenue:** ~\$1 billion

CHALLENGES

Lack of agility and production efficiency

Maintaining accessibility compliance and quality control

• Technology and resource overheads associated with legacy inhouse solution

RESULTS

• x25 improvement in production efficiency

 Ability to manage and develop the website inhouse without IT dependency

• Significant savings in time and resources

BENEFITS

• 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



How Texas Mutual achieved x25 production efficiency with Crownpeak DXM

Supporting mission critical services with agile, flexible experience creation and built-in quality assurance

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.

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.

With Crownpeak, we've achieved an incredible x25 improvement in production efficiency and realized huge time savings."

>Kim Hawk, Senior Web and Graphic Designer

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Speeding delivery of accessible content to injured workers at Texas Mutual: Why Digital Quality Management (DQM) was core to one insurance provider's CMS selection process

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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 DXM for its flexibility, reliability, and integrated quality assurance tools (Crownpeak 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

What is it like to work with Crownpeak?

"I've worked with many different vendors over many years, and the Crownpeak team is excellent."

