



Fortune 500 corporation

Case Study

How Crownpeak DXM increased speed, agility and marketing effectiveness for websites supporting trillion-dollar financial products

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.

Challenges: Cumbersome existing website that lacked flexibility and efficiency

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.

Overview

Goals

- Greater publication agility and control over the digital experience

Challenges

- Technical debt
- Lack of publishing agility
- Limited martech capabilities

Solution

- Crownpeak DXM
- Crownpeak DQM

Results

- Launched product site in 1/6th of the time slotted for the project
- 70% increase in content throughput
- Increased agility lead to improved business outcomes
- Reduced costs on multiple fronts including a 60% headcount reduction

Solution:

Agile development and publication environment

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 DQM. As a proof-of-concept, DXM was piloted on the 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.

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

Head of Digital

Results:

Launched product site in 1/6th of the time slotted for the project

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."



Benefits:

Optimized digital quality and streamlined digital governance processes

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 reductions 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.”

Working with Crownpeak:

What is it like to work with Crownpeak?

“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.”

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