crownpeak

CROWNPEAK SOLUTIONS

- Crownpeak DQM

CUSTOMER OVERVIEW

- **Region:** NAFTA
- **Industry:** Healthcare

CHALLENGES

- Ensure accessibility compliance, quality, and consistency of new web presence
- Streamline digital quality assurance processes
- Verify digital partners are meeting quality and compliance targets

RESULTS

- Tackled ambitious WCAG 2.1, level AA compliance goals for new site
- Scored highly against industry benchmark for accessibility compliance and quickly hit compliance targets
- Improved productivity as DQM clearly prioritizes issues for team attention

BENEFITS

- Sets standardized processes and eliminates guesswork about maintaining digital integrity and accessibility
- Accelerates reaching accessibility targets and tracking/reporting results
- Boosts productivity by identifying key issues and content to prioritize

Raising standards and boosting productivity at one leading healthcare provider with Crownpeak DQM

Ensuring accessibility compliance and premium quality across a large digital presence demanded a best-in-class solution

When a leading integrated healthcare provider undertook a major relaunch of their corporate website, ensuring the highest standards of quality and compliance across their new web presence was a top strategic priority.

The challenge

As with any healthcare concern, the company was subject to intense regulatory and public scrutiny. The new corporate website would be vast: comprising dozens of facilities-related pages, hundreds of healthcare specialties pages, and thousands of provider profile pages. Ensuring accessibility compliance, data integrity, SEO, and more across this large, high-volume publication environment would demand a quality assurance solution with exceptional features, scalability, and analytics.

The company's previous website had suffered due to a lack of centralized quality control; QA had consisted of the team manually weeding through thousands of errors, reported by disconnected toolsets and link checkers. "We're passionate about digital quality, but on our old site we didn't have a comprehensive way to monitor even basic things like spelling errors or broken links," said the Digital Marketing Manager. "When we launched our new site, we had very big dreams about what we wanted to achieve and knew we needed the right solution to get us there."

The solution

The company chose Crownpeak Digital Quality Management (DQM) for its ease of use, flexibility, and the breadth of capabilities it provided.

"We wanted a best-in-class quality management solution that would deliver strongly across all the compliance areas we wanted to target, including accessibility, SEO and data integrity, so we chose Crownpeak DQM," said the Digital Marketing Manager. "In our vendor evaluations, we found that some of the critical capabilities and customizability we required were lacking from more out-the-box providers, like Siteimprove."

> 66 We wanted a best-in-class quality management solution that would deliver strongly across all the compliance areas we wanted to target, including accessibility, SEO, and data integrity, so we chose Crownpeak DQM."
>
> › **Digital Marketing Manager**

The results

An immediate priority was to ensure compliance with the company's stringent WCAG 2.1, level AA accessibility targets, and DQM helped them make fast progress. "Crownpeak DQM has been incredibly helpful in enabling us to rapidly improve our web presence across the board," said the Digital Marketing Manager. "The platform contains a great reporting toolset so it's easy to track performance against our objectives. We're particularly proud to have achieved the top score on DQM's industry benchmark for accessibility compliance. It's a fantastic validation of our progress in this key area."

DQM's ease of use has been a singular advantage. Customizable dashboards enable each member of the team to monitor and manage their areas of responsibility and the tool contains clear instructions on how to remediate every issue detected. "DQM helps us streamline the quality assurance of our massive site and prioritize our workload," said the Digital Marketing Manager. Because DQM is so straightforward and easy to use, it makes it possible for a lean digital team – with only 4 members – to monitor and manage such a large footprint.

The benefits

DQM helped the company boost productivity by automating quality assurance and eliminating the need for time-consuming manual processes.

"DQM removes the guesswork about what has to be done to optimize and maintain the integrity of our digital properties. For example, WCAG guidelines can be kind of hairy because they give you only a few examples of what is accepted. Without guidance, you can end up swimming in questions. DQM isolates where the team should best focus time and effort. We now spend less time tracking down problems, and more moving our web projects forward," said the Head of UX.

In addition to supporting the in-house web team, DQM enables the company to quality-check the work of their partners. "DQM helps us throughout the production process. In addition to checking our own work, it's invaluable in helping us validate that standards and quality targets are being met by our external suppliers," said the Head of UX.

The Crownpeak experience

What is it like to work with Crownpeak?

"Crownpeak DQM has given us 100% what we need in order to succeed," said the Head of UX. "The customer support is great, and the onboarding experience was smooth. They got the platform quickly configured to our needs so we could get going right away."

crownpeak