



# CROWNPEAK DQM ENSURES WORLDWIDE CONSISTENCY OF PERSIL WEBSITES

*Case Study : Persil*

**Persil**

## THE CHALLENGE:

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Unilever's **Digital 2.0 Vision** aims to create a world-class digital presence that redefines how they interact with consumers across every touchpoint on the path to purchase.

Through a data-driven and progressive ecosystem, Digital 2.0 makes it simple for Unilever to deliver best-in-class digital experiences that consistently build brand equity and drive sustainable sales growth.

To make this vision a reality, they planned to relaunch all of their brand websites across the globe on a state-of-the-art digital platform.

One of the first website relaunches was for laundry detergent **Persil**.

Persil has a global network of complex websites with significant user-generated content, including 700 articles on the UK site alone, and 400 on the French site. Manual monitoring would have been time-consuming and complicated, and wouldn't have been a sustainable option post-launch, as more content was added.

To ensure consistency across all sites, they created a wide range of standards covering brand, SEO, usability, accessibility and legal. But implementing these standards at launch, and maintaining the highest possible levels of compliance as sites grow and develop, is a big undertaking.

It requires a scalable solution that balances central control with local flexibility, creating a single worldwide brand experience with the ability to deliver tailored, relevant content across all markets.

## THE SOLUTION:

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Unilever chose Crownpeak Digital Quality Management (DQM) to deploy, monitor and manage website standards across Unilever brand sites.

The Persil relaunch was coordinated by their agency, **Golin**, starting in Q4 2016 with new sites for the UK and France.

# THE BENEFITS:

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## High quality at launch and beyond

Golin used Crownpeak DQM to carry out pre-publication checks to eliminate any issues before launch and ensure the highest levels of quality from Day 1.

“We used DQM right from the testing phase,” says **Virginie Brette, Senior Digital Project Manager at Golin**. “It was really useful in identifying priority issues before go-live. DQM alerts you straight away when there’s something that needs attention, which saved a lot of time.”

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## Easy, intuitive and user-friendly

Crownpeak DQM made the process simple, automated, and fast. Its intuitive dashboards give an instant overview of quality issues across sites, and the Page Analyzer feature graphically shows errors in-place for quick and easy resolution.

“With manual testing, many issues wouldn’t be raised at all, because they’re code-related,” says Virginie Brette. “For example, a lot of the time we see two H1 headings in user-generated content when there should be only one on each page. It’s very useful for those sorts of hidden problems that you wouldn’t otherwise notice.”

DQM picked up other very common issues that are hard to find manually, such as broken links, missing meta data, oversized and broken images, privacy and legal information, and missing analytics tags.

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## A global solution with local flexibility

DQM supports busy, often multi-tasking in-country editors by only highlighting errors that are relevant to them and can be addressed locally. Full multilingual support handles localized content with ease.

“It’s really user-friendly and it helps editors a lot,” says Brette. “Sometimes an issue is raised related to a standard they’re not even aware of. DQM is a great way to ensure these standards are shared and understood, to create global consistency.”




Sites across the world share the same core code, so any issues that are fixed for one site will automatically be fixed for others – from back-end code to front-end styling. This greatly simplifies management and increases consistency, and means that each new site that's launched, benefits from all previous incremental improvements in quality.

"DQM ensures that we have consistently good content, as opposed to launching a good site and finding three years later that quality has slipped and nothing's SEO-friendly anymore," says Virginie Brette. "By making sure that everybody follows shared standards, it really makes things easier."

Following the successful relaunch of Persil sites in the UK and France, the rollout continued in 2017 with another 30 country sites.

## THE RESULTS:

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 <p>High levels of website quality and standards compliance at launch and beyond</p>	 <p>Improved brand and user experience across global websites</p>	 <p>Automated solution radically reduces time and effort spent on manual monitoring</p>
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# crownpeak

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[crownpeak.com](https://crownpeak.com)

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Founded in January 2001, Crownpeak was the first company to offer web content management through a SaaS solution. Today, leading brands trust Crownpeak's cloud-first Digital Experience Management (DXM) platform to quickly and easily create, deploy and optimize customer experiences across digital touchpoints at scale.

Crownpeak provides a complete solution for DXM featuring content management, personalization, search and hosting, in addition to fully integrated Digital Quality Management (DQM) to ensure brand integrity and meet compliance requirements. More than 200 enterprise companies rely on Crownpeak to deliver engaging experiences that delight customers, promote loyalty and deliver results.