FirstSpirit™

A **crownpeak** solution

Seamless Integration

FirstSpirit CMS ⇄ DQM Platform
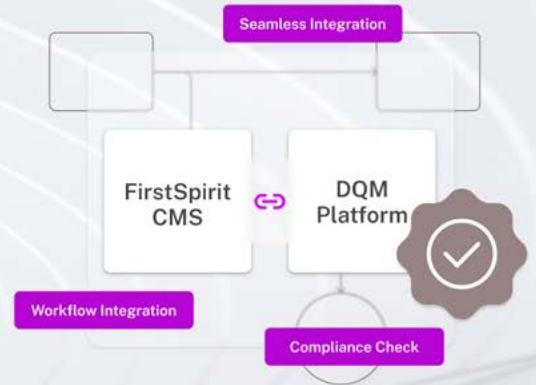
Workflow Integration

Compliance Check

Digital Accessibility and Quality

Quality, compliance and performance of digital assets

Expand your reach

Ensure you have a more inclusive digital experience for everyone, especially those one billion people living with a disability globally.

Stay compliant

Deliver digital experiences that meet the Web Content Accessibility Guidelines (WCAG) and laws and regulations such as the Americans with Disabilities Act (ADA) and the European Accessibility Act (EAA).
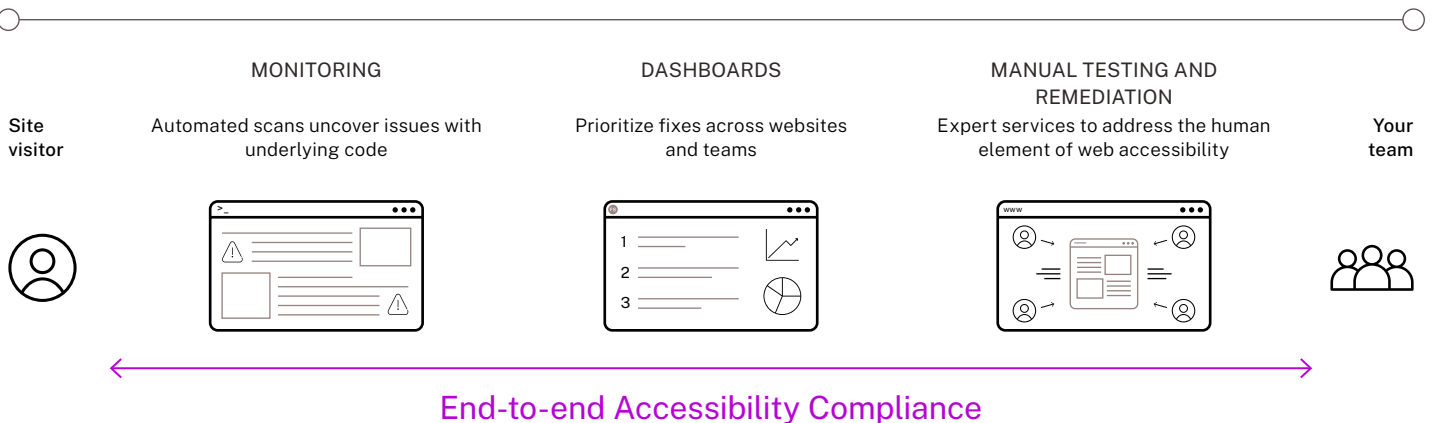
Improve web performance

Combine the power of automation with expert manual testing and remediation so you can find and fix problems fast, create more accessible digital experiences, optimize your SEO and drive brand trust.

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There is a balance between making quality management as simple and centralized as possible and catering to every market's specific needs. We needed a solution with the power and flexibility to do both, which is why we selected Crownpeak DQM.

Emanuela Tasinato, Digital Experience, Toyota Motor Europe

	MONITORING	DASHBOARDS	MANUAL TESTING AND REMEDIATION	
Site visitor	Automated scans uncover issues with underlying code	Prioritize fixes across websites and teams	Expert services to address the human element of web accessibility	**Your team**

End-to-end Accessibility Compliance

Easily monitor your site

Automated scans for HTML and JavaScript websites to identify ongoing issues pre and post-publication. Scans also check for SEO, brand, usability and custom requirements issues.
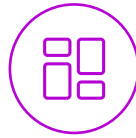
Stay on track with dashboards

Modern dashboards give you an overview of web performance and accessibility with a prioritized roadmap to resolve issues. You can manage a multi-site, multi-language web presence with ease.

Get detailed reporting

Monitor the progress you've made and make data-driven decisions to improve your website performance. Analyse single pages, full websites or even multiple websites, clusters by vertical, brand, location etc.

Make the most of support

Get support from a team of accessibility experts, data quality and compliance combined with a dedicated team of customer success managers to support you with best practices in every stage of remediation.

Manual remediation

Manual accessibility testing is a critical component in ensuring that digital products are truly usable by everyone, including people with disabilities. While automated tools provide a valuable starting point, they are inherently limited—current technology can only identify about 30% of issues outlined by WCAG. This leaves a significant 70% of potential barriers undetected, which can only be uncovered through thorough manual evaluation by experienced accessibility professionals

Solution use cases

Build inclusive digital experiences
Remove obstacles that damage the user experience and your brand image while easily complying with Web Content and Accessibility Guidelines (WCAG) through automated checks and manual services from accessibility experts.

Ensure a consistent brand experience
Build trust, increase customer loyalty and deliver better customer experiences by maintaining brand consistency. From messaging to design and everything in between, make sure every digital touchpoint tells the same story.

Improve marketing performance
Find and eliminate issues with your content and SEO to drive site traffic, and optimize digital touchpoints and conversion.

Scale your accessibility
Scale your accessible digital experiences across multiple markets by educating your whole team on best practices and integrating accessibility tools with your Content Management Solution.

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Ready to See FirstSpirit in Action?

Book your personalised demo and discover how we can support your goals.

crownpeak.com/firstspirit