



British Business Bank

Case Study

How British Business Bank uses DQM to achieve best-in-class accessibility

The British Business Bank is committed to providing websites that are accessible and usable by the widest possible audience. Operating in the public sector, they are also subject to stringent regulatory requirements for digital accessibility.

Challenges: Lack of accessibility resources in-house to meet compliance goals

In September 2018, the UK issued a regulation that required public sector bodies to make all of their existing websites accessible by September 23, 2020. With only two years to audit and remediate thousands of web pages across nine websites, and with a lack of dedicated accessibility resources or in-house expertise, the British Business Bank faced a challenging timeline.

Their difficulties were compounded when the financial crisis from the COVID-19 pandemic triggered increased demand for the British Business Bank's online services. The digital team had to act swiftly to ensure that web content about financial relief was accessible.

Overview

Goals

- To provide websites that are accessible for everyone
- Meet regulatory requirements

Challenges

- Lack of resource in-house
- Increased digital demand

Solution

- Crownpeak DQM

Results

- 96% reduction in accessibility issues
- Accelerated remediation
- Outperformed peers in the financial services industry
- Optimized, barrier-free digital experience
- Platform for continuous improvement

Solution:

Empowering the team with a fast, actionable approach to multi-site accessibility compliance

The British Business Bank selected Crownpeak's Digital Quality Management (DQM) platform because it combined a fast, actionable approach to multi-site accessibility compliance, with expert-led consulting and hands-on support for their digital teams.

"We identified early on that we would need an automated solution to help us detect accessibility issues and track remediation, if we were to be ready to meet the September 23 Public Sector Accessibility deadline," says Amanda Madigan, the Director of Digital and Direct Marketing at the British Business Bank. "As this would be a company-wide initiative, we needed a flexible platform that could support our organisational model. We would also need guidance in accessibility best practices and Crownpeak's active participation in our weekly working groups during the countdown to compliance."

Crownpeak DQM simplifies compliance by automatically identifying WCAG violations for remediation. "What's great about DQM is that it not only surfaces all of the accessibility issues across our digital properties, but it also provides an explanation of why each issue is a problem, along with information on how to fix it. This self-contained solution was critical for us because our internal team members were not experts on accessibility

standards," says the British Business Bank's Senior Customer Marketing Manager, Christian Turner.

The British Business Bank's entire organization, from leadership to individual teams such as the Risk Team and outside development partners, worked together to reach their accessibility objectives. "Crownpeak has been like an extension of our team. The cross-collaborative effort across our company has been a true reflection of our core values: committed, collaborative, and creative," says Amanda.

"DQM makes accessibility compliance achievable, sustainable and fast, and supports us in our journey of continuous improvement."

Christian Turner, Senior Customer Marketing Manager



Results:

What British Business Bank achieved with the Crownpeak DQM solution

Crownpeak DQM gave the British Business Bank immediate visibility into the number of accessibility issues across their nine websites, with DQM's scan revealing over 30,000 issues to address. Thanks to DQM's ease of use, and the passion and commitment of their team, the British Business Bank were able to make rapid progress towards their compliance goals.



Accelerated remediation

"We were really happy with the outcome," says Christian. "We're a lean team, but DQM enabled us to meet the accessibility deadline while keeping the plates spinning on all our other projects. To clear out the majority of the issues in that little time was remarkable."



Outperformed industry peers

The British Business Bank's website accessibility improvements now puts them ahead of many of their peers in the financial services industry. "Reaching the top of the league table in such an accelerated time frame is something that we're hugely proud of and something we plan to build on and maintain," says Christian.



Optimized digital experience

In addition to digital accessibility, the British Business Bank uses DQM to support their usability and search engine optimization (SEO) programs, and to QA new site templates to ensure best practice standards are hardwired from the start. "With DQM, we're able to not only address our regulatory obligations, but to ensure an inclusive, barrier-free experience for all users across all our digital touchpoints."



Continuous improvement

The British Business Bank views accessibility and digital quality as an ongoing journey: "Having achieved enormous improvements we plan to continue to use DQM to monitor our site as we evolve and publish new content," says Christian. "Our digital team now uses DQM on a daily basis to verify compliance before publishing content. It's enabled us to cut down the introduction of new issues by a significant percentage and maintain several of our sites at zero errors."



96% reduction in accessibility issues

In fact, as the deadline approached, 72% of these fixes occurred in just two months' time. The average number of accessibility issues per page was also reduced from 6.24 to 0.22.

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