



LEADING INSURANCE PROVIDER CHOOSES CROWNPEAK DXM TO CREATE A UNIFIED, FLEXIBLE AND HIGHLY CUSTOMIZABLE WEB PRESENCE

Crownpeak DXM selected for major website relaunch as the ‘most truly SaaS solution’, and for its speed, agility and user-friendliness.

Industry: Insurance

Employees: 700

Locations: 1



Improved customer experience and usability



Increased control across all digital channels, with the ability to design, test and launch marketing campaigns



Decreased reliance on IT department for changes, updates and support

The Challenge:

A leading provider of business insurance had a busy digital presence, accessed by thousands of visitors on a daily basis. However, the organization faced a major challenge: its website was based on a platform that had gone out of business. The code had been handed over for them to maintain internally, but the marketing team encountered difficulties updating content and couldn't easily make changes or improvements without involving the IT department.

“We wanted to take ownership of the website,” says the Director of Marketing, “so we could focus on our priority of delivering a better customer experience. On this locked-down proprietary platform, that wasn’t possible.”

In addition, the marketing team was running separate content management systems for the desktop and mobile sites, leading to duplication of content and effort. The picture was further complicated by a third system that they used to maintain their blog.

The Solution:

The company wanted a solution that would consolidate their digital presence into one centrally managed, easy-to-use system that would empower the marketing team and reduce reliance on the IT department.

They needed the flexibility to maintain and update content across all channels, to create, test and deploy marketing campaigns, and provide an enhanced customer experience. They also wanted a solution that would allow seamless integration of third-party tools, something that proved very difficult on their previous system.

Their IT team recommended opting for a SaaS (software as a service) solution. This would give the marketing team ownership of the web presence, eliminate the need for infrastructure, updates and patches, and reduce reliance on internal support.

A number of leading vendors were selected for review from the Gartner Magic Quadrant, and they quickly narrowed down the choice to Crownpeak Digital Experience Management (DXM).

“Crownpeak DXM was the most truly SaaS solution that we found... After our previous experience mired in all the technical burdens of an on-premise implementation, SaaS was a core requirement for us. It would allow the marketing team to own the site, own the customer experience and be flexible and quick in making changes. The system was user-friendly, and the decoupled architecture was of particular interest. Also, the fact that Crownpeak would be doing the deployment gave us peace of mind that as the implementation was being driven by experts, we’d get things right the first time and wouldn’t hit roadblocks down the line.”
- Director of Marketing

The company had a long-term SEO partner that would be closely involved in the Crownpeak DXM rollout. It was vital to ensure that all three parties worked in close cooperation to deliver on time and budget, with minimal disruption.

Which is precisely what happened: “With DXM we were able to launch a dramatically enhanced web presence in just six months,” says the Director of Marketing.

The Benefits:

Minimal Learning Curve and Immediate Productivity Gains

All through the planning and pre-launch phase, the company, their SEO partner and Crownpeak had regular meetings to review progress and plan next steps.

This hands-on approach meant that the marketing team became thoroughly familiar with Crownpeak DXM before launch, letting them hit the ground running and take full advantage of the solution from day one. “Because we were involved throughout the process, it meant that at the end of the project, we knew the system really well and needed very little additional training,” says the Director of Marketing. “The process worked very well for us.”

Increased Speed and Flexibility

The marketing team is now able to make changes to content far faster than before. With Crownpeak DXM, content changes are usually live within a day.

Support requests are now handled much more quickly too, with issues resolved in a day or two. “On the old system, simple changes such as banner updates could take months,” says the Director of Marketing. “It was very clunky. Now we can turn things around much faster.”

Improved Customer Experience

One of main objectives of the relaunch was to enable the thousands of users who regularly access the site to find what they were looking for quickly and easily.

“Our analytics showed that sometimes it would take as many as seven or eight clicks for users to reach the content they needed,” says the Director of Marketing. “We aimed to reduce that considerably, and with Crownpeak DXM in place, we’ve been able to achieve that. DXM also comes with an integrated Digital Quality Management toolset enabling us to swiftly remove errors from the site, check for compliance issues and progressively improve our UX. Feedback from our customers is that our new site is delivering a much better experience all round.”

Empowering the Marketing Team and Reducing Reliance on IT

The marketing team have taken control of the web presence thanks to Crownpeak DXM, and can manage the site inhouse, without the need for technical know-how.

“We are marketers, not developers,” says the Director of Marketing. “We don’t have in-depth HTML or Java skills and don’t want to worry about how the back-end works. With Crownpeak DXM, we don’t need to. It’s simple, intuitive and easy to use, letting us do pretty much everything we need to without dependence on the IT department. In fact, since launch in July 2018, we haven’t had to engage our internal IT folks at all.”

And that’s good news for the IT team too as it lifts the load on security and infrastructure support. One of the key differentiators in the vendor selection process, was the robustness of Crownpeak’s hosting solutions.

“We provide our customers with many critical insurance services so maintaining high availability was absolutely crucial. We opted for Crownpeak’s fully-managed Amazon Web Services (AWS) hosting package and a 99.99% SLA-guaranteed uptime.”

Working with Crownpeak

So, what has been the company's experience of collaborating with Crownpeak?

"Right from the start of the engagement, we were really impressed. You could tell that the Crownpeak implementation team were experienced," says the Director of Marketing. "They looked beyond the written requirements, thought laterally and made suggestions for features that hadn't occurred to us. And all along the way, they asked really good questions."

Since launch, the marketing team has interacted regularly with support and been consistently satisfied. "I've been really impressed by Crownpeak support," says the Director of Marketing. "They're very responsive, in a way I haven't experienced anywhere else. As with any large IT project, I was a little hesitant to begin with, but my fears proved unfounded. The response is fast – same day, often within an hour or two. Every Crownpeak support person I've spoken to has been knowledgeable and very helpful."

"Crownpeak was very flexible, and everyone did a really fantastic job," he continues. "I can't say enough about our Crownpeak project manager. If we were to do a similar project again, I would 100% request him and his team."

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