



HOW TO IMPROVE THE QUALITY OF YOUR CONTENT USING DIGITAL QUALITY MANAGEMENT

As digital touchpoints multiply and the complexity of managing them increases, many enterprise companies are facing the growing challenge of delivering consistent, error-free digital experiences. As a result, many are turning to automated digital governance solutions.

For enterprise companies, ensuring a consistent customer experience across dozens or even hundreds of websites and digital touchpoints is critical. Without an effective digital governance plan in place, the sheer scale involved guarantees errors will happen.

Those errors might be basic ones, like broken links or misspellings, or more significant issues, like out-of-date information, old brand assets, promotional offers that have expired, or content that's not optimized for search engine parameters.

Others like accessibility violations and erroneous disclaimers can have even more severe – and costly – consequences, especially if they involve your content's legal and regulatory compliance in different markets.

The solution? Organizations are turning to digital governance solutions that help automate the process. In particular, they're choosing SaaS Digital Quality Management (DQM) platforms that integrate with their existing web content management system (WCM) and publication workflow.

DQM adoption gives them centralized control of branding, compliance, content and messaging across their entire digital presence, based on standard checkpoints already built into the system, as well as custom criteria they can set up to address their unique brand guidelines.

“As digital touchpoints multiply and the complexity of managing them increases, many brands are facing the risk of losing control over their image and messaging. As a result, many are turning to automated digital governance solutions.”

— Forrester



What are the business advantages companies are seeing from integrating an automated digital governance platform like DQM into their WCM infrastructure?

Increased customer conversions through improved user experience and increased brand impact.

- McKinsey reported that companies with strong and consistent branding are **20% more successful** than those who lack that discipline.
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Increased visitor traffic through systematic implementation of SEO best practices, creating a direct and measurable impact on the success of digital content marketing initiatives.

- Ascend2/eMarketer reported in June 2015 that 89% of marketers worldwide rated SEO successful at achieving objectives of improved search rankings, website traffic and lead generation.
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Increased audience reach through improved digital accessibility; by making digital assets more accessible to those with disabilities, an organization can reap the benefits of a much broader channel of sale.

- Increased accessibility can drive increased revenue:
 - Estimates place the worldwide population of people with disabilities at 1 billion, each of them a potential customer.
 - In 2006, a Forbes study found that America's 55 million disabled spend more than \$1 trillion a year, \$200 billion of it discretionary; the US government claims the buying power of this group is "larger than the percentage of Hispanics in the U.S. population, the country's largest ethnic, racial, or cultural minority group."

Increased effectiveness of regional marketing, due to increased visibility and control over the web content localization process.

- As a company matures and grows in scope, its digital touchpoints usually multiply: Forrester estimates global organizations have an average of **256 digital touchpoints** across their organization.
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Risk avoidance by safeguarding legal and regulatory compliance across multiple markets.

- In one landmark example, a U.S. lawsuit by the National Federation of the Blind alleged that shopping giant Target was discriminating against blind customers by operating an inaccessible website. A settlement saw Target pay **\$6,000,000 in damages** and over **\$3,700,000** of the NFB's legal fees.
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Reduced expenses and heightened efficiencies, including elimination of the manpower costs of manual QA processes.

“Of the CFOs who make digital governance a very high priority, over half report EBITDA growth of over 10% over the past three years.” – EY

How to Fix the Failures

DQM platforms automate key governance processes, identifying and flagging errors and inconsistencies across globally-distributed websites and digital touchpoints.

Among the features and benefits that have attracted companies to DQM:

Workflow Integration: Top-tier DQM systems integrate with any WCM/CMS systems an enterprise might use, and existing publication workflows.

Centralized Control: C-level review capabilities allow multi-site customer experience management and quality control.

SaaS-based Deployment & Adoption: DQM solutions that are cloud-based facilitate quick and painless adoption across an entire organization, regardless of geography.

Reduced Costs: DQM removes the need for manual QA processes and content publishing redundancies.

Accessibility Compliance: By supporting WCAG and Section 508 guidelines, DQM ensures all users can access websites and digital content from any browser or platform.

Branding & Editorial Compliance: An organization's brand presentation, terminology, style guidelines, display and content rules are reliably enforced, creating consistent customer experiences.

Legal Compliance: Legally-mandated policies, terms, disclaimers, etc. are consistently displayed, controlling risk and exposure.

SEO, Mobile Web Optimization and User Experience (UX) Optimization: Embedded standards and protocols assure better search rankings and more effective user experiences regardless of the user's device.

Broken Links, Misspelled Words and Formatting Issues: A combination of standard and customizable checkpoints report errors pre- or post-publication across one site or multiple sites in a format that's easy to understand.

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Crownpeak Digital Quality Management (DQM) picks up where traditional web content management leaves off. It's specifically designed for multi-site, enterprise environments and works to automate key governance processes, delivering the unified and consistent application of content quality and legal or regulatory compliance standards across global digital touchpoints.

Designed to seamlessly integrate with your existing web content management system, the intuitive solution makes quality assurance seamless, enabling digital marketers and content professionals to test and optimize their work in both pre- and post-publication environments.

The platform comes with unrivaled compliance monitoring capabilities, and covers everything from SEO, user experience (UX), mobile web, and accessibility requirements. It is also uniquely customizable enabling precision monitoring of your company's unique brand and business rules and content localization requirements.

Crownpeak DQM supports the digital governance programs of some of the largest brands in the world, including Unilever, Shell, CSC, HP, Adidas and Canon.