

THE MEASURABLE BENEFITS OF IMPLEMENTING DIGITAL QUALITY MANAGEMENT IN YOUR ORGANIZATION

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.

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Those errors might be basic ones, like broken links or misspellings, or more significant issues, like out-of-date information, old brand assets, promotional offers that have expired, or content that's not optimized for search engine parameters.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

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— 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 U.S. 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

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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 180 customers including Unilever, BNY Mellon, Thomson Reuters, Eli Lilly, and Aflac rely on Crownpeak to deliver engaging experiences that delight customers, promote loyalty and deliver results.