What is Digital Quality Management and why it's a gamechanger for marketers

Learn how Digital Quality Management is mission-critical for global enterprises and how it's being used to manage some of the world's largest brands' digital governance programs

crownpeak

Executive Summary

As companies build and deploy digital experiences on multiple engagement platforms, the challenge of managing all those touchpoints becomes more and more complex. And costly.

For a large-scale or global organization, ensuring a consistent customer experience across dozens or even hundreds of websites and digital channels is critical. Without an effective platform for quality control, the sheer scale involved guarantees errors will happen.

Those errors can be simple ones, like broken links or misspellings. Or they can have severe – and costly – consequences, especially if they involve your content's legal and regulatory compliance in different markets.

The solution? Organizations are turning to 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 criteria they set.

A DQM platform routinely checks for content errors and inconsistencies, brand adherence, UX issues, SEO opportunities, compliance risks and outdated assets and flags concerns for immediate attention.

This allows the organization to ensure the integrity of their brand, across all their platforms and digital touchpoints, even across geographies, from one centralized dashboard.

That, in turn, translates into reduced costs, consistent customer experiences, and reduced legal exposure.

How to Close
the Content Quality Gap

A website content management system (WCM) is naturally intended to manage the various forms of content being utilized across an organization's websites, social media and other digital channels.

"Management" is the key word here, implying consistency and efficiency in publishing and updating content. But many far-flung organizations find themselves trying to ride hard on a diversity of brands, markets, audiences, and stakeholders, often through globally-distributed teams working in multiple languages.

In that situation, errors and inconsistencies occur with alarming regularity. And as an organization matures in scope, the challenge of quality control rises almost exponentially.

Forrester estimates global organizations have an average of
256 digital touchpoints across their organization.

That's resulted in a crying need for Digital Quality Management (DQM) solutions to effectively govern them.

The growing challenge of quality control

WCM capabilities have expanded from single-site management in the mid-1990s into today's large-scale, multi-site, multi-lingual platforms. They have revolutionized the online publishing process by enabling companies to deliver content faster and with great economy.

But when it comes to a company's ability to impose effective quality control across all its content touchpoints…well, that hasn't kept pace with the velocity and diversity of content publishing solutions.

This has created a "quality gap" as today's fast-paced and rapidly-evolving content requirements strain the limits of WCM platforms when it comes to effective quality control. Every day, global enterprises find themselves battling quality control issues.

The list includes broken links, misspellings, out-of-date or off-brand information, accessibility violations, content that's not optimized for current search engine parameters, and increasingly, legal and regulatory compliance risks.

These undermine the user experience, damage the brand, and put a company's reputation and competitive position at risk. This has made DQM solutions attractive for organizations that rely on their online presence to compete on a global scale.

3 Reasons Your WCM isn't Enough

It's an unfortunate fact: if you're running an enterprise company and relying strictly on your WCM to police and govern digital content quality, you're probably serving up errors to your customers even as you read this.

Why isn't a WCM platform suited for digital quality management?

1. It won't protect your brand

A WCM is great at delivering content in a rich array of formats. However, it has no way of knowing if that content is meeting the standards you've set for your brand. Or whether that content satisfies local and international compliance standards and regulations.

It's not that the WCM is faulty. It's just not designed to deliver quality control. It's up to a company's web editors to manually check the company policy and guidelines documentation, then ensure that all the content they're publishing is on-brand, WCAG / Section 508 accessibility compliant, free of spelling errors, dead links, and more. They've also got to ensure compliance of its template code, third-party syndicated content, images, and dynamic page elements.

If it sounds like a lot of work...it is. Duplicated across multiple sites and markets, it can be overwhelming. It's also an often skipped and overlooked task due to the time-consuming and manual nature of it.

2. A WCM can't "see" or review published content

Even the best enterprise WCM platforms lack sophisticated quality assurance tools, because they're not designed to view content as human users do. In the best of cases, a WCM may provide simple automated checks: highlighting misspelled words or grammatically incorrect sentences in specific components.

However, a WCM doesn't test live pages as they are actually served up to your users, or check the back-end code that powers them, which creates quality and compliance blind spots across your websites. Without a system of quality control in place, there's danger of not only compromising a brand's image, but exposing an organization to risk by allowing serious breaches in regulatory compliance.

3. New digital experiences create silos

Organizations often deliver WCM-mounted content in silos that have sprung up, over time, around various management initiatives, business units, products, marketing campaigns, or other needs.

Let's say an IT team gets an urgent request for a CEO blog, or a product launch site for Team A, or a localized mobile site for Unit X. To meet these fire drills, they default to using their WCM to provide tactical solutions that aren't necessarily aligned with an overall strategy, or other digital touchpoints. The result? Highly siloed, multi-platform environments – and disconnected, if not dissonant, customer experiences.

Quality control processes and guidelines may (or may not!) be baked into each of these silos, but aren't uniform across all environments.

Without a central DQM platform, it's difficult to create global, enterprise or C-level views of how all these touchpoints perform in terms of enforcing brand standards, customer experience, company policies and legal compliance. That hamstrings governance and spawns inefficiencies and risks.

What Should Enterprise DQM provide?

The best DQM implementations are designed to solve a wide array of challenges:

- Seamless integration with a company's existing WCM/CMS platforms and publishing workflow.

- Consistency of brand image and messaging across a company's entire global digital presence.

- Routine checking for errors, inconsistencies, brand adherence, UX issues, accessibility violations, SEO opportunities, outdated assets, prohibited words and phrases.

- Enterprise-wide reporting of issues across multiple locations on hundreds of sites, even across geographies, from a central dashboard.

- Minimizing risk and exposure by helping safeguard legal and regulatory compliance.

- Flexible reporting with advanced analytics and KPI reports to expedite and simplify management in complex, multi-stakeholder environments.

- Custom checkpoints that can be added based on the company's unique guidelines and criteria for running their business

"As long as organizations run their digital activities in silos, they will fail to get the maximum benefit from digital investments and expose the business to unnecessary levels of risk."

SOURCE: EARNST & YOUNG

Enterprise Benefits

What are the business advantages of incorporating a DQM platform into a company's digital infrastructure?

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

- IA lift in organic traffic through systematic implementation of SEO best practices, creating a direct and measurable impact on the success of digital content marketing initiatives.

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

- Risk avoidance by safeguarding legal and regulatory compliance.

- Reduced costs and heightened efficiencies across the entire digital marketing landscape.

Accessibility equals opportunity: Estimates place the current worldwide population of those with disabilities at around 1 billion, all of them potential consumers of goods and services.

Summary

Installing some form of Digital Quality Management is an essential evolution for any organization dependent on maintaining consistency and control of digital touchpoints in multiple markets.

As they cope with varied audiences, stakeholders and regulatory environments, the risks beginning to arise for companies are very real. Errors and inconsistencies can tarnish a brand's reputation, take a cut from the bottom line, or result in legal entanglements taking years – and steep penalties – to resolve.

On balance, DQM shouldn't be seen as an expense for companies with global ambitions. Like the same quality control software or QA policies they apply in the laboratory, on the assembly line or in the fulfillment center, DQM is an investment in preventing problems before they happen. It safeguards the consistency, control, and compliance that are more critical than ever to success.

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

SOURCE: FORRESTER

crownpeak

About Crownpeak

Crownpeak provides the leading, enterprise-grade, SaaS Digital Experience Management (DXM) platform. The Crownpeak DXM platform empowers Fortune 2000 companies to quickly and easily create, deploy and optimize customer experiences across global digital touchpoints at scale.

Besides featuring content management, personalization, search, and hosting, it is the only digital experience platform that offers built-in Digital Quality Management (DQM) to ensure brand integrity, best practices, and web accessibility compliance, and a suite of monitoring and consent solutions, including a Universal Consent Platform, designed to help companies comply with the General Data Protection Regulation (GDPR).

FOR MORE INFORMATION PLEASE VISIT, CROWNPEAK.COM