

LV=

LV= Improves Site Quality, Brand Integrity and Accessibility with HiSoftware Compliance Sheriff®



Quick Facts

Organization

- LV= (previously Liverpool Victoria) is the UK's largest friendly society and a leading financial mutual.

Industry

- Financial Services and Insurance

Challenges

- LV= required a solution that could scan content regularly to provide a more efficient process for addressing site quality. Furthermore, LV= needed to ensure all its Web pages complied with the UK's Equality Act 2010 and WCAG 2.0 AA accessibility standard.

Solution

- HiSoftware Compliance Sheriff®

Benefits

- Automated compliance scanning for site quality, brand integrity and accessibility for 6,000 pages across a dozen websites
- Reduced exposure to risk
- Improved online user experience
- Web pages scanned for compliance against the UK's Equality Act 2010 and WCAG 2.0 AA

Background

LV= employs over 5,500 people and serves around five million customers with a range of financial products. As a trusted UK brand, the Web Content Team required a solution for scanning site quality, brand integrity and accessibility to extend LV='s credibility to the Web.

Following a competitive evaluation of enterprise compliance automation solutions, LV= selected HiSoftware Compliance Sheriff® to provide the team with confidence in its Web properties by removing any potential purchasing barrier.



The Challenge

The Web Content Team at LV= knew that for their website and a dozen subsidiary sites to be viewed as professional and usable, they should be both error-free and accessible. To achieve this level of professionalism, the team relied purely on daily manual reviews of key Web pages for spelling, broken links and accessibility.

The challenge was that deep into the sites, the team did not know if any broken links, typos or brand inconsistencies existed unless it was brought to their attention by a site user. This posed a significant problem when destination links (particularly external links) were broken.

To better serve its five million customers, LV= required a solution that could scan content regularly to provide a more efficient process for addressing site quality. Furthermore, LV= needed to ensure all its Web pages complied with the UK's Equality Act 2010 and WCAG 2 AA accessibility standards as content was changed and updated.

Employing an automation solution for monitoring and enforcing Web governance would allow the team to spend less time identifying errors and more time on improving the overall user experience.

Requirements

LV= required a solution that would replace its time-consuming manual review process by running in the background to automatically scan the entire site, not just top level pages, against pre-defined Web governance policies. This included scanning for typos, broken links and broken anchors, and for content that was inaccessible or did not meet accessibility guidelines. The solution needed to provide LV= with real-time alerts and reporting for any issues found during scans to be resolved immediately.

Nick Joy, eCommerce Executive at LV= said "We needed the ability to customize policies and reports to meet our exact needs from incorporating scans deep into the websites and also against company and industry specific language. This customization coupled with regular, automated scans would help to deliver confidence in our Web content."

Joy continued, "Without a solution to automate our processes for checking site quality and accessibility across all of our websites, we risked damaging our reputation. We needed a solution to help provide a first line of defense against content problems to reduce the impact bad Web content could have on the organization."

Finding the Right Solution

LV= investigated various automated solutions to scan against site quality, brand integrity and accessibility. Joy said, "We considered a few simple website link and spell checker solutions, however, we found that they provided basic functionality and did not scan for accessibility."

The company then reviewed several enterprise solutions including HiSoftware Compliance Sheriff. After demos of all the solutions and evaluations of each, HiSoftware, now part of Cryptzone, was selected due to its easy interface, functionality and price point. "HiSoftware Compliance Sheriff offered further functionality at a more reasonable

price point than the other solutions we evaluated," said Joy. "The product has delivered on its ability to identify potential issues on our site and give us the confidence that our sites are free from typos, brand violations and are accessible to the broadest audience possible."

Cryptzone offered a solution that would not restrict LV= to scanning just one single site, but to ensure its subsidiary sites could also benefit from using Compliance Sheriff.

Deployment, Training and Adoption

LV= went live with Compliance Sheriff in February 2012. Training was delivered remotely, with support provided as required.

Initially, Compliance Sheriff was used for one project as LV= developed a new website from the ground up. Compliance Sheriff now scans over 6,000 pages across a dozen websites that receive over half a million visits per month from customers and prospects. The dashboard reports are used to identify and provide drill-down details on the exact location of errors so they can easily be corrected to help build brand integrity, consistency and ensure the quality of the site.

Joy said, "During 2012, we spent time familiarizing ourselves with the product. The intuitive and easy to use dashboard helped us to easily understand where there were problems that needed fixing."

As part of the development process, LV= uses the dashboard reports to check its overall compliance status against standards. This process allows the team to review their site quality and accessibility scores and use the information to define where new customized rules might need to be developed. "Combining the automated scans with manual review complements the entire Web content quality process. It gives us the confidence in both the automated process as well as the resulting website quality."

Benefits of HiSoftware Compliance Sheriff

Compliance Sheriff now automates website quality, brand integrity and accessibility compliance across LV='s twelve websites. The benefits include being able to benchmark site quality, usability and track performance against goals while remediating any issues immediately.

"Compliance Sheriff has delivered on its ability to identify potential issues on our site and give us the confidence that our sites are free from typos, brand violations and are accessible to the broadest audience possible."

Nick Joy
eCommerce Executive, LV=

Joy said, "Compliance Sheriff gives us a solution that saves time and ensures site integrity and accessibility with an easy to use and intuitive interface; all at a cost-effective and competitive price point. It gives us confidence that our Web properties mirror the trust and credibility values we provide to our customers."

Joy concluded, "Since going live with Compliance Sheriff, Cryptzone has offered us support when required and has been easy to do business with. The solution makes a material impact on our business by removing any obstacles to providing a fantastic user experience for our customers. Having the confidence in our websites allows us to focus on an even better service for customers."



"Compliance Sheriff gives us a solution that saves time and ensures site integrity and accessibility with an easy to use and intuitive interface; all at a cost-effective and competitive price point. It gives us confidence that our Web properties mirror the trust and credibility values we provide to our customers."

Nick Joy
eCommerce Executive, LV=



sales@cryptzone.com

www.cryptzone.com

 [@cryptzone](https://twitter.com/cryptzone)

Americas: +1.855.427.9789

Europe, Middle East +44 208 899 6189

and Africa: 00 800 9111 3358 (UK, SE, DACH only)