HOW CROWNPEAK DQM SUPPORTS AXE GLOBAL WEBSITE RELAUNCH

Case Study : AXE

AXE

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THE CHALLENGE:

Unilever's **Digital 2.0 Vision** reimagines how they connect with consumers across key touchpoints. Their aim is to deliver best-in-class digital experiences and build brand equity to drive sustainable sales growth.

To significantly raise the quality of customer experience across their digital presence, Unilever relaunched brand websites globally on a custom-built platform. One of the first sites to roll out was **AXE**, and getting it right was critical to the success of Digital 2.0.

Managing and maintaining website standards and compliance across thousands of digital properties is a significant challenge, so they needed a flexible, scalable solution.

THE SOLUTION:

Unilever chose Crownpeak Digital Quality Management (DQM) to maintain the highest possible website standards across Unilever brands.

"We're extremely excited to be working with the team at Crownpeak on this initiative," said **Vineet Bhalla, Global IT Director, Digital Marketing**. "By including their platform in the best-of-breed digital technology stack we've assembled to fulfill the vision of Digital 2.0, we'll be able to deliver market-leading consumer experiences at a higher quality whilst reducing the resources required to address such a complex challenge."

THE BENEFITS:

Digital Quality Management helps Unilever brand managers and its agency partners deliver exceptional digital experiences that are fully compliant with Unilever standards.

Visibility, control and ease of use

Crownpeak DQM has allowed one of Unilever's digital agencies, SapientNitro to deploy, manage and measure the internal standards for brand, accessibility, usability and SEO across the AXE web presence.

"We needed a single tool that would do away with the 10 different tools we were using and replace manual testing," says **Satish Kumar, Digital Project Manager at SapientNitro.**

In the build phase, Crownpeak DQM highlighted **over 8,000 issues**, including many of the errors that often fly under the radar: broken links, missing meta descriptions or alt tags, unnecessarily large images, multiple H1 tags, missing logos or legal requirements.

By launch, the number of issues was reduced to just 220, with no "blocker checkpoints" - mandated standards that are the minimum requirement for any launch.

Crownpeak DQM gave Sapient a single, integrated view of website quality with unprecedented visibility of potential issues.

"It gives users a holistic view of all websites in a single place, with real-time performance data, rather than the snapshot view our previous tools gave us," says Satish Kumar. "It allows you to compare across all sites on the platform and eliminates the wasted time and effort spent manually testing."

The early deployment of DQM during the build phase was a critical step, delivering major benefits. Comprehensive pre-publication checks ensured the highest levels of compliance and quality at launch, and saved significant effort down the line.

In 2017, the rollout continued across AXE global websites, with in-country managers and editors using DQM to manage, monitor and report on website quality.

Crownpeak's user-friendly dashboard shows in-country editors only local errors, so they're relevant and actionable. Full multilingual capabilities support content localization across global sites.

"The feedback from users so far has been very positive," says **Katherine Attoe, IT Business Partner Global Communications Manager at Unilever**. "If you're a busy web editor managing an in-country site, DQM is a great tool to assist you. It helps make sure you're compliant, meeting best practices and achieving the same results locally as your global counterparts."

Quality and compliance made easy

DQM has significantly improved website quality and compliance both pre- and post-publication. Within two weeks of the launch of the US sites, AXE jumped to the top of the leaderboard as the brand with the highest quality and the least number of errors.

With its at-a-glance overview of website quality, easy-to-use Page Analyzer, and detailed reports and analytics, Crownpeak DQM simplifies and streamlines ongoing quality and compliance.

THE RESULTS:

↑	↑	↓
Achieved highest possible levels of quality and compliance at launch	Improved brand consistency and user experience	Dramatically reduced time spent manually monitoring website quality

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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 200 enterprise companies rely on Crownpeak to deliver engaging experiences that delight customers, promote loyalty and deliver results.