

A photograph of a woman with dark hair, wearing a white tank top and a gold necklace, smiling warmly at a young child lying in bed. The child is wearing a white t-shirt and patterned shorts, looking up at the woman. The scene is set in a bed with white linens. A large, semi-transparent magenta shape is overlaid on the right side of the image, containing the text.

IMPROVING GLOBAL BRAND CONSISTENCY & PUBLISHING SPEED

*Case Study : Combined Insurance
(a subsidiary of Chubb)*



THE BENEFITS:

Using Crownpeak Digital Experience Management (DXM), Combined Insurance was able to centralize their web content operations while optimizing their business processes. By centralizing the web hosting function, they were able to reduce costs and simplify review and approval processes resulting in better website content and end user experiences.

"We're extraordinarily pleased with our new Web content management process and how Crownpeak has helped us to meet our new objectives. I'm especially pleased with how we've been able to centralize all of our web content operations, and make it so much easier for us to contribute to the site. We now have the ability to continually improve the user experience and generate better results."

**Deb O'Connor | Vice President, Brand Strategy and Lead Generation
Combined Insurance (a Chubb Company)**

THE RESULTS:

 Global Platform	 Reduced Costs	 Improved Digital Experiences
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THE CHALLENGE:

Like many companies, Combined Insurance relied on their web agency for design and technology updates of their website. Local offices had responsibility for content management of their own websites, but simple content updates took weeks and usually required custom code, which added additional cost. The approval process was ad hoc and managed via email resulting in mistakes on the production websites. Hosting for all international websites was expensive and unwieldy. In the end, maintaining brand and content consistency globally was virtually impossible.

THE SOLUTION:

Combined Insurance implemented the Crownpeak platform to centralize support for their global website and improve their web hosting infrastructure.

- Single global platform: With Crownpeak DXM, Combined was able to maintain brand and content consistency across all their digital properties. The local marketing teams were able to quickly and easily make changes and updates to their individual websites.
- Reduced infrastructure and support costs: Marketing can now make content changes and launch new websites with little to no IT support.
- Engaging digital experiences: Along with managing their marketing websites, Combined has integrated Crownpeak with a number of their backend systems to create transactional websites that improve the overall digital experience.

crownpeak

crownpeak.com

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