



Case Study

# UserWay Helps a Fortune 1000 Company Become Accessible After Lawsuits

Organization Type: Leading Domain Registrar

Company Size: \$13.72B



# Client Background

UserWay recently partnered with a Fortune 1000 company that serves millions of customers globally. It's technology services directly benefit individuals and companies of all sizes, and its high-budget advertising campaigns have led to its rise as a household brand name.

It has thousands of employees working in offices around the world, which includes a robust team of web developers for its growing list of products and services. The company also has an extensive philanthropic mission that includes annual cash donations totalling more than \$1 million dollars to multiple charities.

Despite its size and available resources, the organization was falling behind when it came to people with disabilities. Few were able to use its family of websites without problems.

Its executives saw that accessibility standards were being updated globally at a rapid pace due to pressure from government agencies and human rights groups, but its staff didn't have the specialized technical skills or time to adapt quickly enough.

**Despite its size and available resources, the organization was falling behind when it came to people with disabilities.  
Few were able to use its family of websites without problems.**

# The Challenge

The company faced lawsuits and possible litigation as a result of glaring accessibility and ADA compliance issues. Its site design and code did not meet ADA standards and a purely manual effort to remediate these issues would have been prohibitive from both a time and cost perspective. In fact, the organization didn't even have a way of identifying the accessibility violations that were present across all of its sites. An automated solution was needed that could scan the sites for problems and provide a list of where to start.

**An initial accessibility audit that UserWay performed for the client as part of the project kickoff revealed thousands of accessibility violations.**

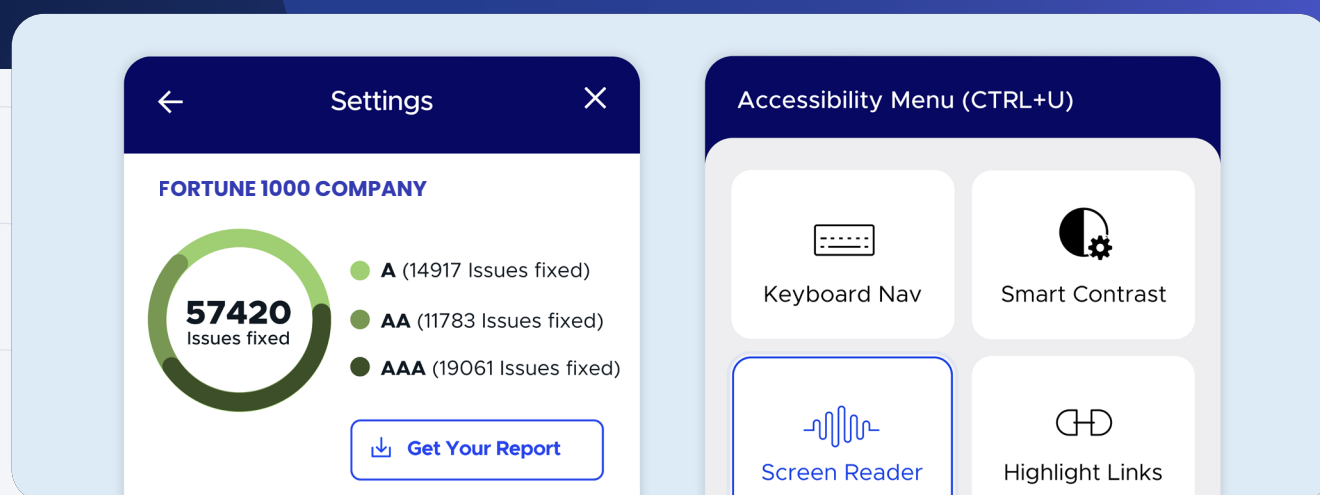
UserWay performed an initial accessibility audit that revealed thousands of violations. The majority were flagged as having a “very high” business impact for its end users and a “very high” legal exposure for the company.

The organization's development team needed training to help them understand how to make the existing pages on all of the sites accessible and ensure new pages and content continued to meet the same standards. It also needed a way to test site changes with a focus group of people with disabilities before major updates were released to all users. But most of all, the organization needed to quickly make substantial accessibility improvements to all of its websites before more lawsuits were filed and existing cases went to court.

Beyond the problems on its own websites, the organization also wanted to offer its clients a way to improve accessibility on theirs as well. It needed a simple process that wouldn't require its clients to perform extensive code changes to their sites.

# The UserWay Solution

The client decided to choose UserWay as its accessibility solution and was able to move from being an organization that was only just slightly aware of accessibility issues to one with a proactive approach to it.



The UserWay AI-Powered Website Accessibility Solution was rapidly integrated into the company's existing web properties for a 97% remediation success rate that was effective across all code-level violations on day one.

With the UserWay widget actively monitoring and remediating the sites, the client immediately had a solid accessibility core around which various subject matter experts and stakeholders – from branding to compliance – could converge.

These stakeholders drove the internal accessibility initiatives required for real, lasting change in the company's SDLC.

**The UserWay AI-Powered Website Accessibility Solution was rapidly integrated into the company's existing web properties for a 97% remediation success rate that was effective across all code-level violations on day one.**

# Benefits of UserWay's AI



**Accessibility  
Success Program -  
Weekly Support**



**Trained Teams with  
Enhanced Accessibility  
Knowledge**



**Real Time Scanning  
and Monitoring**



**Millions of  
Dollars Saved**

The UserWay Accessibility Success Program was also a welcome perk for this client. Weekly office hours were leveraged by diverse stakeholder groups using our software. This provided employees the ability to connect with our team of testers with disabilities, in addition to our developers and auditors, to manually tackle issues ranging from reusable interactive HTML elements to mapping entire user journeys.

A manual audit was also commissioned to provide detailed reports in a variety of testing environments on a range of browsers. Designers, product owners, marketing/content leaders and executive management teams have all taken part in both the training and informal consultations hosted during the Accessibility Success Program.

Using the entire suite of services and solutions that UserWay offers, our client was able to fully transform its entire organization from being noncompliant to one filled with educated, equipped, and empowered accessibility advocates.

## True Partnership

Our relationship with the client has evolved to be so much more than a typical service provider – It is now a full-fledged partnership.

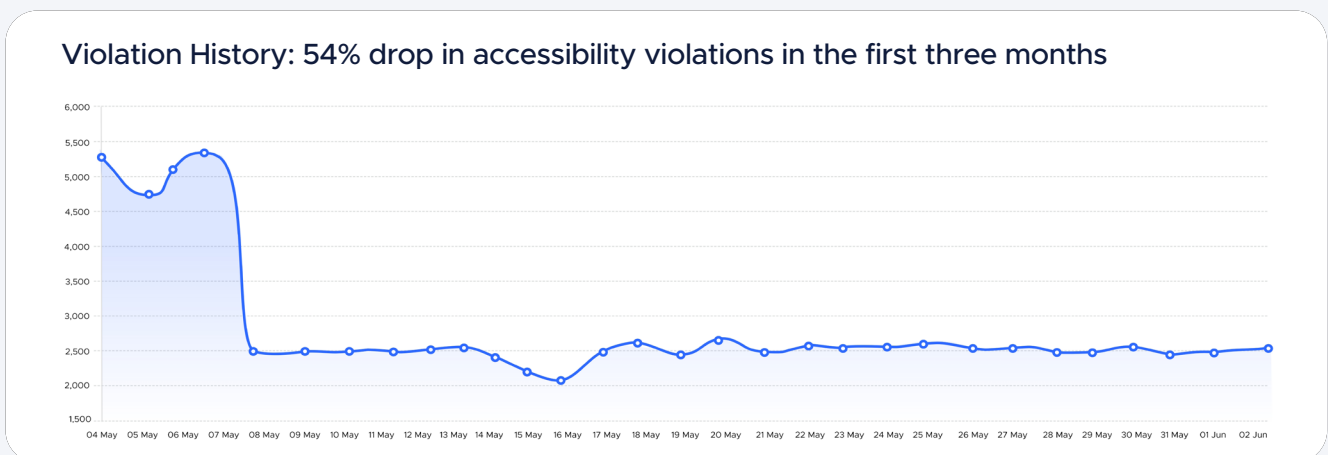
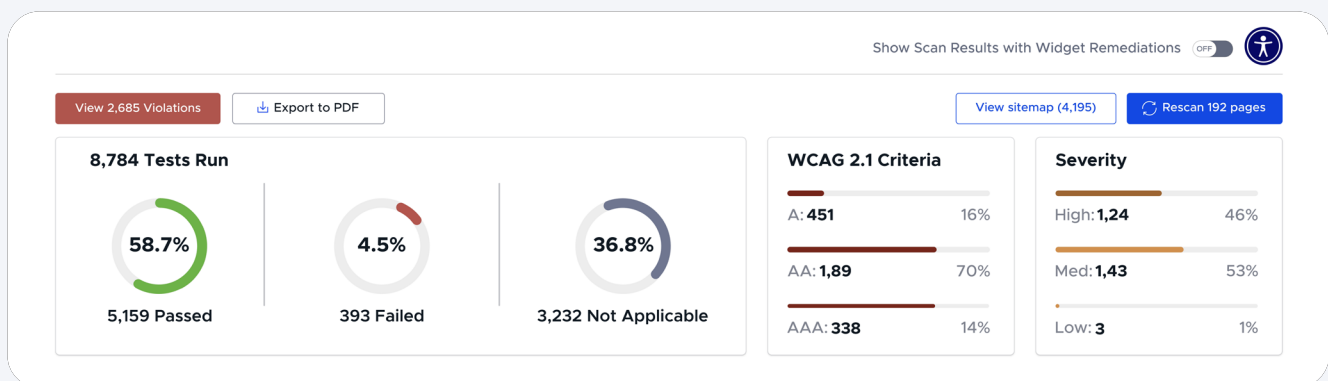
After utilizing all of the SaaS tools UserWay offers, the client reached its stated accessibility and design KPIs. This includes nurturing the first crop of accessibility “evangelists” within the organization, who today lead many new internal accessibility initiatives.



# Measurable and Impactful Results

The UserWay automated accessibility solution has saved the client millions of dollars to remediate countless critical accessibility violations that would have taken the company's internal development team years to complete.

UserWay's real-time scanning and monitoring service also helped the business "shift left," bringing more accessibility tools to its in-house development team. Now the team has access to actionable tickets and detailed code-level accessibility violations across homepages, templates, and specific page URLs. All of these features are also integrated into the client's Jira account.



The UserWay automated accessibility solution has saved the client millions of dollars to remediate countless critical accessibility violations that would have taken the company's internal development team years to complete.

The real-time scanning and monitoring service also accelerated the ability for the company's internal dev team to prioritize and remediate code-level violations at a pace and efficiency that would otherwise be impossible.

Detailed reporting and code breakdowns show where on-page violations can be found, provide remediation suggestions, display what WCAG guidelines are currently being violated, and offer CI/CD integration to issue tickets to other scrum team members. The client has also been taking advantage of UserWay's filtering, sorting and prioritization capabilities of the service, which makes monitoring severities a breeze.

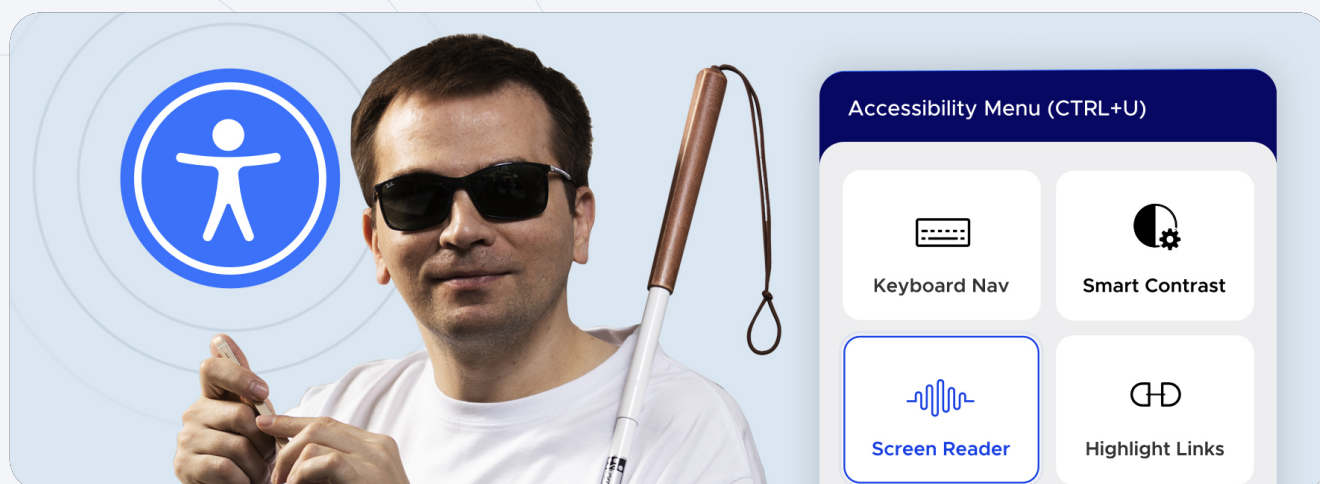
Approximately 83% of the organization's web pages are fully accessible and compliant now, while its risk from lawsuits based on ADA violations has dropped significantly. The client has also saved millions of dollars and an unimaginable amount of man-hours by implementing UserWay's automated solution across its websites when compared to manually correcting all of the accessibility errors.

**Approximately 83% of the organization's web pages are fully accessible and compliant now, while its risk from lawsuits based on ADA violations has dropped significantly.**

But improvements haven't stopped there. The client has been working to remediate its existing code with a goal to make it 100% compliant before releasing a major product update. From this effort, it has already witnessed a 70% drop in violations within its code detected by UserWay's Accessibility Scanning & Monitoring tools.

# Ready to find out how UserWay can help you improve accessibility across your websites and other digital assets?

Visit [UserWay.org](https://UserWay.org) to learn more about the widget and other tools that can help your organization meet ADA requirements.



**No matter what the code on your website looks like, UserWay can get it compliant and help you demonstrate a commitment to making the web more inclusive for everyone.**

UserWay is the #1 global digital accessibility leader, committed to enabling the fundamental human right of digital accessibility for everyone. UserWay radically simplifies a website's ability to become fully accessible and ADA compliant by embedding just a single line of code. The UserWay widget has been installed on more than 1 million websites and is relied upon by more than 60 million users with disabilities. With UserWay's CaaS (Compliance as a Service) technology, website owners can effortlessly reach compliance with WCAG 2.1, ADA, EN 301-549 and Section 508 regulations, as required by US and international governmental and regulatory bodies.