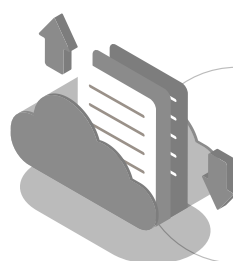**williams lea**
An RRD Company

ARE INACCESSIBLE DOCUMENTS EXCLUDING A LARGE PORTION OF YOUR CUSTOMER BASE?

300,000 pages of PDFs made accessible every month to expand addressable customer base

BUSINESS OVERVIEW

With 1.86 billion people worldwide living with disability, accessibility is not optional, it's essential. Yet, less than 4% of the world's most popular websites is accessible to them[1], leaving businesses disconnected from a $13-trillion market[2]. By making websites, documents, forms, and mobile applications accessible to persons with sight, cognitive, and other disabilities, organizations can reach a wider audience and ensure everyone, regardless of ability, can access and consume critical information.

Accessibility-as-a-Service enables businesses to achieve this by turning inaccessible content into fully compliant, user-friendly assets.
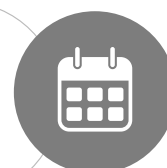
150,000 to 300,000
Pages processed per month

1-2 weeks
Time taken to make documents accessible

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[1]https://webaim.org/projects/million/2023

[2] https://www.rod-group.com/research-insights/annual-report-2020/

KEY CHALLENGES

Under pressure to meet the Americans with Disabilities Act (ADA) compliance requirements, the client needed to make its medical directories accessible quickly and accurately. However, the process was complex due to:

The need to process 150,000 to 300,000 pages every month

The content spanning multiple languages

Customer experience having to be seamless for all users

WILLIAMS LEA'S SOLUTION

To address the challenges posed by the legacy composition engine, Williams Lea implemented a strategic mix of automation and human expertise to ensure that both English and multilingual content met accessibility standards. Our approach included:

Optimizing the workflow by combining advanced automation with manual intervention, ensuring efficiency and accuracy in document accessibility.

Creating tailored scripts to enhance production output and significantly reducing processing time.

Refining the process to streamline document composition, making content more accessible without disrupting existing operations.

This comprehensive approach not only improved accessibility but also enhanced overall efficiency, delivering a scalable solution for the client.

TOOL USED

RRD Remedi Ad℠

A smart accessibility solution based on augmented intelligence that can help deliver compliant, accurate, customized information at scale. Its powerful and unique technology combines Machine and Human intelligence to ensure that an exclusive 'Human Expert-in-the-Loop' pays attention to every detail and delivers superior quality output.

7 TO 15
business days to make documents
accessible, meeting tight deadlines
without compromising quality

150,000 TO 300,000
page processed per month, leveraging
automation to scale operations
efficiently

MULTI-LANGUAGE SUPPORT
ensured a consistent and user-friendly
experience for diverse audiences

OUTCOMES

Williams Lea's solution delivered
measurable outcomes in both efficiency
and accessibility, ensuring compliance
with ADA standards while enhancing
the end-user experience.

ABOUT THE CLIENT

A Fortune 50 healthcare insurance industry leader, the client is an intermediary
for government-sponsored and privately insured healthcare programs. It offers
affordable and high-quality products to more than 1 in 15 individuals across the
United States, including Medicaid and Medicare members.

ABOUT WILLIAMS LEA

Williams Lea is a global provider of tech-enabled skilled
business-critical support services to financial, legal and
professional services firms, connecting people, processes
and technology to streamline key business and administrative
functions and helping companies adapt to a more virtual and
digital workplace. Built on a strong heritage, great client
relationships and a talented team, Williams Lea is the trusted
global outsourcing provider to clients in highly regulated
environments. Williams Lea serves clients in 20 countries
across four continents and has 7,000 employees worldwide.

For more information, please visit
www.williamslea.com