

ACHIEVING ADA COMPLIANCE FOR 60,000+ PAGES BY MAKING INSURANCE KITS ACCESSIBLE AT SCALE

Key Challenge

A leading Fortune 500 insurance company with global retail and institutional customers faced the challenge of making Open Enrolment kits accessible within a turnaround time of 24 hours. An automated system generated the final documents from multiple files, creating a roadblock for the template-based accessibility solution. Rectifying these structural issues before making them accessible was necessary. The client's seasonal requirement spikes determined the deployment of resources.

The Williams Lea Solution

In addition to pre-accessibility intervention to fix structural issues and employing an Expert-in-the-Loop model to validate exceptions, Williams Lea provided PDF and MS Office document accessibility and color contrast analysis to meet the Accessibility standards of Section 508, ISO, and WCAG 2.1 AA.

The team simultaneously improved the Machine Learning capabilities of the proprietary and scalable AI/ML-based accessibility platform, reducing manual interventions. Resources were deployed based on the client's seasonal requirements.

Outcomes Achieved

With the Williams Lea Accessibility Solution, the client achieved:

- ADA compliance for 60,000+ pages
- Greater inclusion
- 100% on-time delivery of accessible documents within required timelines
- 99.5% quality of delivery