williams lea BY RRD

50% TIME SAVINGS USING EXPERT ACCESSIBILITY SOLUTIONS

Key Challenges

A healthcare insurance industry leader was struggling to make its annual enrolment kits compliant with ADA regulations within a short timeframe. As only manual processing was possible, it was prone to errors and time-intensive.

The Williams Lea Solution

The Accessibility Solutions team at Williams Lea first analyzed the files to identify the causes of reverse text and accessibility errors. It then employed an Expert-in-the-Loop model by combining manual resources and technology to perform character encoding and eliminate reverse text issues.

Outcomes Achieved

The client could comply with ADA standards within the stipulated timeframe as well as achieve:

- 50% projected time saving by using RRD RemediAd℠, a proprietary PDF accessibility production tool, instead of tagging the documents manually
- Access to easy-to-use kits
- Superior customer experience
- Greater inclusion