

Case Study:

From 6 Weeks to 20 Minutes: How a European Telecom Giant Transformed Digital Accessibility

Overview

A leading European telecom is committed to innovation and customer experience. With over 330 million customers, approximately 92,000 employees, and operations in 15 countries, the company continues to seek ways to improve its digital infrastructure and meet modern demands for accessibility and inclusivity.

Challenge

Faced with urgent requirements to comply with new accessibility regulations, this telecom provider set a clear objective: deliver accessible digital communication for all customers, including those with disabilities.

A new law introduced the risk of legal complaints at national courts and penalties of up to €100,000, making inaction a serious business risk.

Beyond compliance, the company recognized the moral and commercial imperative of inclusivity. Studies show that between 75% and 80% of people with disabilities report negative experiences with customer service. If websites, mobile apps, and messages are not accessible, customers will turn to competitors who have prioritized usability.

The European telecom was looking for more than just PDF/UA compliance. Their goal was to ensure accessibility across all digital touchpoints, including interactive videos, subtitles, audio descriptions, simplified language, and thoughtfully designed color schemes.



Client

A leading European telecom

Company Overview

- 330 million customers
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Solution

To address the challenge, the telecom collaborated with Precisely and its European partner, Dialog Group, to lead its accessibility transformation.

Precisely enabled advanced data integration by extracting and analyzing information across disparate systems and inconsistent formats. Traditional integration projects often consumed significant development time, but Precisely's EngageOne solution provided a simplified and consistent approach to boost speed, automation, and quality across their daily operations.

Precisely EngageOne functioned as part of a universal solution, capable of creating accessible content from multiple data sources, including static documents and billing systems.

The company also worked closely with the Precisely partner, Dialog Group, to standardize master data across all platforms. This data was used to tag key elements such as customer numbers, amounts, and dates, ensuring correct reading order and document structure. Their orchestration capabilities allowed for effective monitoring of file systems and databases, with outputs fed back into other systems to maintain consistency.

Together, these efforts laid the foundation for an automated and scalable process to create fully accessible and customer-friendly communications.

Results

- ✓ **Reduced accessibility production time** from 6 weeks to just 20 minutes per page
- ✓ **Positioned company to earn their accessibility certification** from the recognized Institute for Blind Studies
- ✓ **Launched first accessible process bot** to automate inclusive communications
- ✓ **Enabled accessible communication across all channels**, including CCM systems, Office docs, and existing files

Through its collaboration with Precisely and Dialog Group, the telecom provider is on track to earn full certification from the recognized Institute for Blind Studies. The solution supported accessible communication across all channels, whether created through CCM systems, Office documents, or preexisting files.

The company also launched its first accessible process bot, dramatically accelerating production timelines. What once required six weeks of development to make a single page accessible now takes just 20 minutes—representing a breakthrough in efficiency and impact.