

Enabling Digital Accessibility Compliance Through Comprehensive Testing

The Client

The Client is a leading American insurance and financial services company offering a comprehensive suite of services, including insurance brokerage, benefits consulting, wealth management, and retirement plan advisory. They enable customer success through specialized expertise, innovative technologies, and enduring relationships with highly rated insurers, vendors, and financial institutions across the globe. The Client has offices across the United States, Canada, Puerto Rico, and the UK.

The Challenge

The Client, as a leading provider of insurance, benefits, and financial services, recognized the critical need to ensure comprehensive digital accessibility across their platforms. With a diverse customer base that includes individuals with disabilities, they are committed to creating an inclusive digital experience adhering to Web Content Accessibility Guidelines (WCAG) 2.2 and Americans with Disabilities Act (ADA) standards. This initiative reflected both their dedication to user-centric design and addressed crucial business imperatives: regulatory compliance, risk mitigation, and market expansion.

While the company's digital platforms served millions of users, they faced several accessibility challenges:

- Ensuring compliance with ADA requirements across multiple areas, including employment opportunities, public accommodations, and telecommunications
- Implementing WCAG 2.2 guidelines consistently across their digital ecosystem
- Mitigating the risk of potential legal exposure and regulatory penalties due to accessibility gaps
- Expanding market reach by better-serving users with disabilities

To address these challenges, the company planned to initiate a comprehensive accessibility testing program combining both automated and manual testing methodologies.

The Solution

Opteamix implemented an integrated dual-testing approach combining manual testing expertise with robust automated tools to ensure WCAG 2.2 guidelines coverage. This methodology delivers both testing depth and breadth while maintaining continuous compliance monitoring.

Our comprehensive manual testing covers all 56 WCAG standard guidelines through three key areas:

- **Screen Reader Testing**
 - Implemented NVDA (NonVisual Desktop Access) for thorough content evaluation.
 - Testing focuses on text alternatives, document structure, and dynamic content updates.

- **Keyboard Navigation**
 - Verification of keyboard-only access for all interactive elements.
 - Testing of focus indicators, navigation order, and custom widget interactions.
- **Visual Accessibility**
 - Utilization of Color Contrast Analyzer (CCA) tool.
 - Assessment of text contrast, interactive elements, and information hierarchy.

Our automated testing framework employs industry-leading tools to ensure continuous accessibility compliance through systematic scanning and monitoring:

- **Axe DevTools Pro**

Integration with development workflow for continuous testing

 - Real-time accessibility feedback and issue detection
 - Automated reporting and remediation guidance
- **Axe Monitor**
 - Continuous monitoring of WCAG 2.2 compliance
 - Automated scanning of new deployments and content changes
 - Performance tracking and trend analysis

Value Delivered

The implementation of comprehensive accessibility testing has delivered significant value across multiple dimensions, generating both immediate operational benefits and long-term strategic advantages:

- **Operational Efficiency:** Streamlined testing processes enable comprehensive website assessment within specified timeframes, reducing costs and resource requirements while increasing testing capacity across multiple platforms.
- **Quality Assurance:** The combined manual and automated testing approach ensures thorough WCAG 2.2 compliance and validates accessibility across all digital touchpoints.
- **Rapid Resolution:** Efficient identification and remediation of accessibility barriers through automated detection and prioritized fixing workflow.
- **Sustainable Compliance:** Continuous monitoring and testing framework maintains long-term accessibility standards while supporting scalable expansion across digital platforms.
- **Enhanced User Experience:** Improved digital accessibility expands market reach and demonstrates a commitment to inclusive design, benefiting all users while mitigating compliance risks.

About Opteamix

Opteamix is an AI-powered technology services company specializing in AI, Application Development, Robotic Process Automation (RPA), DevOps, Enterprise Mobility, Test Automation, and Global Capability Center (GCC) operations. Guided by our higher purpose—“Simplifying Success”—we deliver transformative solutions that help organizations scale efficiently and thrive. Headquartered in Denver, Colorado, we operate a wholly owned delivery center in Bengaluru, India.