



CASE STUDY

AgentSync's Path to ADA Compliance: Navigating Inclusivity in Insurance



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Senior Director, Organic and Brand

"Partnering with your ADA compliance team has been a game-changer. The upgrades have streamlined our website's accessibility, and keep us safeguarded at the same time."

CUSTOMER

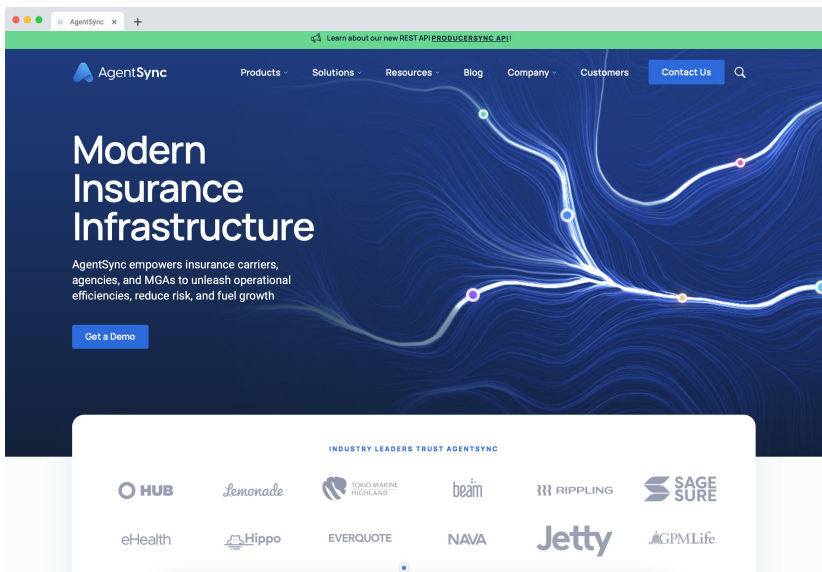
AgentSync

AgentSync pioneers modern insurance infrastructure, seamlessly connecting carriers, agencies, MGAs, and producers.

With a steadfast commitment to customer-centric design, streamlined APIs, automation, and unparalleled service, AgentSync revolutionizes onboarding, licensing, and appointing processes in the insurance industry.

As leaders in compliance, they understand the importance of adhering to regulatory standards while delivering innovative solutions that empower their clients.

At AgentSync, they bridge the gap between compliance and efficiency, driving forward-thinking solutions that propel their clients toward success in an ever-evolving landscape.



RESULTS

29

different types of violations

13

different top level page types

121

total accessibility issues

SOLUTION

Our remediation team tackle website accessibility issues swiftly and methodically to achieve:

- ADA Compliance
- WCAG 2.1 Compliance
- AODA Compliance
- ACA Compliance
- EEA Compliance

CHALLENGE

Starting the Hassle-Free Journey to Full ADA Compliance

AgentSync faced a pressing challenge in ensuring compliance with their website's accessibility.

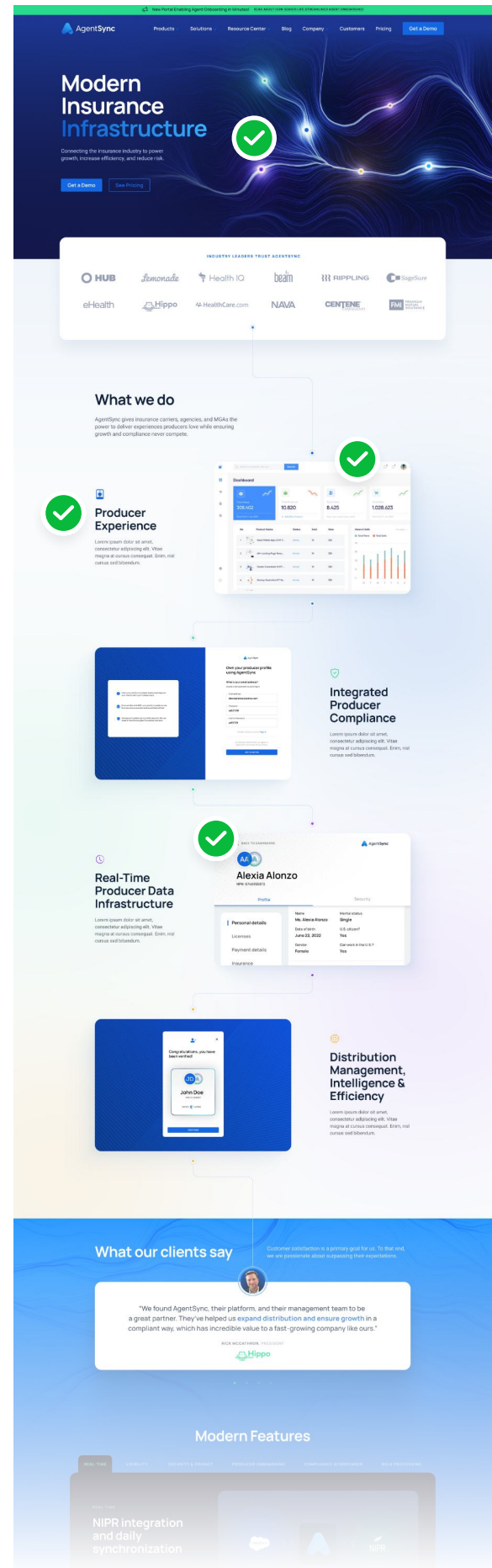
As compliance leaders themselves, the stakes were particularly high for AgentSync, necessitating adherence to stringent accessibility standards not only as a legal obligation but also as a demonstration of authority within the industry.

Recognizing the situation's urgency, AgentSync enlisted the expertise of an accessibility agency like ours to navigate the complex landscape of ADA and WCAG requirements.

The surge in lawsuits targeting non-compliant websites across the USA highlighted the critical need for proactive measures to mitigate legal risks.

Despite AgentSync's existing accessibility plugin, significant issues arose. Collaborating closely with LevelAccess, an ADA compliance leader, our team assessed and uncovered 29 violations across AgentSync's homepage and top-level sitemap, spanning WCAG specifications.

- ✔ Ensure images provide informative alternative text
- ✔ Provide alternative text for images
- ✔ Ensure color is not the sole means of indicating error messages
- ✔ Ensure that status messages can be determined programmatically without receiving focus
- ✔ Ensure link text is meaningful within context
- ✔ Provide a mechanism for skipping past repetitive content
- ✔ Ensure heading level matches the heading's visual importance/level
- ✔ Ensure color is not the sole means of communicating information
- ✔ Avoid unnecessary use of heading elements
- ✔ Ensure color is not the sole means of communicating information



SOLUTION

Tailor-made solutions for AgentSync resulting in full ADA compliance

Upon identifying the 29 distinct violations across AgentSync's website, totaling 121 accessibility issues spread across 13 different modules, our team swiftly mobilized to address these challenges.

Recognizing the critical importance of prioritization, we focused on the top 10 violations, prioritizing those with the highest severity and visibility to users. With a methodical approach, our remediation team embarked on a comprehensive journey to rectify each issue systematically.

In the initial weeks of the project, our dedicated team worked tirelessly to tackle these accessibility issues head-on, employing a combination of technical expertise and strategic problem-solving.

Our goal was clear: fully complying with ADA and WCAG standards, ensuring that AgentSync's digital presence aligned seamlessly with regulatory requirements and industry best practices.

RESULT

Achieving Full ADA Compliance: The Impact of Project ADA on AgentSync's Website

Despite having an accessibility widget already in place, AgentSync's significant issues underscored the necessity of a thorough, expert-led remediation process. This experience highlights the complexity of achieving full ADA compliance and the value of professional intervention.

In just two weeks, significant strides were made as the AgentSync website achieved notable accessibility compliance across most of its pages.

By prioritizing the most critical issues with the highest visibility, we swiftly addressed key accessibility challenges, laying a solid foundation for further progress. However, our commitment to excellence didn't end there.

Each solution aspect was meticulously tested to ensure compliance with WCAG standards and alignment with AgentSync's branding, image, and overall website functionality.

Over six weeks, our accessibility team continued to work diligently, methodically addressing remaining issues and executing ADA remediation with precision.

project **ADA!**

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