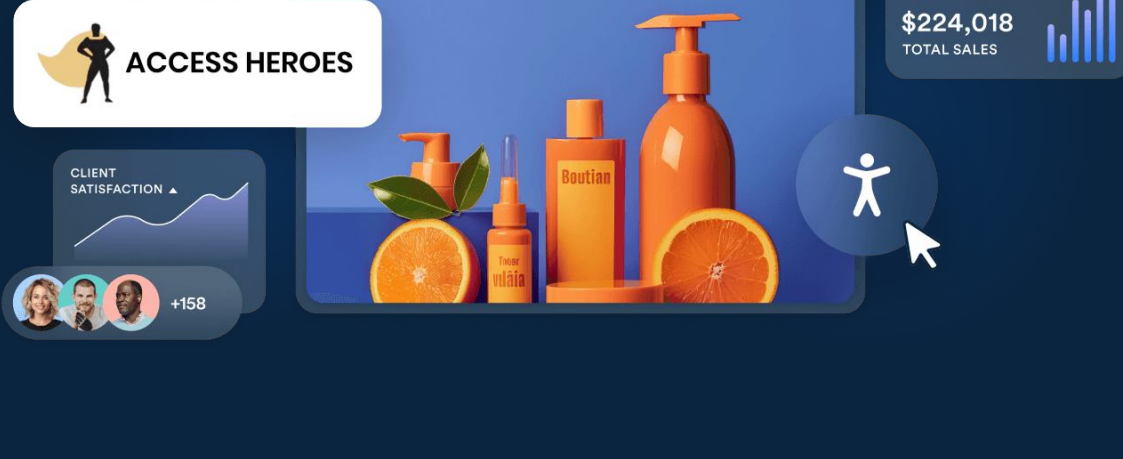


How Access Heroes is Driving Sales & Boosting Web Performance with Web Accessibility



With accessWidget, Access Heroes clients have experienced:

20%▲

avg organic traffic

32%▲

avg conversion rates

85%▲

avg customer satisfaction

15%▼

avg bounce rates

40%▲

improved avg UX feedback

Key Takeaways

- Most SMB owners are unaware of the benefits of web accessibility, so Access Heroes shifted to focus on accessibility education and awareness.
- Results revealed not only legal risk mitigation but optimized website performance.
- By positioning themselves as accessibility experts in the agency market they improved their own brand reputation and increased sales quarter over quarter.

“

When our clients feel like we're looking out for them - in terms of making sure that they are mitigating legal risk, but also making sure that they are demonstrating inclusion - we are investing in our long term relationships.”



Tanuj Apte
Director, Access Heroes

Meet Access Heroes

Access Heroes is not like any other web agency. It focuses primarily on accessible websites for SMBs. Their approach begins with accessibility education and ends with beautiful and high-performing websites.

“

Our main goal is to educate SMB owners about the benefits of web accessibility and then enable them to have accessible websites that they love.”

2020

Year Founded

6

No. of employees

12,000+

No. of clients

The Challenge

As a trusted web agency that had already created Wix websites for thousands of happy clients, Access Heroes wanted to make web accessibility front and center. How could they convince their clients it was important? Could they afford the exorbitant costs of manual development? And was there a way to address both the website solution while also getting legal support for their clients?

These were the 3 main issues Access Heroes faced:

Lack of Web Accessibility Awareness Among SMB Owners

- 01 Tanuj and his team started getting calls from clients about ADA demand letters. Access Heroes needed a web accessibility partner that could provide not just a great automated solution, but also the sales enablement material to educate clients.

High Cost of Manual Accessibility

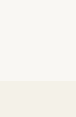
- 02 The cost of manual development and design would be completely unaffordable for their SMB market. To maintain the standard and speed that their clients had come to expect, they needed a solution that was affordable and automated.

Lack of Knowledge Around the ADA and Accessibility Laws

- 03 When a restaurant client was sued for ADA non-compliance, they made the decision to look for a web accessibility partner that could provide litigation support and address other digital assets, like PDFs.

“

There's a lot of misinformation out there about web accessibility costing a fortune. People think it takes a lot of time and it costs a lot of money. With accessiBe, we can reassure them and say **'It's actually going to cost you \$40 a month** and after ADA tax credits, we're talking about \$20. Once we explain that, we're having a very different conversation.



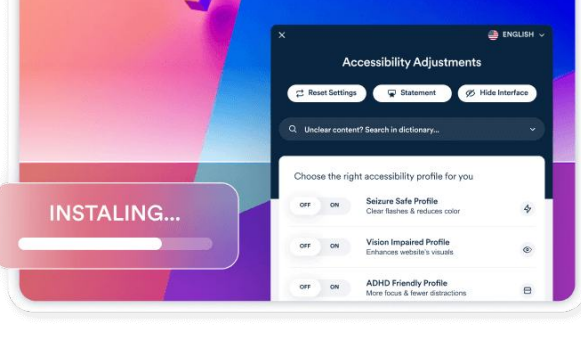
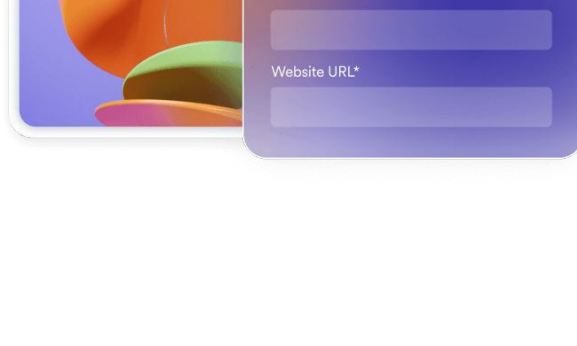
Tanuj Apte
Director, Access Heroes

The Solution

After doing some research, Tanuj and the Access Heroes team found the accessiBe Partner Program. The partnership offered everything they needed and more. With accessiBe they could provide their clients with a comprehensive solution that fit their agency's level of quality and brand values. It also offered them the opportunity to position themselves as accessibility experts - giving them a competitive edge in the agency market. With the Partner Program they were able to solve the challenge with these solutions:

01 Marketing & Sales Materials to Educate and Sell Effectively

Access Heroes has taken full advantage of the many assets and tools that the accessiBe partnership provides. They utilize a white-labeled accessScan on their agency website to provide potential clients with a free accessibility audit. They offer reports and workshops on the many benefits of web accessibility, resulting in a 35% increase in clients choosing web accessibility quarter over quarter.



02 Cost-Effective & Easy to Install Solution

accessWidget is extremely powerful and effective, but it's also affordable and easy to install. Access Heroes is able to harness AI to solve the accessibility gaps on their clients' websites without needing to charge a cost-prohibitive amount. Their mission after all, is to serve SMBs with websites that they can both afford and love.

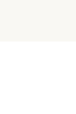
03 Litigation Support & Expert Services

For clients that ask Access Heroes for help with an existing legal issue, accessiBe's litigation support is available as part of their agency's offering. This exclusive service includes everything, from handling ADA demand letters to adding subtitles to videos, and sets Access Heroes apart.



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Offering these services has distinguished us in a competitive market, making us an agency that attracts new clients who prioritize inclusion and compliance. The financial gains are clear. Our referrals for accessWidget continue to increase by 35% quarter over quarter.

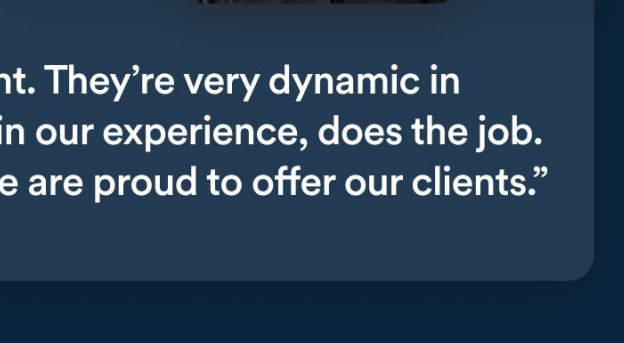


Tanuj Apte
Director, Access Heroes

Going Beyond Compliance to Be Leaders

The Access Heroes team made the smart and brave decision to position themselves as advocates for accessibility and found themselves truly passionate about championing inclusion. The results have been extremely beneficial for their clients, but also for their agency. They've seen an increase in client satisfaction, retention, and returning revenue since adding web accessibility to their offering.

★★★★★
Client Experience



“

Every website is different. They're very dynamic in nature. accessWidget, in our experience, does the job. And that's something we are proud to offer our clients.”

Ready to elevate your offering?

BOOK A DEMO >