CX SCORE

Accessibility at Scale with Gen-AI Synthetic Users

Deliver Impactful Customer Experiences with 10X Speed, Savings, and Compliance

In today's fast-paced digital economy, companies are facing immense pressure to innovate and release products quickly. However, delivering accessible experiences at scale has been a significant challenge due to the complex, imprecise, and manual nature of existing tools that are not tailored to modern product teams. According to WebAIM's recent research, over 97% of the 1 million websites tested failed to meet WCAG standards, leading to a surge in ADA digital accessibility lawsuits with over 2,300 cases filed in 2022 alone. As a result, companies must prioritize accessibility compliance to mitigate the growing risks of lawsuits and regulatory fines. They also have the opportunity to increase revenue by reaching the widest possible audience and enhance their brand by clearly demonstrating their commitment to accessibility as part of DEI and ESG programs.

The CX Score Difference

Experience-centric
Integrate CX design and metrics into DevOps and create powerful feedback loops to deliver better faster customer experiences that drive engagement, revenue and savings

Predictive
Simulate customer behavior during product design, dev, and ops using AI generated Synthetic Users and share actionable insights to enable the rapid delivery of CX at scale

Precise
Calculate and improve your total CX Score by automatically validating every user journey against the CX requirements of design, functionality, usability, privacy, security, performance, and accessibility

Impactful
Measure impact of product initiatives on user engagement, customer satisfaction and financial performance, thereby, connecting product decisions to business outcomes

Simple
Unify product, design, dev, and ops teams on a single easy-to-use platform that breaks down silos, streamlines processes, and automates manual labor-intensive tasks

Accessibility at Scale with CXOps

Today's digital accessibility solutions automate less than 40%, leaving teams with slow and costly manual validation and remediation. CX Score is the first AI-powered CXOps platform that unifies modern product teams, delivers predictive insights, and automates manual tasks. It integrates CX design and metrics into the DevOps lifecycle to enable the agile delivery of impactful products at scale.
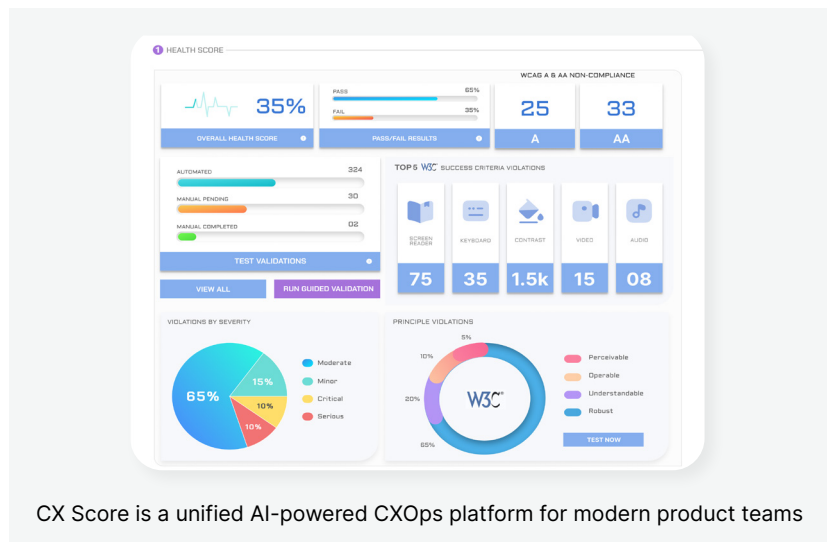
CX Score is a unified AI-powered CXOps platform for modern product teams

Synthetic Users for 10X Speed, Savings, and Compliance

Synthetic Users, created with Gen-AI technology, combines human intelligence with the limitless potential of machines to uncover accessibility violations in all user journeys - critical for rich and responsive modern apps. AI fills automation gaps in testing color contrast, keyboard, screen reader and responsive design. DevOps integrations continuously improve accessibility scores, assure WCAG 3 forward compliance and conformance with levels that exceed AA mandates.

info@cxscore.ai | cxscore.ai

10X product speed, operational savings, and regulatory compliance while delivering impactful customer experiences at scale

Key Capabilities

Exhaustive Application Coverage
AI generated synthetic users navigate the entire depth and breadth of an application by logging in, simulating clicks, filling out forms, hovering mouse, interacting with pop ups etc. to uncover every user journey and fully validate the application.

Comprehensive Accessibility Rule Set
Accessibility rules are based on the extensively tested Axe-core set. Gen-AI synthetic users with NLU, perception and cognition fill the gaps in automation rule coverage for color contrast, keyboard (KB), screen reader (SR) and responsive design (RWD).

Powerful Dev Tools
With AI-guided validation and built-in dev tools, developers and testers can deduplicate violations, triage findings, identify root-causes, quickly remediate violations and verify fixes.

Live Dashboards and Assurance Reports
Real-time reports and interactive dashboards assure continuous compliance enabling visualization by Lines of Business applications, analysis of insights and optimization of the total CX score over time.

End to End Automation
End-to-end automation feeds customer engagement insights back to product teams, forks regressions, validates CX requirements, generates and closes tickets, and verifies bug fixes.

Key Benefits

Reduced Legal Risk
Litigation for web accessibility violations has increased dramatically with over 2300 lawsuits filed in 2022. CX Score assures WCAG 2.0 Level AA conformance to fully comply with ADA, Section 508, CA Unruh, AB434, and ACAA and mitigates the risk of lawsuits or fines.

Increased Revenue
15% of world and 25% of US population has some type of disability. CX Score ensures websites and apps adhere to WCAG and W3C best practice recommendations to reach the widest audience.

Lower TCO
Product and design are disconnected from dev and ops. CX Score unifies teams on a simple self-service platform, shares CX insights, automates tasks, and streamlines processes to dramatically lower both human inefficiencies and technology costs.

Increased Productivity
Triage, deduplication, root-cause and remediation are time consuming manual tasks. CX Score drives 10X increase in productivity by dramatically reducing MTTD and MTTR to accelerate release velocity.

Positive Brand Image
ESG rating has become an important standard for measuring non-financial performance. Companies who publicly commit to digital accessibility are likely to create a positive brand image, increase brand loyalty and gain competitive advantage.

Why CX Score?

- ✓ Full application certification
- ✓ Integrated KB, SR and RWD
- ✓ VPAT and assurance reports
- ✓ End-to-end automation, DevOps integrations
- ✓ AI-guided dedupe, root cause, remediation
- ✓ Exceeds WCAG 2.0 Level AA for ADA and 508

About CX Score

CX Score is the first AI-powered CXOps platform for modern product teams. Unlike reactive call centers, surveys and analytics, CX Score integrates product design and experience metrics with DevOps to enable the agile delivery of impactful products at scale. Using CX Score, brands can precisely validate all CX requirements, streamline and automate design flows, and create powerful feedback loops that tie CX initiatives to business outcomes. Its Synthetic User AI predicts customer behavior and shares actionable insights across product teams to rapidly synthesize world class experiences. With CX Score, enterprises realize 10X improvements in experience velocity, operational savings, customer engagement, and financial performance.