

What you need to know about web accessibility and the WCAG.

Join us for this webinar on **Global Accessibility Day**

Date: May 19, 2016 **REGISTER NOW** **Time: 11 AM EST**

About the Webinar: Digital accessibility has improved, but people with vision, hearing, cognitive and physical impairments are often not able to access websites and apps fully and easily. With lawsuits targeting web accessibility on the rise, every business leader should be familiar with the ABCs of web accessibility. To learn the essentials, necessary principles for execution and actionable steps to address accessibility challenges, [register for our webinar.](#)

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What We're Reading

Web Accessibility Legal Risk Growing Across Industries



Web accessibility non-compliance continues to generate lawsuits, yet many companies are still far from ensuring accessibility for all online users. Today, more industries are liable for legal repercussions than ever before. Following [a California lawsuit won](#) against a retailer whose website was not accessible, any website associated with a retail, online or omnichannel presence is now at risk. Still, [85% of websites](#) aren't fully accessible to the disabled audience, even with the help of [improved assistive technology](#). The urgency around web accessibility compliance will only continue to grow, and now is the time to act. Read our blog on [who is at risk](#) for accessibility-related legal action in 2016.

Grand Ambitions For Digital Transformation Remain Beyond Reach



Digital transformation is the e-commerce disruptor poised to make or break brands' omnichannel strategies. 90% of CEOs believe this seismic shift in digital will impact their industry, yet [only 25% have a plan](#) in place to address this and 15% have begun doing so. Nearly half of brands [embracing digital transformation](#) have seen an improvement in engagement and customer satisfaction. However, most brands do not feel that their organization's infrastructure can [support their digital transformation ambitions](#). Digital leaders are elevating customer expectations and challenging brands to keep pace. More on how to embrace digital transformation at any stage of mobile maturity [here](#).

Artificial Intelligence in CX: The Future of Omnichannel



This year's Mobile Commerce Summit in NYC delivered insights on the future of omnichannel retail, and how emerging technologies like AI can take personalization and service to new heights. According to Google's Sundar Pichai, the implications of AI's success are ["game-changing,"](#) and will spark a shift toward "an AI-first world." Brands like Staples have already begun to leverage AI, aiming to go ["beyond personalization"](#) with technology that remembers and builds upon user context. AI has the potential to be a driver of next-level customer experiences. With virtual assistants like Siri and Cortana, and [up-and-coming AI-driven assistants](#), AI is poised to become central to the success of connected experiences. More on the CX potential of AI [here](#).



Brand Insights

- [Why QA and UX are the Keys to Success](#)
- [The Layperson's Guide to Web Accessibility](#)
- [Case Study: Omni Hotels and Resorts](#)