USERWAY   Payoneer

Payoneer Case Study

Client Background

Payoneer is the world's go-to partner for digital commerce, everywhere. From borderless payments to boundless growth, Payoneer promises any business, in any market, the technology, connections and confidence to participate and flourish in the new global economy.

The company provides e-commerce services to individual online sellers as well as platforms, including Airbnb, Amazon, Google, Walmart and Upwork. And with more than 2000 employees spread across 24 offices around the world, it's positioned to continue its path of explosive growth.

The company was founded in 2005 and went public in 2021 under the NASDAQ ticker symbol PAYO. More than 5 million customers use Payoneer to manage their funds.

> **"Payoneer was built from the ground up to empower anyone anywhere to participate and succeed in today's digital economy. Today, we're helping over 5 million businesses of all sizes to transact, do business and grow, anywhere in the world."**
>
> ———— Jonny Steel, VP Marketing, Payoneer

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The Challenge

Payoneer is focused on democratization of access and opportunity, specifically in ways that help small and enterprise-level businesses sell products and services internationally.

Its executive team had already ensured the company's website content was easy to follow and understand because it needed to be translated into numerous languages. The site was also designed with an option in the navigation area that allows all visitors to change its language. But the next step was to guarantee it worked flawlessly for everyone who visited around the world, including people who use assistive technologies to navigate the web.
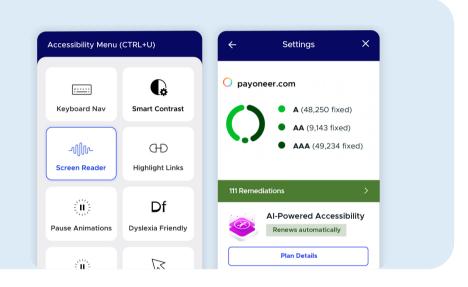
A simple solution was needed that wouldn't require the high costs or time delays of manually re-coding all the pages on the website. The leadership team also wanted to guarantee that any new materials added to the site would be automatically accessible.

Another critical requirement was visitor privacy. The management team didn't want a service that tracked or asked for personal information because it might cause problems with international compliance regulations.

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The UserWay Solution

The UserWay AI-Powered Accessibility Widget was a perfect fit for Payoneer's needs.

Accessibility Menu (CTRL+U)

Keyboard Nav	Smart Contrast
Screen Reader	Highlight Links
Pause Animations	Dyslexia Friendly

Settings — payoneer.com

- A (48,250 fixed)
- AA (9,143 fixed)
- AAA (49,234 fixed)

111 Remediations

AI-Powered Accessibility
Renews automatically

Plan Details

After seeing a demo explaining the benefits of the UserWay AI-Powered Accessibility Widget, the team at Payoneer was ready to try it on their site. They began by opting for a free trial to test the basic widget for compatibility with the site. After finding it didn't cause any errors and worked across browsers, they selected UserWay as their digital accessibility solution provider and upgraded to the AI-Powered Accessibility Widget.

Once the upgraded widget was running on the Payoneer site, all visitors were immediately able to tailor their online experience using a host of accessibility tools, which specifically included the innovative UserWay screen reader.

Other features include multiple color-contrast settings to make text more legible against page backgrounds, the ability to make text larger, an option to pause distracting page animations, and a variety of cursor settings that include a Reading Guide function to help readers stay focused.

The widget also does not require personal information from users and doesn't track what users view online. So there's no risk of private details being submitted to a third party or databases of marketing information tied to visitor names or other identifying information.

> **"At Payoneer we put a huge focus on customer centricity. With inclusion as one of our company values, we design our products to offer an excellent customer experience, no matter where they are in the world. UserWay helps us in our efforts to accomplish that goal, contributing to making each customer's experience better."**
>
> ———— Jonny Steel, VP Marketing, Payoneer

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Benefits Of The UserWay AI-Powered Widget

Quick Setup

By implementing the UserWay AI-Powered Accessibility Widget, Payoneer avoided manually adjusting the code across all the pages on its website.

Preserves Privacy

Payoneer website visitors are never asked to select their disabilities from a list to make pages adapt to their needs. All of the accessibility tools are available as soon as each page loads.

Dyslexia-Friendly

People with mild forms of dyslexia often go undiagnosed. Now anyone experiencing problems reading can try the dyslexia-friendly font to see if it helps.

Simple To Use

The UserWay widget makes navigation and customizing how a page is displayed simple to manage. The overlay is always easy for visitors to find in the corner of the screen.

Improved Outcomes

Now that all barriers to website accessibility have been removed for all site visitors, everyone can focus on the benefits Payoneer offers them for managing their funds.
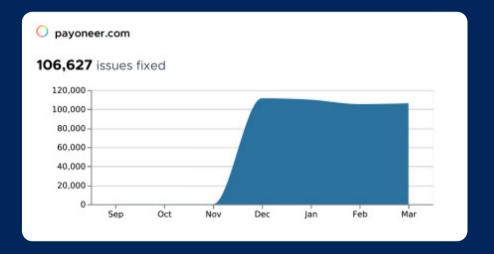
Measurable And Impactful Results

Adopting new technologies is often a long and difficult process for large corporations. Making them work with the systems already in place can be challenging. But since the UserWay widget only requires one line of code to install, Payoneer was able to test it immediately.

The UserWay widget instantly fixed more than 100,000 accessibility violations across the Payoneer website. The corrections included writing and inserting 30,390 alt-tags that were missing from links and the addition of descriptive text for 15,775 links. At this scale, it would be almost impossible for a development team to accomplish in a timely manner.

Approximately 98% of the organization's web pages are fully-accessible and compliant now, while the company's risk from lawsuits based on ADA violations has dropped significantly.

But the most important difference for Payoneer is that accessibility is now seamlessly built into the website, without distracting from it. Users around the world are able to focus on managing their finances instead of facing technical access barriers.

"The UserWay widget was simple to install and was instantly visible on the Payoneer website. We've been extremely impressed by its ability to correct accessibility violations and how it could be customized to match our brand without any effort."

———— Etay Sade, Web Team Leader, Payoneer

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Visit <u>UserWay.org</u> to learn more about our accessibility widget and other solutions that can help your organization meet ADA and WCAG requirements.

No matter what the code on your website looks like, UserWay can get it compliant and help you demonstrate a commitment to making the web more inclusive for everyone.

UserWay is the world's #1 global digital accessibility leader, committed to enabling the fundamental human right of digital inclusion for everyone. Our widget has been installed on more than 1 million websites and is relied upon by more than 60 million users with disabilities every day.

Our AI-powered technology, combined with a Human-in-the-Loop remediation process, helps enterprise websites more readily achieve compliance with accessibility technical standards, such as WCAG 2.1, EN 301-549 and Section 508 regulations, as required by US and international governmental and regulatory bodies.

<u>Request a UserWay Demo</u>