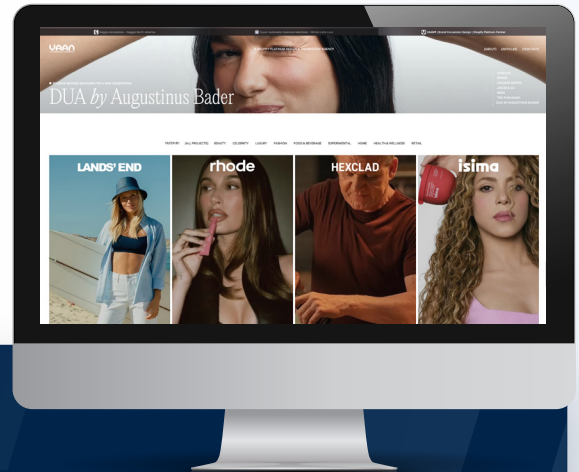




## Accessibility as a Promise, not a Pitch: Inside Vaan Group's Contractual Commitment to Accessibility



### Summary

For e-commerce brands in today's digital-first environment, accessible websites are a must. Lawsuits targeting inaccessible sites are on the rise as consumers have come to expect inclusive digital experiences.

**Vaan Group**, a Shopify Platinum certified web development and design agency, has made accessibility a business promise. When prospects inquire about an accessible build, Vaan Group leans on its accessibility partner Allyant for testing and auditing. If any critical or serious accessibility issues are identified post launch, Vaan Group's warranty covers the work, remediating at no additional cost, an agency differentiator and an accessibility assurance written into client contracts.

The result of this level of commitment?

Streamlined negotiations, client retention, trust, and a shared commitment to creating accessible e-commerce experiences for all.

### Key Highlights

- **Accessibility Assurance:** Vaan Group, unlike most agencies, commits to resolving critical and serious accessibility issues post launch at no additional charge, eliminating unexpected accessibility upcharges.
- **Market Differentiation:** A commitment to lasting accessibility, avoiding ineffective accessibility solutions, fast-tracks new client negotiation, building long-term client trust and retention.
- **Third-party Credibility:** Accessibility partner Allyant's independent testing and auditing provides unbiased credibility, with training that sharpens Vaan Group's internal expertise.
- **Long-Term Client Support:** Clients are encouraged to continue working with Allyant to maintain accessibility as their content changes and site evolves.

## Objective

When it comes to accessibility, the e-commerce industry is under increased pressure. The prevalence of website accessibility-related lawsuits is escalating, and consumers increasingly expect brands to deliver fully accessible digital experiences. Clients often ask their digital agency, "Can you build me a legally compliant and fully accessible website?"

**Did you know?** Accessibility in the digital space is the practice of designing and developing digital experiences — like websites and mobile apps — that can be used by everyone, including people with disabilities. Accessibility ensures there are no barriers for users with visual, auditory, motor, or cognitive differences, providing equitable access to digital content, products, and services.

When it comes to accessible e-commerce, Vaan Group identified an opportunity to differentiate itself from other digital agencies that committed to accessibility but failed to deliver. Accessibility became a professional priority driven by a personal passion at the organization's highest level.

"My son has unique mobility needs," says Vaan Group's Chief Technology Officer **Illarion Koperski**. "We were challenged to find a bicycle that ultimately supported his unique needs. I witnessed first-hand how access can change a life in the physical world. I was determined to deliver the same level of access in the digital world."

It was then that Vaan Group began their search for a trusted accessibility solution partner.

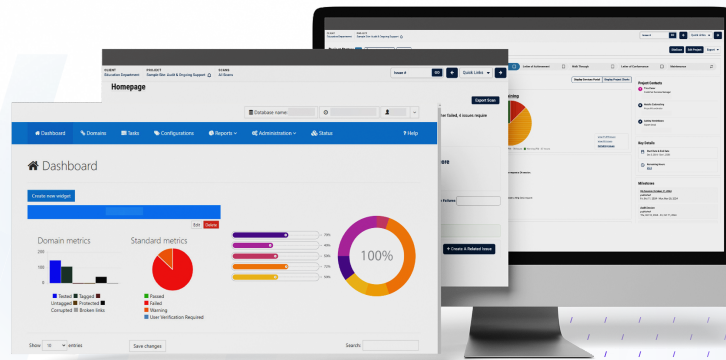
"Our partnership with Allyant is a business benefit for us both, with each side bringing its unique area of specialization. Vaan Group does what we do best, exceptional website development and design, while Allyant layers on a deep level of accessibility expertise. Together, we're able to deliver lasting value to Vaan Group clients."

**Allison Simpson**  
Head of Client Services  
Vaan Group



## Solution

Vaan Group partnered with **Allyant** to embed accessibility into its client engagement model. From a process perspective, when a client prioritizes accessibility, Allyant's experts perform a thorough audit, whether it's at the design stage or on a completed site. Uniquely, if an audit uncovers any critical or serious accessibility issues, Vaan Group makes a bold promise to resolve those issues at no additional cost, a remediation process made easier thanks to Allyant. Actionable audit results prioritize accessibility issues based on severity, and the Allyant Platform provides help center articles and code-level guidance to correct any issue identified.



Vaan Group's commitment to resolving any serious and critical accessibility issues at no additional charge is explicitly written into its client contracts, transforming what is often a point of friction between agencies and clients, into a unique value proposition.

"Instead of offering so-called quick fix solutions that often create more risk, Vaan Group has committed to doing the work, identifying and fixing issues without cutting corners," adds **Ryan Wieland**, Vice President of Digital Accessibility Sales at Allyant. "This level of accountability is rare in the industry, and it sets a new standard for the quality of work agencies can—and should—deliver."

"The Vaan Group partnering with Allyant and proactively moving the conversation about usability and risk mitigation into their custom acquisition cycle is a key differentiator in the digital agency space for not only their team, but most importantly for their clients. This helps their clients mitigate legal risk, provide accessible experiences to their consumers, and significantly reduce accessibility cost compared to the reactive approach taken by most web design and development agencies."

**Ryan Wieland**

Vice President Digital Accessibility Sales  
Allyant



## Results

Vaan Group's commitment to accessible e-commerce has reshaped its internal operations and strengthened trust with clients, proving that when accessibility is treated as a promise rather than a pitch, it creates measurable business value.

### For Clients:



**Compliance Confidence:** Peace of mind knowing Vaan Group will deliver an accessible and legally compliant website.



**Agency Trust:** A contractual commitment to fix critical or serious accessibility issues inclusive in warranty with no short-cut solutions or surprise up-charges.



**Ongoing Support:** A pathway to an ongoing partnership with Allyant, ensuring accessibility keeps pace with an evolving site.

### For Vaan Group:



**Efficiency Gains:** By embedding accessibility early in the creative process, Vaan Group is reducing rework and expediting site delivery to the client.



**Cultural Transformation:** Adoption of accessibility at the highest level has created an organizational sense of purpose that inspires their teams, reinforcing accessibility as a core part of the agency's identity.

**Jayne Young**, Director of Growth at Vaan Group adds, "For Vaan Group, accessibility is personal, it's professional, and it's non-negotiable. We've transformed our values into action, positively benefiting our business and our client relationships, ultimately contributing to more inclusive e-commerce experiences for all."