



## Public sector and legal

Regulatory compliance and risk management are key elements within the public sector. Deployment of new services, new government initiatives and updates to policies require support from technical communicators. Communicating effectively with customers is essential to providing a transparent and customer-focussed service.

CTC has worked with a number of organisations in this sector and have a good understanding of the regulatory framework in the UK.

### Background

A public organisation responsible for the regulation of solicitors in the UK had recently changed their paper-based application process to an online system. The online system resulted in a significant level of customer support queries.

### Requirements

The organisation engaged our services to improve the usability of the information provided in their online applications forms and to develop a set of guides explaining their online services.

### Challenges

This project was characterised by a demanding customer base and tight deadlines. Due to the nature of the organisation, many stakeholders were involved, some with strong views on what was appropriate content.

### Solutions

CTC's solution included the following:

- Updates to the existing application forms, to simplify, streamline and make the information easier to understand and more readable
- A new set of support guides, explaining the online services

### Unique features

- Careful coordination with product managers and stakeholders to ensure accuracy and appropriateness of content
- Ensuring brand and message consistency across the online application
- Delivery to agreed schedule to meet deadlines.



### **Project Feedback**

Our client was very satisfied with the service and wrote to thank us. Feedback from internal staff and customers was positive and encouraging.

### **View Samples**

Contact us to request access to samples on a secure section of our website.