



E-commerce

The market for e-commerce services continues to grow rapidly as more and more consumers choose to shop online. Online purchasing now accounts for over 20% of all UK sales. UK companies are targeting their e-commerce solutions towards the fast-growing BRIC nations (Brazil, Russia, India, China), in order to gain entry into these vast, lucrative markets.

E-commerce companies have a need for technical communications services to provide support for their portfolio of products and services. CTC has provided technical documentation and marketing collateral to a number of leading payment processing service providers and companies in this sector.

Background

One of the leading payment service providers in the UK approached CTC for support in an ambitious roll-out of new alternative payment methods.

Requirements

The company had recently acquired a competitor business with a significant portfolio of payment methods. The company began a fast-paced integration of these new methods into their own payment processing system and needed a new set of product collateral and support material.

Challenges

The release programme involved the development, testing and release of 7-8 new payment methods each month. Product collateral, including a product guide and product sheet for each payment method, needed to be prepared and ready in advance, before each release.

Solutions

CTC's solution included the following:

- Design of a new template and imagery for the product sheets and product guides.

- Planning and scheduling the delivery of the product collateral

- Drafting of content, graphic flowcharts, screenshots and layout for each alternative payment method.

- Design and delivery of a micro-site for hosting the new sales collateral.

- Assistance with the preparation of internal and customer-facing communications (email and landing pages)



Unique features

- Careful coordination with product managers, partners, stakeholders and marketing teams to ensure accuracy and appropriateness of content
- Ensuring brand and message consistency across the product set
- Delivery to agreed schedule to meet deadlines.

Project Feedback

Feedback on the micro-site and collateral set was positive and encouraging. CTC was invited to provide support for follow-on projects as these arose.

Clients in this sector

Customers in this sector who have used CTC services include: WorldPay, Streamline, MoneyBookers (Skrill) and Betfair.

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