Software and services

Companies that offer applications and services have a need for technical communicators to document their products. The needs of the sector are varied and, in general, companies benefit most from a technical communications service provider that can offer a range of services. Often smaller software companies have never used a technical communications service or do not have the in-house resource to provide this service as a full-time resource.

CTC has worked with many small and medium-sized businesses to provide support literature, technical documentation and marketing communications services.

Background

Based in the US, this software company had a local branch in Cambridge UK and were expanding into the UK market. They were seeking a local supplier to assist with marketing material to describe their flagship product.

Requirements

The company offered an online compensation management solution that enabled businesses to manage their employee salary, bonus and stock plans.

In a typical sales scenario, an account or sales manager would arrange an online or telephone meeting with a client. During the meeting, the sales manager would demo the system and talk through its features, highlighting the unique selling points.

The company was interested in providing collateral to support their sales team during client meetings. They also wanted material that could be given to clients.

Challenges

This company had never used a technical communications service and so needed advice and support as to the appropriate options to meet their requirements.

Solutions

CTC delivered the following collateral elements:

- High-level brochure describing their products and services
- Automated demo, providing an overview of their flagship product and highlighting key aspects

Unique features

- Demo that could be run at trade shows or be used by sales staff as an introduction to the product
- Printed brochure that could be used as leave-behind and linked as a PDF off the website

Project Feedback

Feedback from the client has been very positive and they have kept in touch and asked for proposals on other technical documentation projects.

Clients

Our customers include startups and less-well known brands such Momac, Anatune, Aixtron, SpiraLinks, ACA Architecture, 2pm, Thomson Learning, Third Light, and many more.

View Samples

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