

CASE STUDY: MARKETING WRITERS

WRITE ON

PROVIDING TECHNICAL WRITERS AS SHARP AS A PENCIL

CLIENT

Fortune 25 technology leader & provider of full-scale solutions

CHALLENGE

Despite having several thousand solutions available for their sales force to offer both prospective and established customers, our client only had a few hundred of those solutions documented in an e-based sales resource. The client's internal bandwidth prohibited web catalog expansion.

RISK

Without readily available information and complete documentation, the sales team could not expand existing accounts or offer full-scale solutions to prospective clients within a multi-billion-dollar revenue stream. This limited the client's growth & impacted long-term end-client satisfaction.

APC SOLUTION & RESULTS

Having previously supplied top writing, graphic design, and project management talent to the client's department tasked with resolving this issue, APC was trusted with supplying a large team of content writers to start immediately. These writers were to work with internal subject matter experts to create new documentation and to edit or completely rewrite existing content.

After unearthing the needs of the client, we quickly identified several highly skilled content writers who were ultimately selected to join the client's team. Not only were the delivery results efficient and timely, the talent we supplied became the litmus test for assessing the skill levels of the client's existing writing workforce.



THE CLIENT'S
WEB CATALOG
CONTAINED LESS
THAN

10%

OF THEIR OFFERINGS