

Connect Assist conveys its human approach through quality content

Specialist outsourced contact centre uses Q Content to position itself as industry leader

Content needed to convey human touch

Connect Assist provides dedicated helplines and CRM tech to several different sectors, predominantly within the charity space. The brand needed a solid tone of voice guidelines and 56 pages of web copy to populate its new website; content which would intuitively guide both the tech-minded and those looking for a 'human approach' – a balance it had always found hard to achieve.



The key is in the planning

After the web copy was complete, we needed to plan and produce on-going content to ensure Connect Assist positioned itself as a market leader with its finger on the pulse. A constantly-evolving content calendar makes sure we're covering a range of topics and key 'pillars'. On top of this, we conduct regular video calls and face-to-face editorial meetings, meaning we can produce reactive, as well as pre-planned, content.

Content pulls in leads

Using the brand and tone guidelines, we brief and produce a steady stream of content for Connect Assist, ranging from blogs and artworked white papers to infographics and animations, which are used not only on the website and social channels, but also as valuable collateral for the sales team.

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I've been blown away by how fab the Q team is – always touching base and keeping us in the loop. I never have to chase anything up and they're all just lovely (and talented) humans!

Pippa Jolliffe
Digital Marketing Manager, Connect Assist



Contact us

Here at Q Content, we get a buzz out of creating positive outcomes for our clients. Over the years, we've worked on projects of all shapes and sizes for a wide variety of sectors. If you'd like us to support you on your growth journey, please get in touch today:

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