

THE SYSTEM BY WHICH A NATION, STATE, OR COMMUNITY IS GOVERNED

Apply modern content approaches to government communications + citizen experiences.

SOLUTION OVERVIEW

Let's innovate by taking the best content practices, insights, and advances from other verticals and applying them to government contexts.

BENEFITS



Faster digital transformation



Improved digital experiences



Stronger trust + credibility

SAMPLE PROJECTS + NEEDS

Whether you're trying to apply a customer experience approach to government services, make communications more effective, or innovate with AI, content is critical.

- ▶ Deliver the right content across the customer journey
- ▶ Update content to comply with plain language guidelines
- ▶ Set + implement content standards
- ▶ Test effectiveness of content with specific populations
- ▶ Optimize content for search engines + other channels
- ▶ Modernize communications with specific populations
- ▶ Improve content consistency + accuracy
- ▶ Implement AI + modern tech for content operations
- ▶ Define content vision + strategy for a new experience
- ▶ Audit a large set of content assets

SAMPLE CLIENTS



Our unique system evaluates and scores your content's effectiveness while collecting invaluable first party data. Make better content decisions with better data.

“CONTENT IS ONE OF OUR KEY PRODUCTS. THE USER FEEDBACK THROUGH CONTENTWRX GAVE HELPFUL CONTEXT QUICKLY”

Nikhil Deshpande, Georgia Technology Authority



CONTENT SCIENCE
Insight • Idea • Implementation • Impact