Website Moderation and User Support

Service Description

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1   Introduction

For an updated Service Definition and to download case studies - www.free-rein.net/g-cloud

Following the development of the Business Events Finder system for BEIS and Business Wales and the move of the service provided to GDS (Government Digital Service, part of the Cabinet Office) Free Rein was asked to provide support to all the private and public sector event organisers using the system plus a moderation service of events added to ensure quality and protect the B2B, public accessibility.

To meet this requirement, and the subsequent contract awarded by GDS, Free Rein set up a small team with support desk and PR/web content experience. This team is also marketing the Events Finder service and is large enough to take on further systems for moderation, content creation/sourcing, user support and user training.

The service is now run and managed for England by Free Rein, for the Welsh Government we host, support and moderate all content and users and for Invest Northern Ireland we host and provide second line support to a self-sufficient Business support team in Invest Northern Ireland.

1.1   Company Background

Free Rein is a Suffolk based Technology Agency; bringing a wealth of creativity and expertise to website developments, email marketing campaigns, app development, search and social media marketing and much more.

By combining in-house talents with strong customer care and project management, Free Rein delivers projects on time, on budget and matching customer requirements.

Having established itself as one of the East of England's leading technology agencies since its formation in 2004; Free Rein has worked with a wide range of local, national and international organisations, across multiple sectors, on a number of varied and challenging projects.

Free Rein prides itself on being able to offer solutions for private, public and not-for-profit organisations, understanding requirements and delivering results at every level.

We work with a number of specialist partners ranging from design and marketing agencies, through HR and personal development to large multi-national organisations. This allows us to deliver projects from a well-informed team with skills and knowledge directly relevant to the client.

Our services for the G-Cloud can be viewed in their entirety at http://www.free-rein.net/g-cloud

2   Key Features

User on-boarding

- Help with initial registration
- Help with creating an online profile
- Online help manuals and downloadable PDFs
- Webinar initial training
- Follow-up refresher training
- UK based, intelligent staff

Moderation

- Initial pass on proofing
- Proactive corrections or guidance with returned content
- Rapid turn-around to tight SLAs
- Full audit trail of moderation process to publishing
- Staff have press/PR background
- Content creation to simple briefs

User support

- Telephone and email-based user support option
  - Aimed at getting the guidance and assistance as and when you need it
  - Iterative process to ensure clear understanding by both parties
- Option web-form based support to keep costs down
- Full audit trail of support issues

Management

- Full monthly report of user support and moderation covered
  - Breakdown to each content item and user supported
  - Schedule of time on each element
- Optional weekly report on trends and numbers managed
  - Includes reasons for reviews
  - Highlights repetition work to identify process or system flaws
- Regular HTML, tracked newsletters
  - Highlighting new features/services
  - Tips to improve
  - Covering regular errors and corrections
- Optional Marketing activity where relevant
  - To admin users
  - To public users
  - To prospective users
  - Tracked on sent, opened, clicked, printed, forwarded
  - Details download of all activity

Free Rein is a small business with extensive background in developing Internet systems and sites, managing analytics and search/social media campaigns and supports a large number of its own systems used by every type of organisation from start-up, through medium, large and international businesses as well as local and national government and charities.

3 Cost and Service Parameters

3.1 Pricing

See the SFIA Rate Card attached to the G-Cloud submission.

Time spent on analytics, monitoring and reporting can vary between 0.5 and 2 days work per month depending on the level of support required and the complexity of a website or campaign.

Our costs are based on our Enable rate of £760 per day on the SFIA Rate Card

Hourly rate

Mon - Friday 9am-5:00pm	£95/hr	£760/day
Out of hours and bank holidays	£142.50/hr	

3.2 Service management details

We can provide website moderation and user support services on a project and/or retainer basis depending on the level of your requirements.

4 Supporting Case Studies

These are a few highlights of the support or managed service projects we have developed and supported.

Business Events Finder –BEIS, Northern Ireland and Welsh Government

Free Rein developed Events Finder initially for Business Link to Impact Level 3 security standards and managed to transfer into Business Events Finder and onto Free Rein's own hosting for GDS in October 2012. With the closure of Business Link Free Rein took on the Event Organiser on boarding, validation and training, user support and moderation of all events through to this tender being advertised.

During the four months we have simplified the training, suggested improvements to the qualification and moderation rules and processes – aimed at streamlining the scheme, reducing cost per Organisation and opening the doors to wider adoption by public and private sector. This last element has been held back pending clarification on future plans.

The team has improved its proactive approach during the period and is keen to take greater control once the new criteria are agreed and the longer-term plans for the service are defined. The team can operate independently and remove any previously required supervisory demand on BIS resources.

The solution has public facing websites for UK, Wales and Northern Ireland all driven from the same underlying database. A multi-language version was launched at the end of 2014 with Welsh as the initial variant.