

CLIENT:

Tricor

Client feedback:
“One of the best webinars we’ve had while I’ve been here. Content was perfect!”

Client Description

NICE is a software solutions company that enables businesses to efficiently operationalize big data. NICE’s three areas of expertise are: Perfecting Customer Experience, Protecting People & Assets, and Financial Crime Prevention & Compliance.

Project Description

A.wordsmith developed and implemented a comprehensive thought leadership plan for NICE. A.wordsmith wrote three e-books, developed webinar training content, updated web copy highlighting product benefits and researched and wrote eight in-depth blog posts, one of which was published in Customer Magazine. Due to the success of the initial projects, NICE expanded the project workload for A.wordsmith into content development for other departments.

Key Results

- Produced three e-books featuring case studies and blog content
- Developed successful [webinar content](#)
- Updated web copy to highlight product benefits

Blog posts

- [Getting Gamification Right](#)
- [Five Steps for Effective Workplace Coaching](#)
- [Coaching vs. Managing](#)
- [Performance Reviews vs. Performance Management](#)
- [Better Performance Management with the Right Goals](#)

Customer Magazine Placement: [Ditch the Performance Review: Employee Assessments are No Longer the Sole Purview of HR](#)