

# CASE STUDY

Bexhill markets a pioneering insurance premium funding product called PFMS.

In 1997, Wordsworth developed a comprehensive user guide that is distributed with PFMS. Wordsworth has updated the guide through subsequent software releases.

ISO 9001

## Bexhill Funding Group Limited



### User Guide and HTML Help

#### Background

Bexhill Funding Group markets a pioneering software product which it calls the Premium Funding Management System (PFMS). The PFMS enables insurance brokers to establish and manage their own premium funding companies.

#### Problem

In 1997 the PFMS software product was complete and ready to roll. A number of buyers were interested. But Bexhill identified that a truly professional software package needed the support of a polished User Guide. This would add to the buyer's perception of value and therefore assist with marketing and sales. It would also reduce calls by users to head office during implementation and beyond.

#### Solution

Working with the Bexhill management team and the software developers, Wordsworth developed a comprehensive and easy to use manual for the PFMS. This covered generic business processes as well as instructions for all aspects of the system. Wordsworth also advised on the process necessary to revise the manual to reflect future software upgrades.

#### Developments

Since 1997 sales of PFMS have grown dramatically. The software has been refined and expanded through a number of releases and each time Wordsworth has worked with Bexhill to update the User Guide.

In 2000 the PFMS was completely redeveloped as an e-commerce product as part of a drive into international markets. To assist with the challenge of providing remote product support, Wordsworth has developed context sensitive help. Published in HTML, it is available in a pop-up format for users while they are online.

## Endorsement

*“Wordsworth is a first-class company that has consistently met my expectations of quality documentation. They produced an excellent user guide for the Windows release of the PFMS in 1997. They have also greatly enhanced the internet version of the PFMS by developing integrated online help. In my experience Wordsworth can be relied on to deliver the goods - to brief, on time, within budget every time.”*



Ian Gentleman

Managing Director

**Wordsworth**  
*Implementation Services*

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In 2000 Bexhill migrated PFMS to an e-commerce platform. Wordsworth transformed the user guide into context sensitive HTML help delivered through pop up windows.

*“Wordsworth is a first class documentation company.” – Ian Gentleman*

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