

At your service - Browsealoud helps Coventry City Council offer a friendly online experience



About Coventry City Council

Coventry City Council serves 345,000 citizens in the West Midlands.

The Council aims to ensure the provision of good local information for residents and for visitors to the city so everyone can take advantage of the many great things that Coventry has to offer.

Success with Browsealoud

Browsealoud is a big help for a wide range of site visitors, including people with literacy challenges like dyslexia as well as those whose first language isn't English.

It has been enthusiastically received at the city's Customer Service Centre, where members of the public can drop in without an appointment to pay bills, claim benefits, ask advice and access other services.

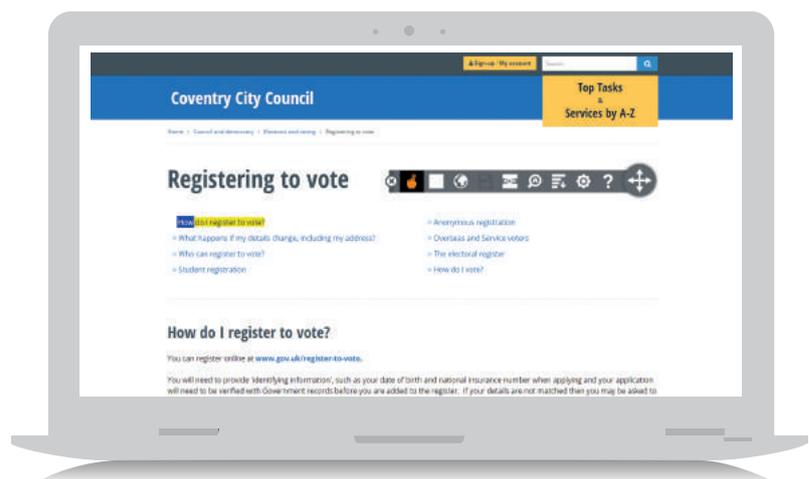
Coventry City Council serves 345,000 citizens in the West Midlands metropolitan borough that's also the UK's twelfth largest city.

E-comms Coordinator Alison Hook oversees a wide range of digital communication channels, spanning the web, staff intranet and email marketing as well as Coventry's active social media channels.

Like other city councils, Coventry relies heavily on its main web site www.coventry.gov.uk. This provides a widely-visited focal point for members of the public to 'self-serve' and access information on jobs, housing, education, benefits, social care and a host of other local services.

Everyday council services made more accessible

Starting in 2014, Coventry gave its web site an accessibility boost with the addition of Browsealoud by Texthelp. Clicking a friendly 'headphone' icon on every page opens a palette of useful features – including text-to-speech, a screen magnifier and translation to other languages. It's a big help for a wide range of site visitors, including people with literacy challenges like dyslexia as well as those whose first language isn't English.



Browsealoud

“ Today there’s much less reliance on printed materials. And with more of our communications going online, we have to make sure that everything meets stringent quality and accessibility standards. ”

Alison Hook, E-comms Coordinator

Coventry City Council

“With Browsealoud it’s really simple. Our site visitors don’t need to install any special software or do anything different: it’s just there whenever they need it.”

Helping citizens face-to-face

Browsealoud is also enthusiastically received at the city’s Customer Service Centre, where members of the public can drop in without an appointment to pay bills, claim benefits, ask advice and access other services. Friendly ‘meet and greet’ staff equipped with touchscreen laptops guide citizens through using the web site to perform day-to-day tasks.

“Quite a few of our visitors – especially older people – appreciate a bit of hand-holding to help them understand digital services” says Alison. “But once they’ve had some face-to-face assistance from our staff, it’s really satisfying to see them becoming more confident using the web by themselves.”

Alison also praises the Texthelp team’s speed and efficiency in implementing Browsealoud on Coventry’s additional online resources that pop up regularly:

“We’re frequently launching new sites for special events, like the city’s Half Marathon that took place in March”. Working with Texthelp to update these sites with Browsealoud is really easy – it just works. They’ll make the necessary tweaks and send them to us in what often seems like just minutes. We simply add the code to our site – and it’s job done.”



If you would like to learn more about Texthelp’s inclusion programmes, we offer free information sessions, webinars and software trials. Contact us for more information: