



G-Cloud 15

Service Definition – TSO Online Tools Development

January 2026

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About the service

TSO offers end-to-end tool development and publishing solutions to engineer, build, market, sell and support the creation of your own bespoke tool suite. Primarily using a combination of surveys, assessments and compliance tests hinged around existing competency frameworks, these tools are designed to deliver reliable, statistically valid data that can be engineered to produce a variety of results in your desired format. We also have the potential to enhance and improve your existing tools through innovations such as automated reports, graphs and tables, standardised recommendations, and longitudinal data. This allows for actionable insights, language translations and benchmarking to drive understanding of culture, processes, industry practices and compliance globally. TSO's unique perspective as the official publisher to many government organisations allows us to connect the dots between regulation and consumer and deliver unique digital innovations.

Tool development and digitisation

TSO supports the creation of entirely new online tools as well as the digitisation and enhancement of existing ones.

We can help clients to:

- Create surveys, assessments and compliance tests aligned to competency frameworks

- Develop new tools based on the desired objectives, demographics, content, historical data, and experience
- Take existing tools and digitise them to reach a larger audience and meet accessibility standards
- Digitise and commercialise existing tools to create a sustainable revenue stream
- Smart 24/7 user access via desktop, tablet or smartphone
- Protect Intellectual Property Rights of content within both existing and new tools
- Smart unconscious bias tools for entire organisation
- Tools and insights tailored for employees and managers, students, and teachers
- Real-time dashboard and reports instantly scalable across any size team, department and/or organisation

Create content to support tool users

TSO provides a step-by-step approach when it comes to supporting tool users and produce content via different mediums, including:

- Bespoke help and guidance website for tool users – which can be hosted on your own environment/infrastructure
- Content review and development over time
- Creation of high production value videos using professional equipment and software
- Live and recorded tool demonstrations on specific topics e.g. “how to build your survey”

- Tools can encourage both a self-serve approach or steer users towards other relevant products or services. E.g. consultancy, freemium to premium tools, survey steering individual to e-learning course. All of which TSO can support to guide you in the right direction
- We support the translation of tools into all languages enabling your tool to reach an international market

Tool specific reporting and benchmarking

TSO can support the visualisation of your surveys, assessments, and compliance tests data in multiple formats to best suit your tool's overall objective.

TSO works across multiple industries to develop and build benchmarking groups that allow organisations to gain an objective measure of how they are performing.

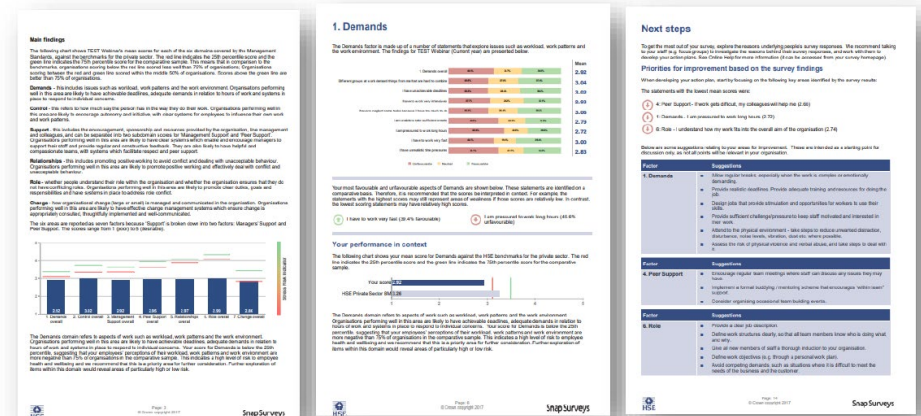
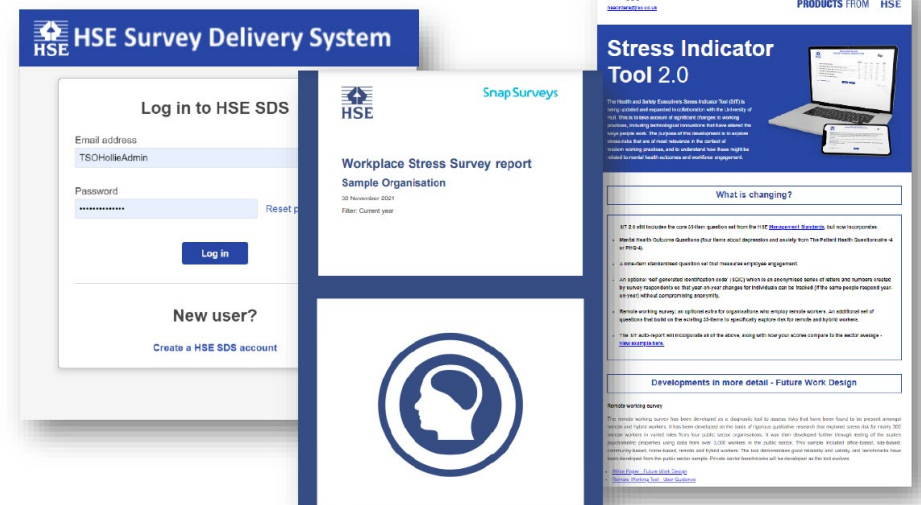
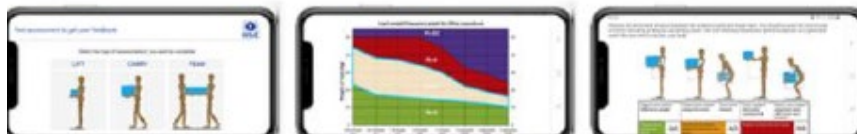
It is also possible to provide reporting for your tool engagement, depending on the agreed setup. This would show the tool, average number of logins by 1-30 days.

Taking tools to market

TSO offers full end-to-end solutions for sales and marketing of your tool or can support you in a one-off area depending on your requirements

- A dedicated sales and support team
- CRM database management
- Website hosting
- E-mail marketing
- Discovery user experience (UX) – Consumer profiling
- Webinar hosting and management
- Live tools demonstrations
- Competitor analysis and price modelling
- Quotes, brochures, flyers, banners, and other marketing collateral

Example tool screens and reporting



The TSO approach

TSO provides an end-to-end publishing solution to help organisations deliver authoritative content in the formats that are useful to their audiences.

Our solutions for clients include:

- Product development process aligned with the GDS (Government Digital Services) approach
- Content development – content commissioning, original content creation, content design, quality assurance and content management to ensure high quality products
- User-centred design to ensure products meet user needs
- Creative design to create engaging, accessible and brand-compliant products
- Multi-format publishing – websites, printed products, mobile apps, e-learning, eBooks and compliance tools
- Marketing – developing and executing strategies and plans to increase adoption of your products, including specialist knowledge in optimising app store visibility
- Sales – working with an established network of resellers and specialist organisations
- Customer support – supporting customers via phone, email, social media and webchat

About TSO

TSO helps our clients make regulations and standards easier to use and understand. We manage authoritative information so that it is structured, accurate and up to date. From that information we create content and user-focused resources including websites, apps, books, tools and eLearning. This helps people and organizations change their behaviour to perform better, whether by complying with regulations, adopting best practice or improving safety.

TSO is part of Williams Lea, the leading global provider of tech-enabled business and marketing services helping clients manage and transform processes through resilient, scalable 24/7 operations. We combine deep expertise, agentic AI-imbedded workflows, and a global delivery model into a tech-enabled, seamless human expert-in-the-loop experience that helps clients achieve superior business outcomes.

www.tso.co.uk

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