

## Clarity Delivers Weighty Solution to Transportation Scale Company

### Challenge

Air-Weigh, a technology solutions provider for the transportation industry, needed to improve the manuals for its post-sales support. Air-Weigh is a small, agile company and did not have the in-house expertise to make the necessary improvements.

### Opportunity

Air-Weigh asked Clarity Technical Communications to provide a cost-effective solution for its documentation needs. Clarity provided three prescreened technical writers whose skill sets were a good match and Air-Weigh selected the technical writer that best suited its needs.

### Results

Clarity's consultant completely reorganized Air-Weigh's customer documentation, rewrote the installation and operation instructions to increase clarity, and added technical illustrations to increase comprehension and visual appeal. The end result was a library of updated manuals that better reinforced Air-Weigh's brand and clearly communicated that brand to customers.



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### Clarity enabled the client to:

- Provide improved post-sales support to its customers.
- Augment its existing staff with technical writing expertise.



Air-Weigh