

## Case study: Driving Standards Agency



**“TSO’s understanding of our market has been instrumental in developing products that help us to get our message successfully to market.”**

Bill Pope, DSA’s Head of Learning Materials

Since the renewal of the publishing contract in 2006 TSO has delivered a complete product redesign, which has seen a further increase in market share and launched two new innovative electronic products to the market.

### Introduction

The Driving Standards Agency (DSA) is responsible for conducting more than 1.8 million practical tests for car drivers, 83,000 motorcycle tests and 1.5 million theory tests each year. DSA’s vision is ‘Safe Driving for Life’ with an overall mission to contribute to the achievement of a 40% reduction in the number of riders and drivers under 24 years killed or seriously injured in road accidents by 2010. Providing driver education and learning resources is one of the ways DSA aims to achieve this objective.

TSO has been DSA’s publishing partner for 20 years and retained the contract to publish the DSA range through competitive tender in 2006. DSA had been impressed with the way that TSO has extended the reach and improved the range of its road safety products.

### The challenge

The learning to drive product market is highly competitive with products from many well-known brand names. It is critical to DSA that its portfolio is recognised as the official range from the people who set the tests and stands out as high quality with products suitable for a range of learning styles.

Working with TSO has enabled DSA’s range to maintain a market leading position. In order to retain that position it is important for TSO to continuously review and improve product design and messaging, formats, content and routes to market.

### The solution

A dedicated team of TSO staff supports the DSA account manager in delivering the publishing solution, including specialists in product development, marketing, sales, production and customer services.

In 2007 TSO’s in house design team created new concepts for a redesign of the portfolio based on market feedback. The resulting final design was rolled out to the full DSA range, including the Highway Code, and resulting sales outperformed the previous design by 48%.

TSO has developed and delivered two innovative new products that engage with learners in different ways; a DVD game that enables learners to play against friends and family and an interactive CD version of the Highway Code that features quizzes, games and functionality to tailor the rules to different road users.

# Case study: Driving Standards Agency



TSO's extensive sales, marketing and distribution services mean that DSA products are available through a UK-wide network of high street retailers, driving instructors and from TSO's online bookshop.

A dedicated telesales team linked to DSA's theory test booking process provides help and advice to ensure that callers have all the learning aids that they need. Orders are dispatched within 24 hours of receipt from TSO's warehouse.

Stock levels are monitored closely to enable timely reprints to ensure that products never go out of stock and that large volumes are not left when new editions are published.

## Service mix

TSO manages the complete publishing lifecycle for DSA from reviewing the portfolio strategy, development of new product and format ideas, commissioning content, product design, editorial, multi-format production, sales and marketing, inbound and outbound customer services, warehousing and distribution.

## Next steps

TSO is currently working on a project to develop new learning resources to support the Certificate of Professional Competence element of vocational training for bus and lorry drivers.

## Key facts

- Portfolio of 25 products in print, CD and DVD formats
- Highway Code sold over 700,000 units in 2007
- Products marketed through high street retailers, trainers and online



### Confidentiality Statement

The contents of this document together with all other information, data, materials, specifications or other related documents provided by Williams Lea ("WL") (together "materials") shall be treated at all times by the recipient as the confidential and proprietary information of WL. The recipient shall not disclose any such materials to any third parties without the express, prior written approval of WL. Where such express approval is granted by WL, the recipient shall ensure that all third parties to whom disclosure is made shall keep any such materials confidential and shall not disclose them or any part of them to any other person. All intellectual property rights in the materials shall remain the property of WL, or its third party licensors, and are protected by copyright. © 2008 Williams Lea Group

### Disclaimer

This document may be incomplete without reference to any oral briefing provided by WL, reflects current conditions and WL's views as of this date and is subject to correction or change at any time. Although the information contained in this document is believed to be accurate in all material respects, neither WL nor any of WL's advisers, agents, officers or employees accepts responsibility or liability for or makes any promise, representation, statement or expression of opinion or warranty, express or implied, with respect to the accuracy or completeness of the content of this document (to the extent permissible by law) unless and save to the extent that such promise, representation, statement or expression of opinion or warranty is later expressly incorporated into a legally binding contract.