

based around a searchable database of frequently asked questions and answers. For any online service, technology is important: we have adopted the 'Business FAQ' system from the University of Pennsylvania library. We focus on a service perspective, as our experience is that two general service issues are more important than technology. The first is service definition: how users will understand what the new service can do for them. The second is the service monitoring and improvement process: this is essential for deciding how to develop the service based on how it has actually been used rather than on the assumptions of service providers.

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