

Guide to customer cases

Customer cases are one of the most powerful tools to build trust, inspire potential clients, and showcase the value of your product or service. This guide will help you create impactful customer cases by outlining key questions to ask, how to conduct the process, and ways to package and share the final content.

Here you can find an example of how we have done our customer cases:

<https://www.froda.se/en/foretagslan/framgangssagor>

Step 1: Identify the right customers

Start by selecting customers who:

- Have achieved significant results or milestones with your product/service.
- Operate in industries or segments that resonate with your target audience.
- Are enthusiastic and willing to share their story publicly.

Tip: Look for diversity in your customer cases to appeal to a wide range of potential clients (e.g., different industries, business sizes, or use cases).

Step 2: Questions to ask during interviews

Focus on gathering insights about the customer's journey, challenges and the impact of your product or service. Here's a framework of questions:

Background

- Can you tell us about your business? (Industry, size, target audience, etc.)
- What are your main goals and priorities as a company?

Challenges

- What challenges or pain points were you facing before using [Partner's product/service]?
- How did these challenges impact your business operations or growth?

Solution

- How did you find out about [Partner's product/service]?
- Why did you choose [Partner's product/service] over other solutions?
- What was the implementation process like?

Results and impact

- How has [Partner's product/service] helped your business?
- What specific outcomes or improvements have you seen? (E.g., increased revenue, saved time, reduced costs.)
- Can you share any measurable results or data points?

Future plans

- How do you plan to continue using [Partner's product/service] in the future?
 - What advice would you give to other businesses considering [Partner's product/service]?
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Step 3: Conducting the process

1. **Prepare in advance:**
 - Share the purpose of the customer case with the client.
 - Provide an overview of the process, including interview duration and expected outcomes.
 - Send them the questions in advance to allow time for thoughtful responses.
 2. **Schedule the interview:**
 - Conduct the interview in a relaxed, conversational tone.
 - Record the session (with their permission) to ensure you capture accurate quotes and details.
 3. **Follow-up:**
 - Share a draft of the case with the customer to confirm accuracy.
 - Allow them to suggest edits or clarify any points.
 - Obtain written approval for the final version.
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Step 4: Packaging the customer case

Customer cases can be presented in various formats to maximize reach and engagement:

1. Blog article

- Write a narrative-style article highlighting the customer's journey, challenges, and results.
- Include direct quotes and key data points to add credibility.
- Use a clear structure: Background, challenges, solution, results, and future plans.

2. Social media posts

- Share a snippet of the customer's story on platforms like LinkedIn, Instagram, or Facebook.
- Use an engaging visual (e.g., a photo of the customer, their logo, or a graphic highlighting results).
- Link to the full case study for more details.

3. Video testimonial

- Record a short video featuring the customer sharing their story.
- Keep it concise (1-3 minutes) and focus on key highlights.
- Use it on your website, social media, or during presentations.

4. PDF case study

- Create a downloadable PDF with visuals, quotes, and data points.
- Distribute it as part of sales materials or in email campaigns.

5. Web page or success story section

- Dedicate a section on your website to showcase customer success stories.
- Organize by industry, use case, or other relevant categories for easy navigation.

Tips for creating impactful customer cases

- **Keep it relatable:** Ensure the story addresses common challenges faced by your target audience.
 - **Use visuals:** Include photos, graphs, or infographics to make the case visually appealing.
 - **Highlight results:** Focus on measurable outcomes to demonstrate tangible benefits.
 - **Keep it concise:** While detailed, the case should be easy to read and digest quickly.
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