

**STORIES THAT SELL:
HOW TO CREATE CASE
STUDIES THAT DRIVE ROI**

**7+ YEARS.
300+ COMPANIES
1,500+ STORIES.**

WHAT DO THE BEST DO TO...

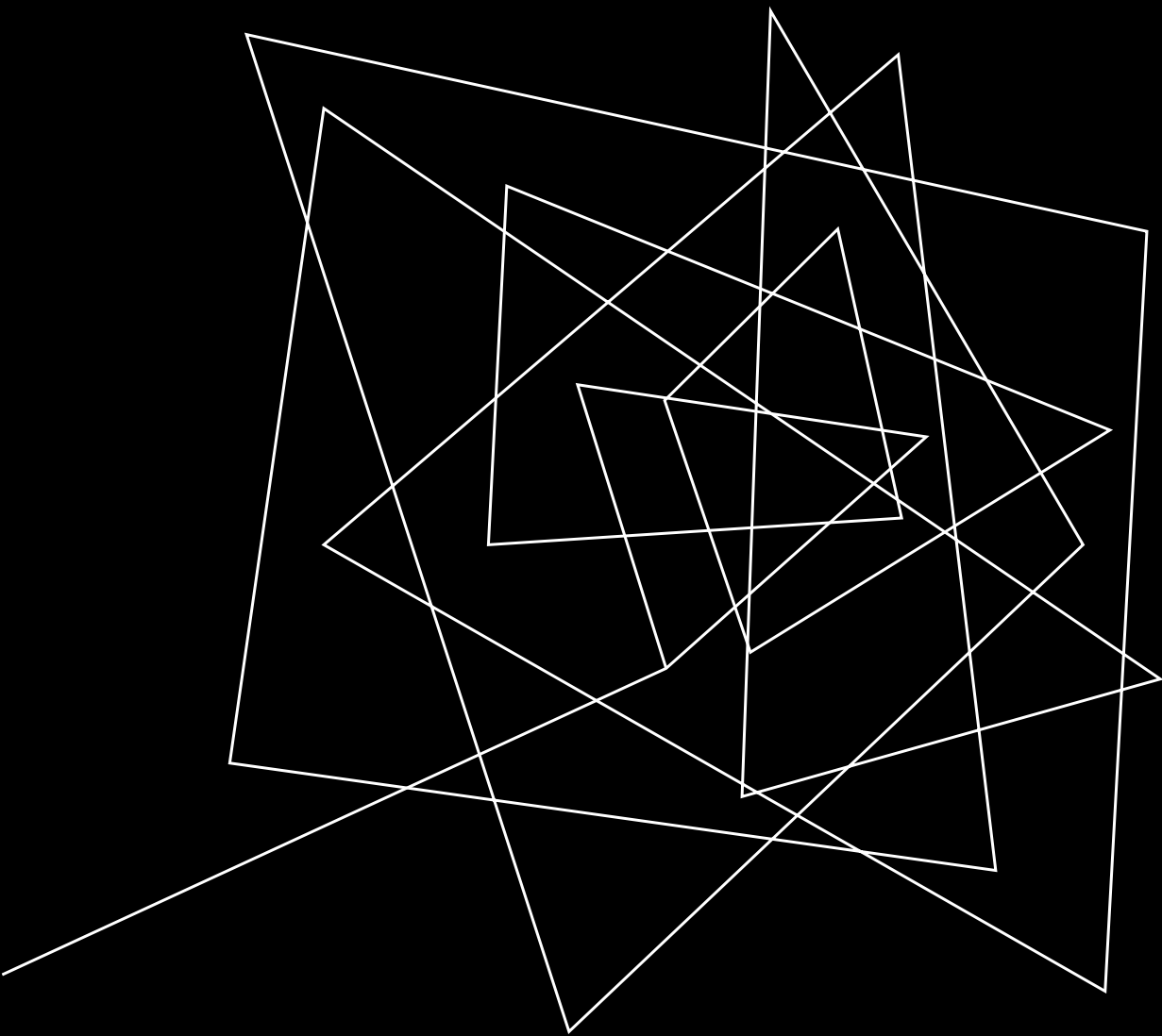
- Tell stronger stories?
- Scale their production?
- Improve their buy-in rates?
- Get their teams aligned?



SHIFTING OUR THINKING

- **Incidental → Strategic**
Planned and intentionally curated.
- **Marketing project → Organization-wide**
Case studies are a team sport.
- **Sporadic → Systematic**
Curate and choose stories vs. relying on volunteers.
- **One story, one time, one way → A campaign**
Repurposed for different media, goals, channels
- **Reactive → Proactive**

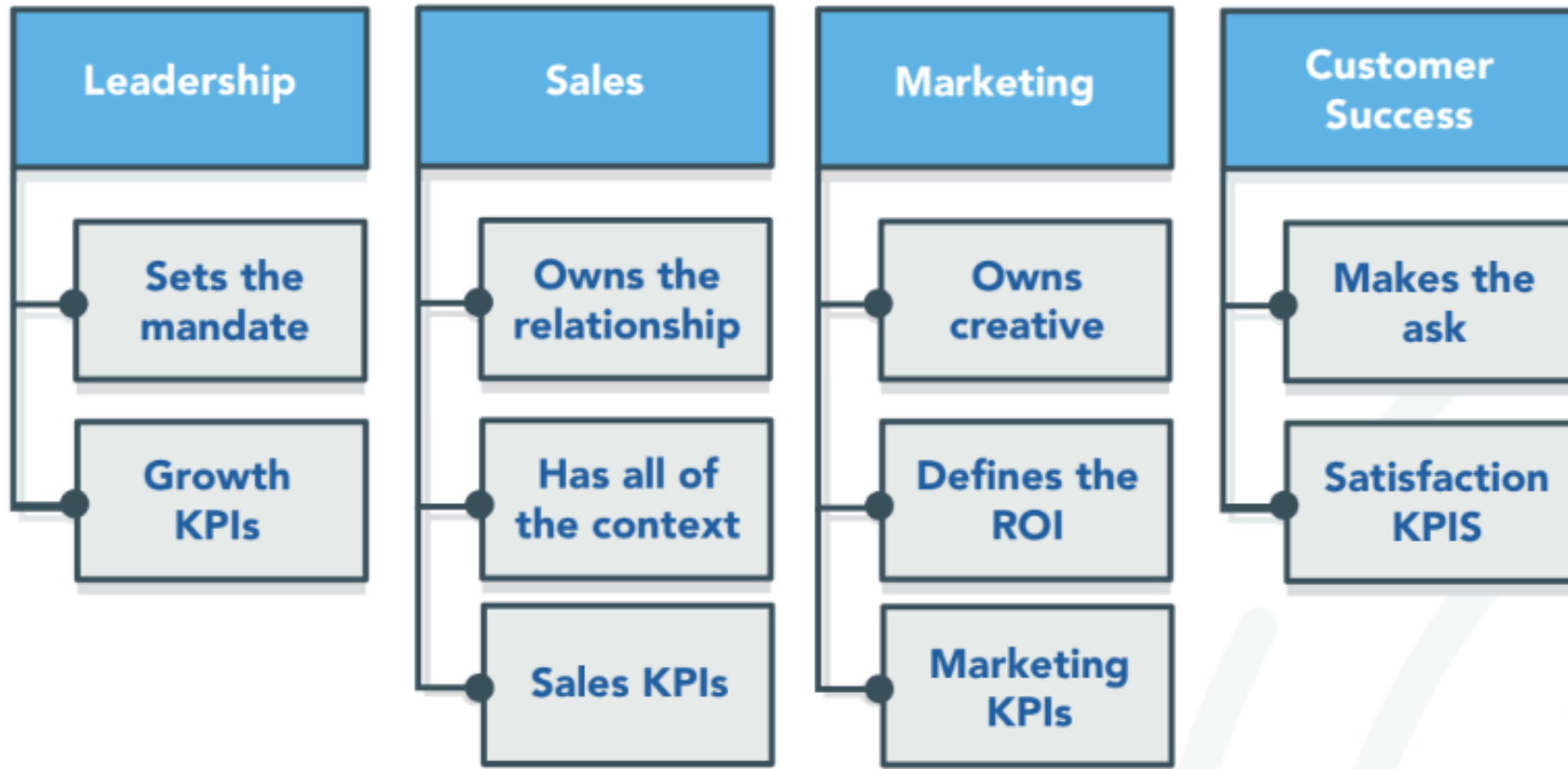




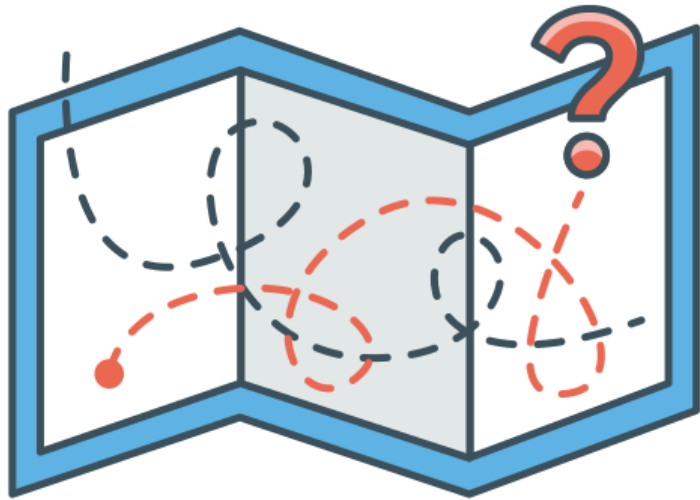
**#1. GET YOUR
HOUSE IN ORDER.**



THE PROBLEM:



ADVOCATES FROM ALL AREAS ALIGNED ON...



1. Goals:

- What does 'success' look like?
- How will we track it?

2. Formats:

- What serves each team best?
- Where will they 'live'?
- How will we categorize?

3. Process

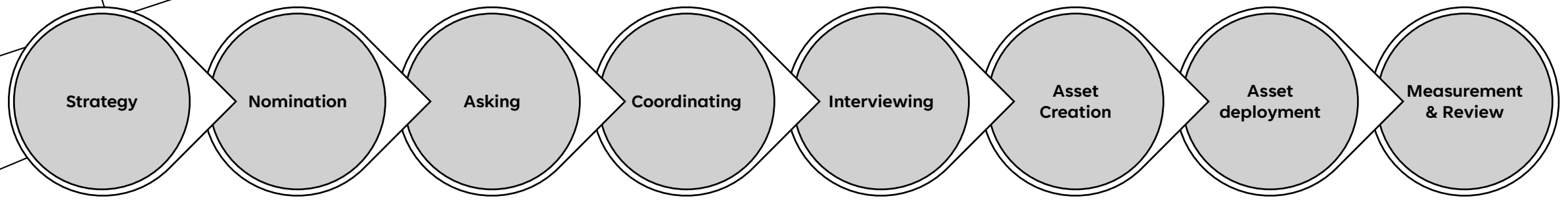
- Identification → Final deployment

4. Accountabilities

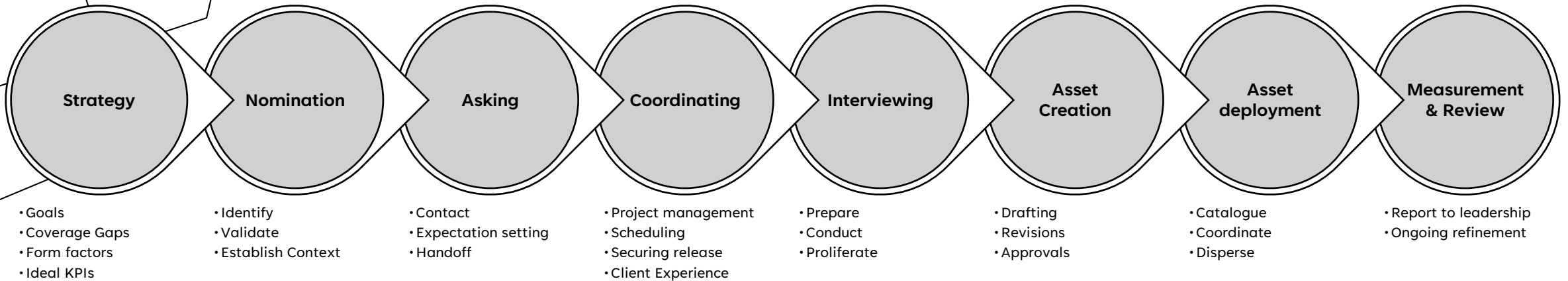
- Who does what?
- Who has final say? (Drafts? Strategy? Etc.)
- What timelines are reasonable?



OWNERSHIP & ACCOUNTABILITY



OWNERSHIP & ACCOUNTABILITY



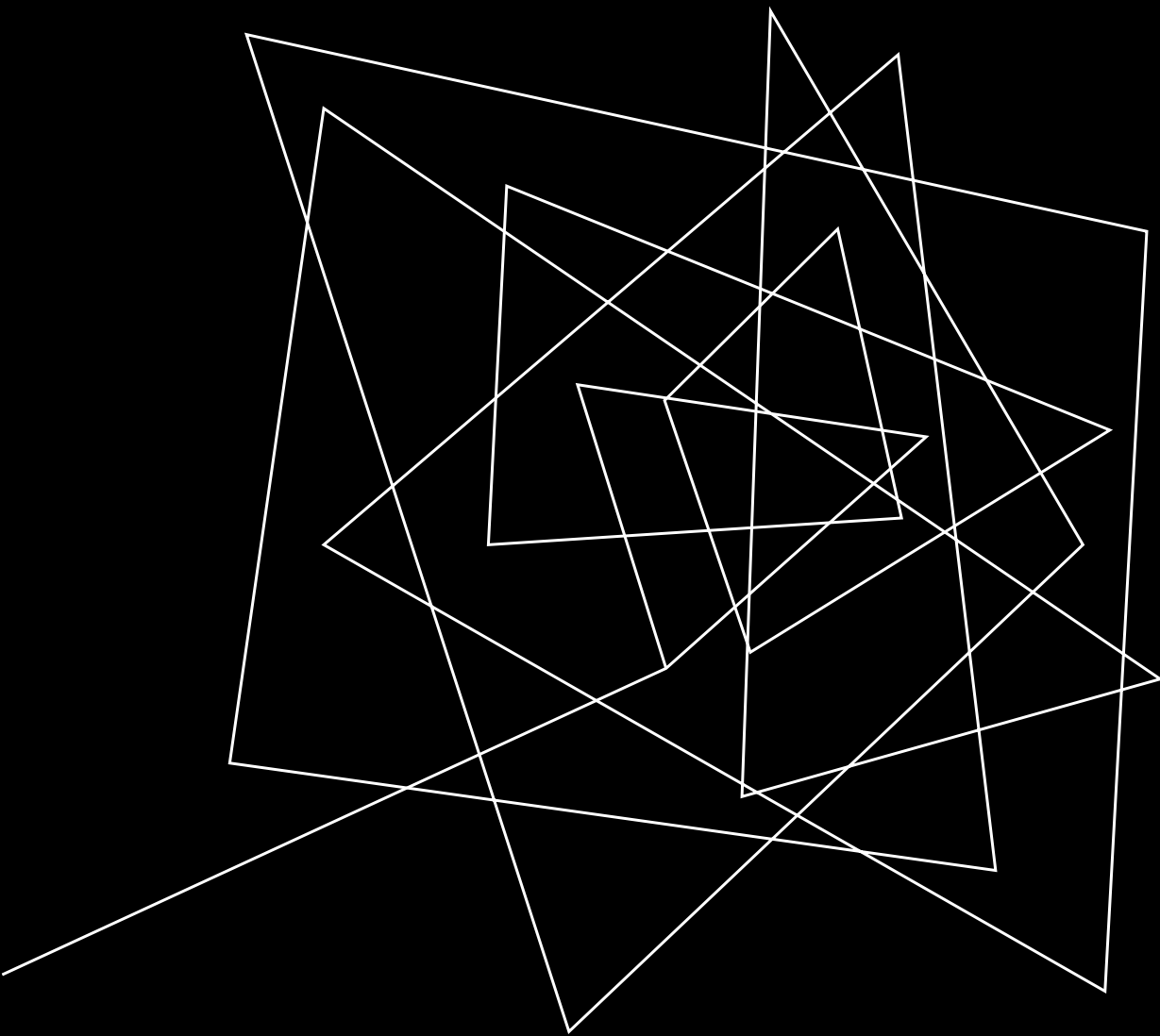
Stage	Owner	Timeline	Dependencies	Resources	Notes



TOP TAKEAWAYS:

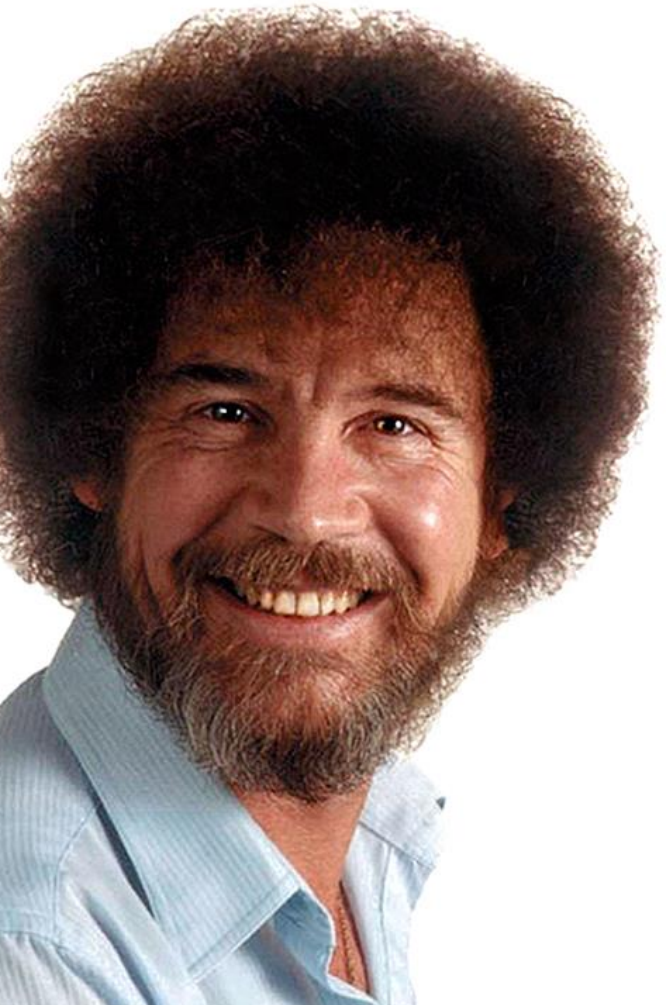
- Establish clear ownership and accountabilities
- Create ongoing internal feedback loops
- Optimize for the outcomes of every team
- Involve (and get the support of) leadership





**#2: SET YOUR
STRATEGY, PUNK.**





**‘HAPPY ACCIDENTS’ ARE
NOT A STRATEGY.**

- BOB ROSS, MAYBE

WHY DO PEOPLE CONNECT WITH A CASE STUDY?

Marketers think leads want...	Leads really want...
Big logos	
Huge metrics	
Glowing, perfect quotes	
Trade secrets	
High polish	



WHY DO PEOPLE CONNECT WITH A CASE STUDY?

Marketers think leads want...	Leads really want...
Big logos	Relatable
Huge metrics	Aspirational
Glowing, perfect quotes	Credible
Trade secrets	Prescriptive / Informational
High polish	Compelling



More Published Case Studies Than Any Other Marketing Team On The Planet*

*We literally did the research – [See the video here](#) →

Style Buyer Type Industry Niche

Select.. Select.. Select.. Select.. Select..

Show me clients who...

Are worth billions

Have crazy complex offerings

Got acquired

Have small budgets



1,500%+ increase in organic leads



25% increase in conversion rate



4,000% increase in conversions



WHAT ARE YOUR COVERAGE GAPS?

- **Industry/vertical?**
- **Benefit/feature?**
E.g. Aspect of product/product suite, etc.
- **Buyer type/role? (CTO, CMO, 100+ sales seats, etc.)**
- **Objection/criteria?**
Repurposed for different media, goals, channels
- Talk to sales & leadership; look at your marketing campaigns.
Root in real business/revenue goals!



WHAT STORIES SHOULD YOU TELL?




1. **Switcher:** Left competitor for you
2. **Upgrader:** Expanded service/product and benefitted
3. **Disambiguator:** Demonstrate a use case
4. **Buying Board:** Appeal to specific roles/board as a whole
5. **Playbook:** “Here’s how to do X based on Y”
6. **Skeptic:** A tricky client who almost didn’t convert
7. **Implementation:** Set expectations for setup and change
8. **Problem Solver:** A client where you turned things around
9. **Subset:** Focus on an individual feature/sub-product
10. **Profile:** “Who are the kinds of people who choose X?”




PLAYBOOK

CRO +500 lift in conversion

How a Three-Layered Personalization Strategy 5X'ed Conversion Rates

 **Hachimi Yallaoui**
Growth Marketing



WHAT YOU'LL LEARN

- ✓ How to combine firmographic, CRM, and behavioral personalization
- ✓ How personalization can 5X conversions from stable traffic
- ✓ Why testing speed is key to successful experimentation

WHAT YOU'LL NEED

WHAT YOU'LL LEARN

WHAT YOU'LL NEED

THE PROBLEM

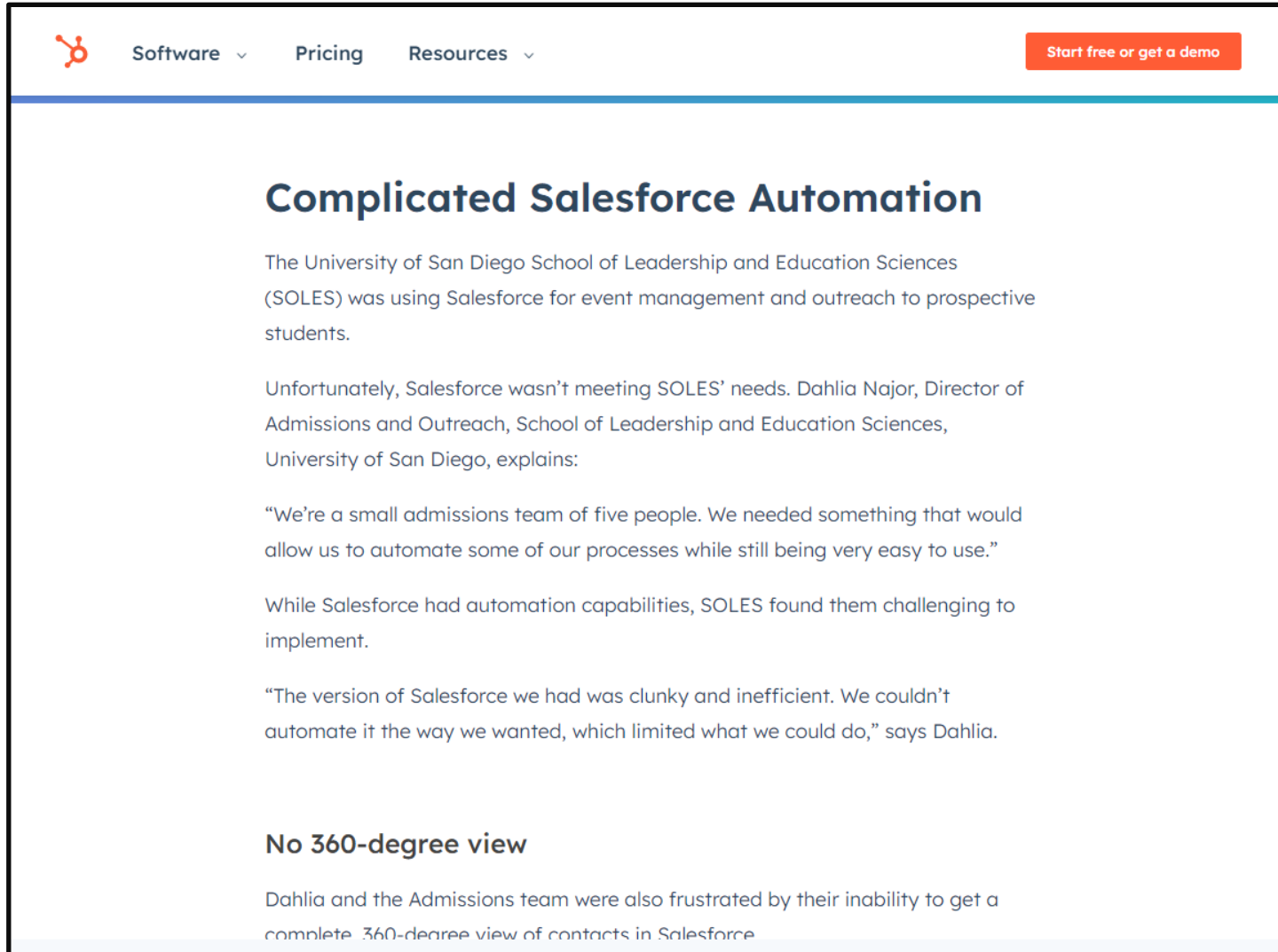
THE HYPOTHESIS

THE SOLUTION


<https://www.mutinyhq.com/playbooks?filter=mutiny>



SWITCHER



The screenshot shows a HubSpot case study page. At the top, there is a navigation bar with the HubSpot logo, 'Software' with a dropdown arrow, 'Pricing', 'Resources' with a dropdown arrow, and a red button that says 'Start free or get a demo'. The main content area has a blue horizontal line below the navigation. The title 'Complicated Salesforce Automation' is in a large, bold, dark blue font. Below the title is a paragraph of text. This is followed by a quote from Dahlia Najor, Director of Admissions and Outreach at the University of San Diego. Another paragraph follows, and then another quote. The section 'No 360-degree view' is in a bold, dark blue font, followed by a final paragraph of text.

 Software ▾ Pricing Resources ▾ [Start free or get a demo](#)

Complicated Salesforce Automation

The University of San Diego School of Leadership and Education Sciences (SOLES) was using Salesforce for event management and outreach to prospective students.

Unfortunately, Salesforce wasn't meeting SOLES' needs. Dahlia Najor, Director of Admissions and Outreach, School of Leadership and Education Sciences, University of San Diego, explains:

“We're a small admissions team of five people. We needed something that would allow us to automate some of our processes while still being very easy to use.”

While Salesforce had automation capabilities, SOLES found them challenging to implement.

“The version of Salesforce we had was clunky and inefficient. We couldn't automate it the way we wanted, which limited what we could do,” says Dahlia.

No 360-degree view

Dahlia and the Admissions team were also frustrated by their inability to get a complete 360-degree view of contacts in Salesforce.

<https://www.hubspot.com/case-studies/university-of-san-diego>



DISAMBIGUATOR

POLAR INDUSTRIAL PLASTICS: A SAFE SOLUTION FOR FIBERGLASS FINE GRINDING DUST

Client: Polar Industrial Plastics, Ltd.

Featured Solution: Vortex

Industries: Bulk & Powder, Fiberglass, Piping, Plastic

Applications: Fiberglass, Grinding

Polar Industrial Plastics Ltd., located in Edmonton, Alberta, makes high-performance piping systems and other industrial components out of plastic and fiberglass. They came to RoboVent in the winter of 2015 to address air quality issues in their fiberglass fabrication facilities.



The Problem

In order to bond fiberglass, workers must first sand it to roughen the surface. This creates a fine dust that can cause inflammation and reduce lung function when inhaled. The dust also gets everywhere, creating a work area that is both visually unappealing and uncomfortable.

Powerful Air Cleaners Enable Safer Workouts in the COVID Era

New Species CrossFit is a CrossFit affiliate gym in Royal Oak, Michigan. After the COVID-related shutdowns in the spring of 2020, owner Josh Hunnicutt knew he needed a strategy to protect and reassure skittish patrons when gyms reopened. A powerful portable air filtration system from RoboVent enables him to keep his gym open safely and reduce the risk of spreading the coronavirus.

<https://www.robovent.com/learn/case-studies/>



NO METRICS

Videos



The Derrick Law Firm

[VIEW VIDEO](#)



Tyrone Law Firm

[VIEW VIDEO](#)



The Law Office of William Bly

[VIEW VIDEO](#)

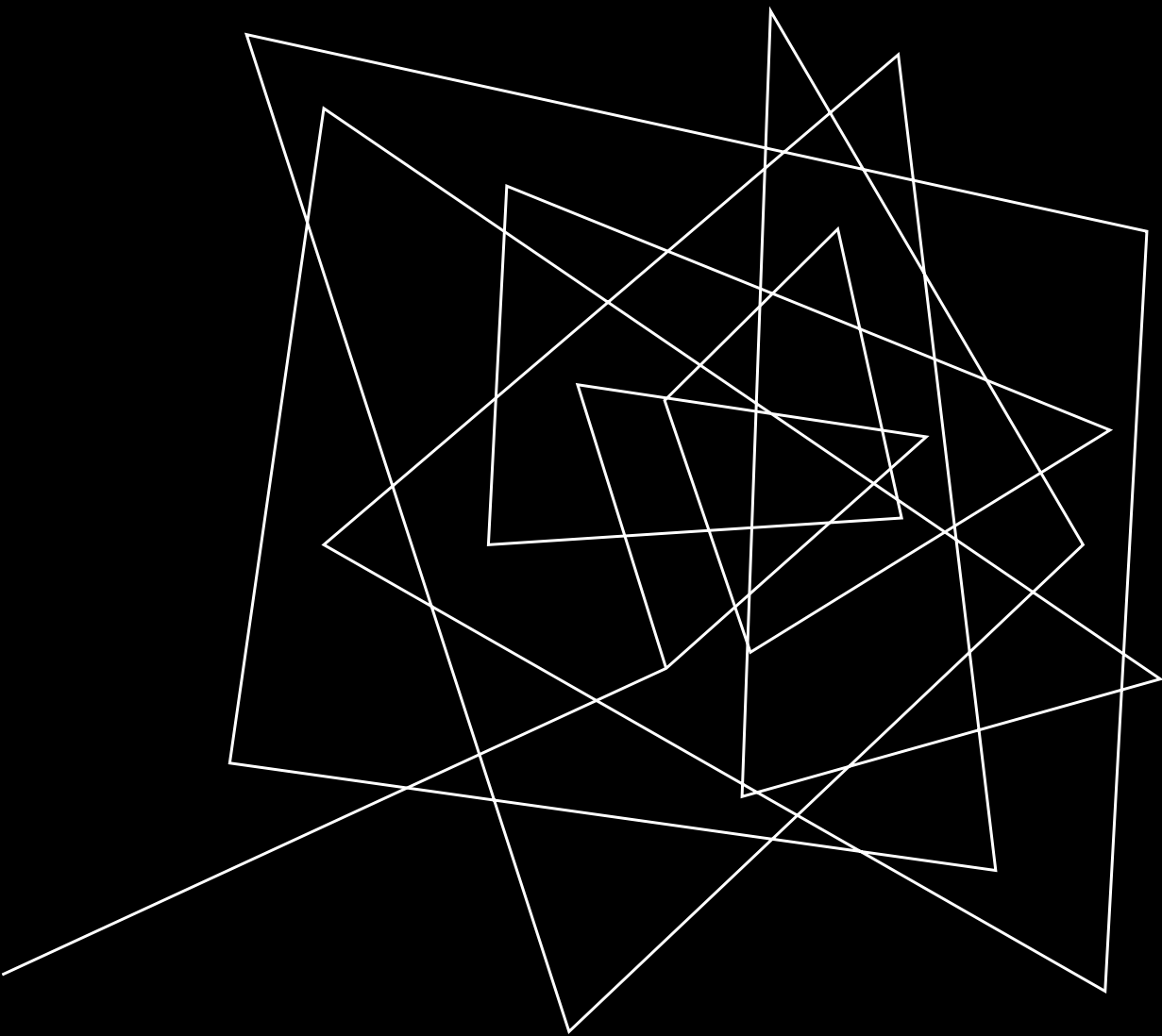
<https://crisp.co/video/>



TOP TAKEAWAYS

- Consult all departments on coverage gaps/needs
- Align stories with real-world business/revenue goals
- Map out the KPIs they intend to capture for each
- Intentionally curate stories based on this plan





#3: PROSPECT VS. PROCRASTI-WAIT



ESTABLISH SHARED CRITERIA.

“This is **who** we’re after. This is **what** a win looks like. This is **when** and **how** to ask.”



Requirements

- Customers must be willing to say that they are using Lakehouse
- Customers must be using DataWorks for both analytics and ML, workloads for a more robust story
- Customers must have more than one business use case to share to show that DataWorks is critical to their business operations
- Customers must be willing to share business impact stats
- Customers fall within our target industries
- Customers are CPG, Enterprise, or Digital Native (Exception: emerging markets that don't have any stores)

Key Themes

- **Lakehouse:** Transition to a new data management paradigm that combines the capabilities of data lakes and data warehouses, enabling BI and ML on all data. You want to emphasize how they are using the Lakehouse platform to access all data and perform all forms of analytics and ML on that data.
- **Data team collaboration:** Transition to how DataWorks provides one common platform and data set for all personas, and fosters collaboration between them.
 - If possible, try to interview one data scientist and one data engineer for the case study, even better if you can get an analyst
- **Using data and AI to solve a tough problem:** Transition to how DataWorks helps to support a company to achieve their core mission or a key strategic imperative.
 - **Large enterprises**
 - Often, but not exclusively focus on scale, security, performance variations
 - Use case examples: customer experience/personalization, risk mitigation/fraud detection, large scale demand forecasting
 - **WAC/Commercial**
 - Often, but not exclusively focus on inspirational, "using AI for good" narratives
 - Use case examples: energy efficiency/climate change, patient research/treatment, workplace safety



PROACTIVE PROSPECTING

14 → Are you open to being featured on the Loganix website as a success story?

If selected, we'd link to you, spotlight your work (without exposing anything sensitive), and you'd have **final say** over what gets published.

A Sure, happy to help!

B Yes, but only if our name is anonymized

C No thanks.

[Add choice](#)

As next steps...

- First, the Case Study Buddy team will set up a time for an interview about your experience working with us and the impact for [CLIENT COMPANY NAME].
You can see a list of sample questions they may ask [here](#).
- If possible, we'd love for you to speak to [QUICK SPECIFIC DETAILS OF THEIR EXPERIENCE].
- If you're able to share any numbers around...
 - + [METRIC #1]
 - + [METRIC #2]
 - + [METRIC #3]

Please do! Pulling these for the call would go a long way to making the story as strong as possible.

- **Audit client database for ideals**
Proactively and intentionally flag ideal targets who fit gaps and likely have data
- **Leverage surveys and escalating commitment**
Opportunity to discuss feedback, impact, or even present the ask
- **Standardize how you ask and prime**
Provide templates and steps to recognize and report wins/request involvement

<https://casestudybuddy.com/blog/how-to-get-clients-to-agree-to-be-in-case-studies/>



PULL / PUSH

The last 6 months have been the best on record for our megacore business, and without a doubt, their sales and marketing teams are well equipped to sell more, grow faster, and dominate their industry, long into the future.



If you love using Close, we'd love to feature you in a story like this. Connect with our team [via email](#) to learn more.

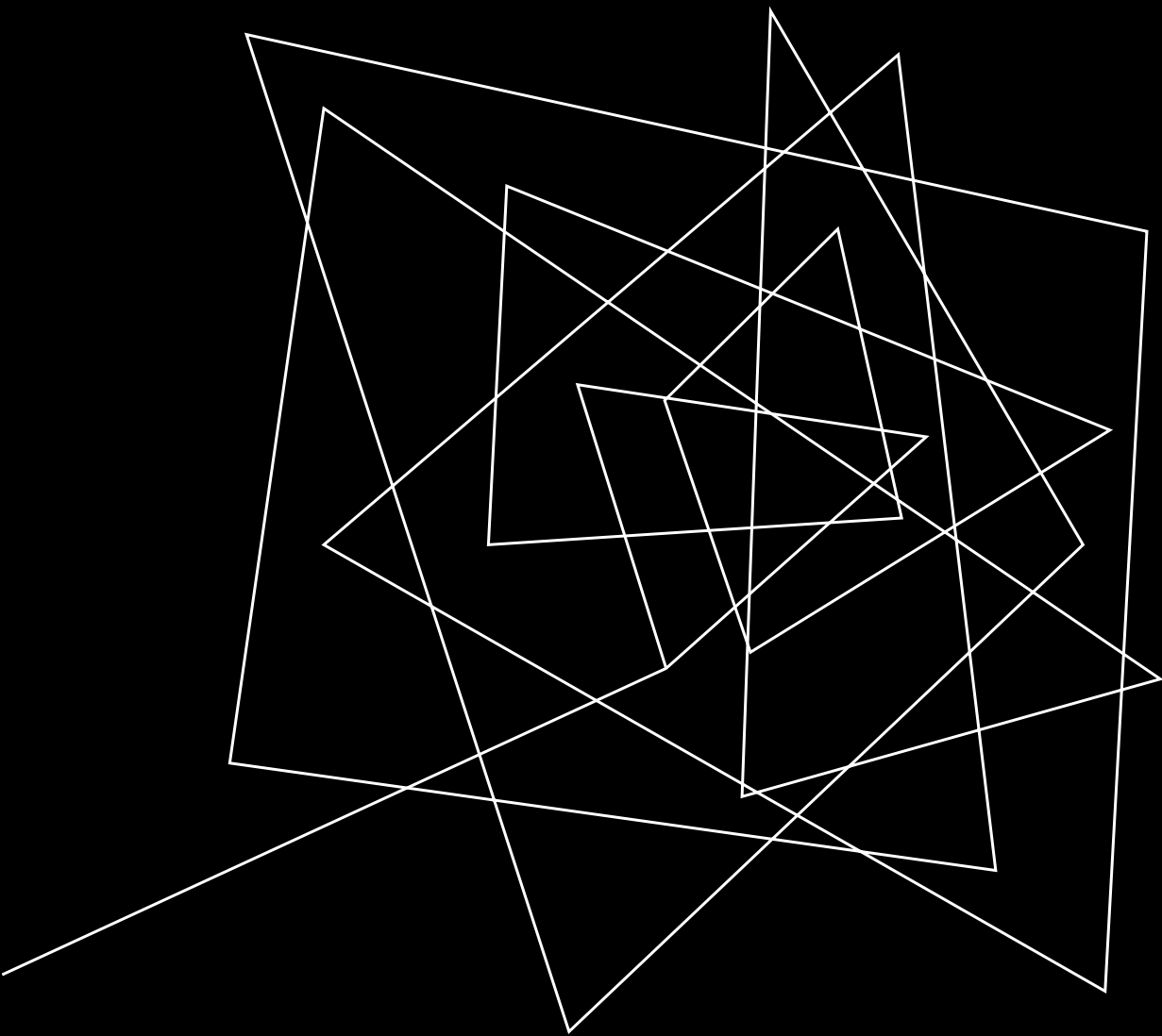
Curious to see how a top-of-the-line CRM with advanced



TOP TAKEAWAYS:

- Align prospecting to coverage gaps
- Leverage existing conversations
- Hold teams accountable
- Provide STRUCTURE





**#4: MAKE A
BETTER ASK.**



Expectation-setting creates, and solves,
the toughest problems in case studies.





Poor buy-in (int. and ext.)



Lack of proper release



Unclear process/false promises



Weaker story (fewer metrics, details, etc.)



No learning, refinement, or longevity



Case study killers:

- Uncertainty
- Inconvenience
- Selfishness



**We're worried about
being exposed
to competitors.**

VS

**Nothing will be published
without your approval.
You have final say.**



I'm WAY too busy for this.

VS

Here's what's involved, and it only takes ~60 minutes of your time.



What's in it for me?

VS

**Exposure, press,
opportunities, discount,
thank-you...**



A GOOD ASK TEMPLATE...

Hey [Customer Name],

Last [week/month/quarter], we achieved [milestone/result].

We're incredibly excited to see those results; these are the sorts of wins we love to hear about.

In fact, we think others would love to hear about them, too.

If you're willing, we'd like to create a spotlight piece for our website with you as the hero.

All we need from you is a few quick questions answered on a short call—and a final sign-off before we go live.

We want to do this right and make it as easy as possible for you to take part, so if you're open to it, we have Case Study Buddy waiting in the wings to help put this together.

Are you open to being featured?

Cheers,

[Your Name]

- **Personal**
Why them? Why now?
- **Specific**
What parts of story will you cover?
What metrics?
- **Clear**
What's the high-level process?
What is the time involvement?
What are next steps?
- **Succinct**
Keep it focused.



CANACCORD Genuity
Wealth Management

200
QUALIFIED LEADS

4.2%
CONVERSION RATE
ON COLD TRAFFIC

INDUSTRY
FINANCIAL SERVICES

LOCATION
CANADA (GLOBAL)

SERVICES PROVIDED
INBOUND MARKETING

Campaign strategy & implementation, including:

- SEO
- Web Design
- Content Marketing
- Lead Generation
- Paid Advertising
- Email Marketing

THE COMPANY
Canaccord Genuity Wealth Management
Canaccord Genuity Wealth Management is a premier wealth management firm, providing investors with retirement investment solutions tailored to their unique goals.

THE CHALLENGE
Attracting Warm Leads Without Cold Calling
Sean Gercsak, an Investment Advisor, had tried to generate leads, but it wasn't leading to qualified opportunity to explore whether inbound marketing reaching qualified investors and nurturing them. Internal buy-in proved challenging to earn, and compliance team would need to approve all marketing. Even so, Sean was determined to demonstrate marketing to his stakeholders.

“Cold calling takes multiple hours of people who might be interested, a side cold-caller, they're not making with prospects. With inbound marketing we spend just a few hours a week on our leads directly. We don't have a staff member or time vetting”

SEAN GERCSAK
Investment Advisor
Canaccord Genuity

f in G+

rankings.io

CASE STUDY

How Rankings.io helped Dolman Law Group gain 400% more cases a month

“I had heard about Chris' reputation beforehand but I'd also been misled by others ... He and Rankings.io outperformed my expectations. Even on the best day, I didn't expect him to do this well.”

Matthew Dolman, Esq.
Owner, Dolman Law Group

ANALYTICS

of improvement, the River Cats sent SeyVu anonymous survey data. SeyVu used cluster/sentiment analysis on fan comments that would identify actionable insights using their Six-Step Process:

1. Gather data
2. Analyze to understand formats
3. Make predictions and test outcomes
4. Deploy in production
5. Discover other potential opportunities
6. ...

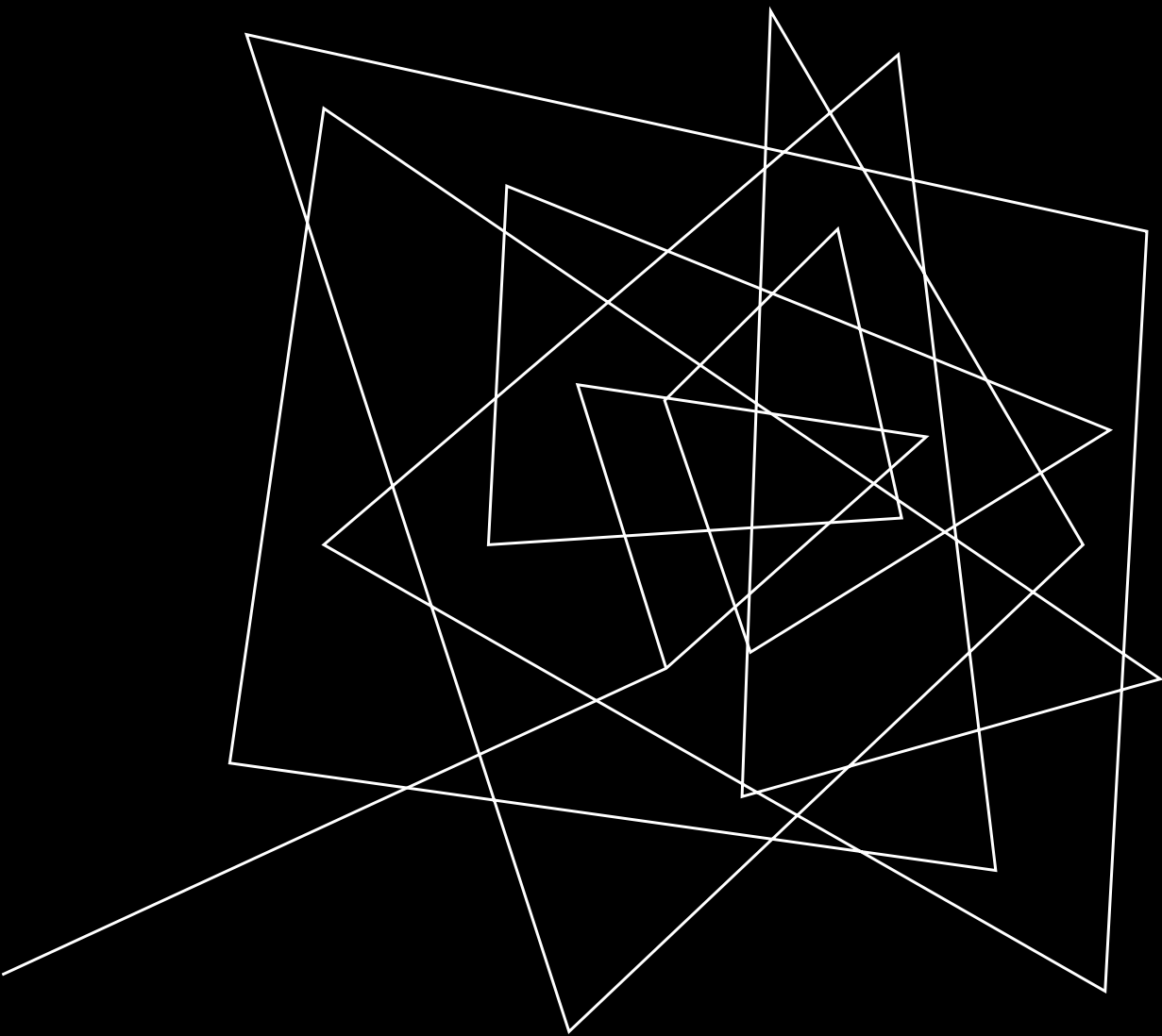
able to highlight key factors that drove fans to come to games, by fans, isolate pain points and areas of concern, and summarize improvement.

the impact of concession pricing on revenue. However, because data necessary for an accurate prediction, SeyVu instead used of external factors (e.g. weather) on concession sales.

with supporting visuals and charts to that made important digest and easy to understand.

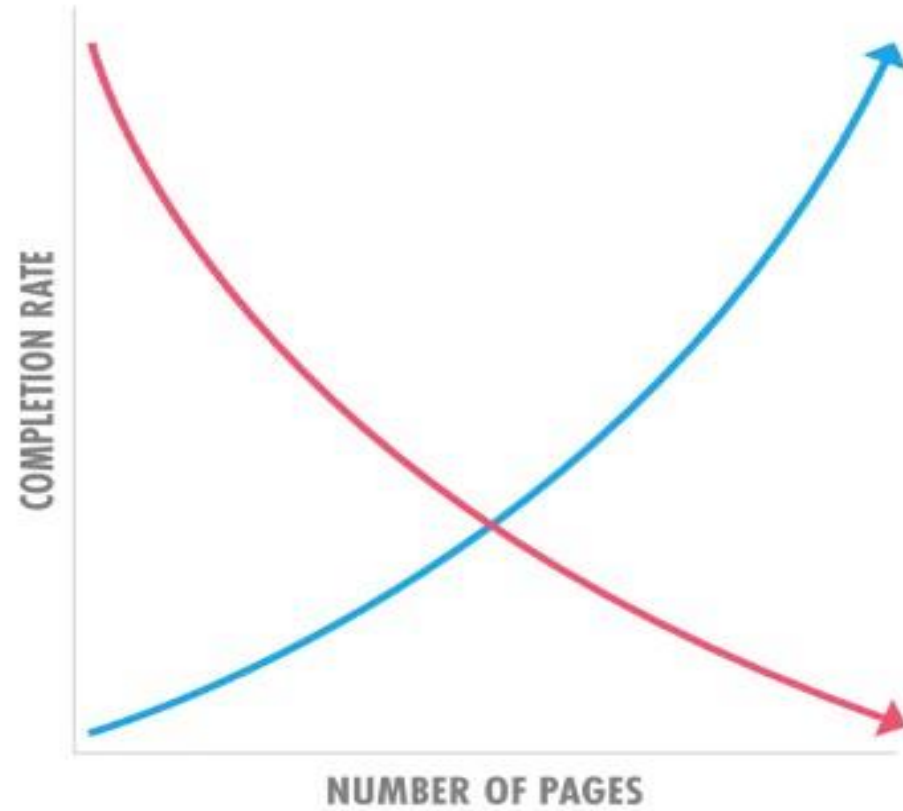
“... and seamless—SeyVu's word clusters brought out and their analysis helped us understand how we the fan experience.”





#5: QUICK HIT PRODUCTION TIPS





COMPLETION RATE WAS HIGHER WHEN
CONTENT WAS NO MORE THAN 2-5 PAGES IN
LENGTH.

Info source: <https://lp.docsend.com/sales-benchmarks-report>



The Challenge

AN UNRELIABLE AND FINICKY SURVEY
CREATION TOOL

Solution

Complete, reliable, automated PPC audits

TrueClicks does automatically what Jorrit's checklist used to do manually—but TrueClicks does it in seconds, instead of days.

Results

\$2,894,983 increase in revenue in one year

"The roadmap he's provided us has led to us being able to rank some of our pages higher in searches for which we're getting a lot of traffic for now. I can confidently tell you they're converting to warm leads," Luke says.

“

"I would say that the roadmap he's provided us has led to us being able to rank some of our pages higher in searches for which we're getting a lot of traffic for now. And I can confidently tell you they're converting to warm leads," Luke says.

- Quick context
- Satisfy scanners
- Set expectations





How 310 Nutrition gets 30% of customers to say yes to their post-purchase upsell offers

25%

Increase in average order value

30%

Upsell acceptance rate



"It's been a great surprise that 3 in 10 customers are taking the offers we put in front of them after their purchase. Thanks to CartHook, we're selling more products to more customers."

Hov Mkhitarian,
HEAD OF PRODUCT, 310 NUTRITION

Guidemark Precision Saves Estimated \$500k using Firetrace Automatic Fire Suppression Systems

When a tool break led to a machine fire at Guidemark Precision, their Firetrace automatic fire suppression system suppressed the flames within seconds, saving the machine and protecting the business and employees.

CallRail

How Qshark Moving Company Shortened Its Quality Assurance Process by 90% with CallRail Conversation Intelligence

CASE STUDY



"Conversation Intelligence is easy to set up and simple to use. Any business with a team that's out in the field will find it useful."

Vlad Kandybovich,
CEO, Qshark Moving Company

- One focus
- One (relevant) KPI
- Support with proof



Natural gas facility recognizes flow rate problem

At a midstream gas processing facility, a freezing valve was the cause of reduced production: When the pressure dropped from 900 PSIG to 140 PSIG, the gas saw a sudden drop in temperature of about 50°F. Water vapor in the gas steam combined with hydrocarbons to form hydrates that froze as the temperature dropped below the dew point.

If the problem wasn't addressed, the facility would have faced a reduction in productivity or even a complete shutdown—and every moment of downtime means potential loss of revenue. The facility manager knew that heating the gas is a method for controlling gas hydrates, but needed guidance on the specific heating system to best solve their build-up problem.

- **Tension**
- **Stakes**
- **Hero, not 'damsel/dude in distress'**



“HERE’S WHY THAT MATTERS.”

After observing how the Pizza Hut team were using their payroll systems, Zellis recommended three changes that would speed up their processes.

Firstly, because the business has a high turnover of restaurant staff, ‘housekeeping’ measures would ensure time wasn’t spent checking the records of people who no longer worked in the business.

Secondly, payroll processing would be uploaded to Zellis’ servers in the cloud, taking away the need to bounce data back and forth between Pizza Hut systems and Zellis systems.



IMPACT BEYOND ROI


From Susie's standpoint, every part of their training program has gotten better, faster and more intuitive since the switch.

"We've improved our training efficiency by at least 95%," Susie beams. **"We don't use up those print materials, there's no manual entry, and our secretary isn't having to chase people to get their training."**




SPECIFIC CTA



 **Want to beat more of your competitors to the best cases?**

Let us show you how Captorra can take your intakes and sign-ups to the next level.

 **TALK TO ONE OF OUR EXPERTS NOW →**

Get a Complete Analysis of Aggregate Pier Applicability to your Ground Improvement Project

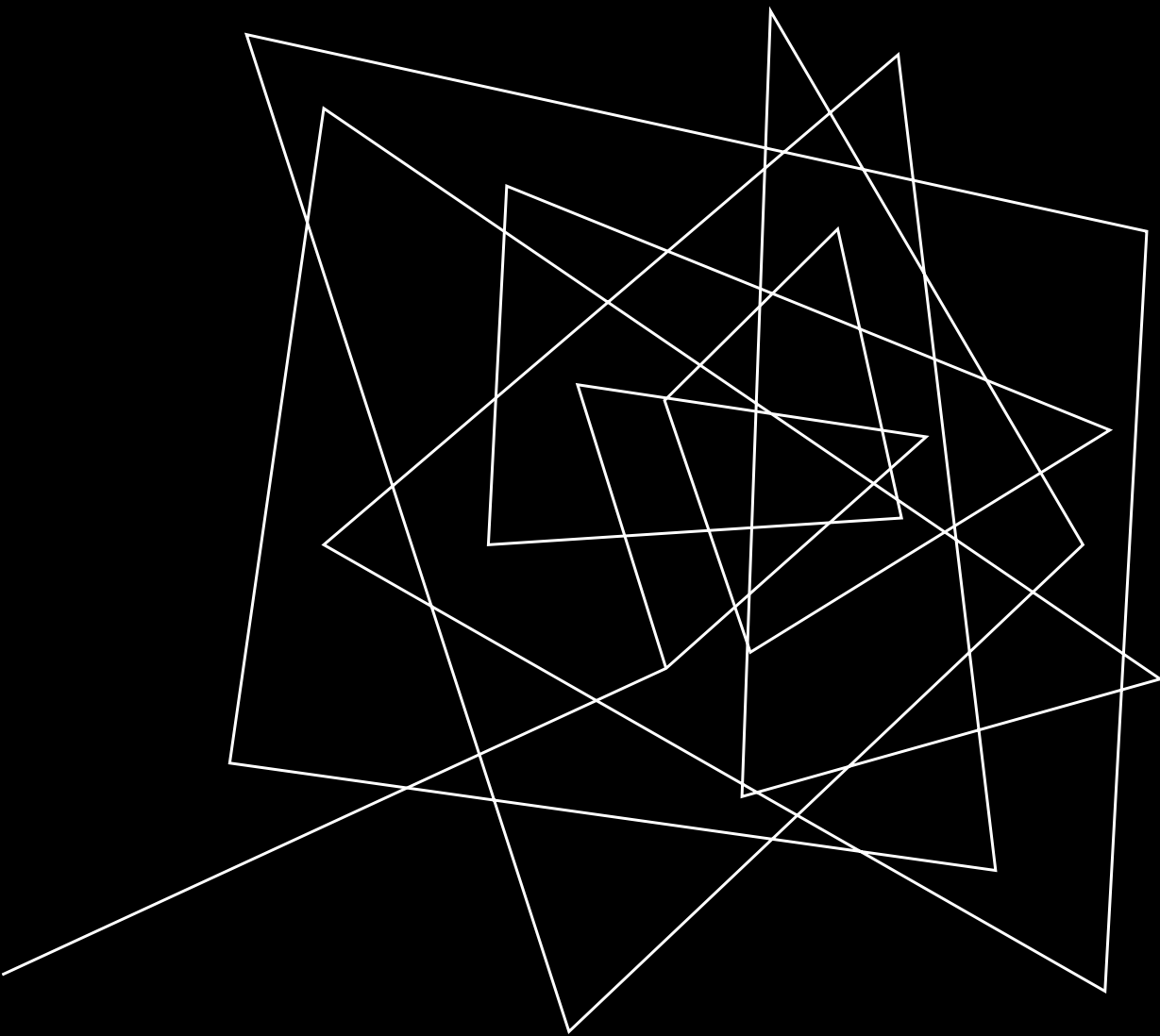
get started

Contact Subsurface Constructors today for a prompt and thorough analysis with experienced aggregate pier engineers, and get your project on the fast-track to completion.

Protect your business, employees, and machines today:

TALK TO A SUPPRESSION SPECIALIST →





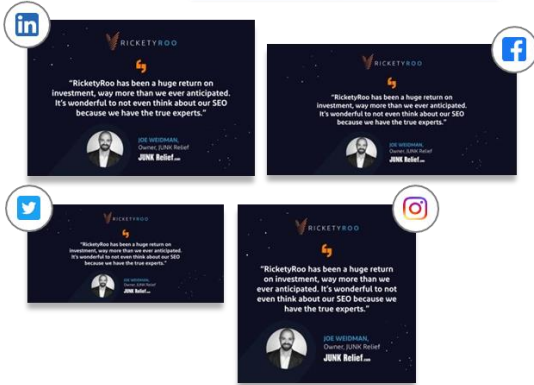
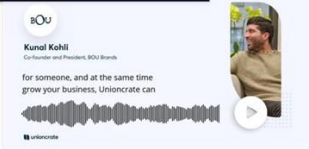
**#6: SHARE LIKE YOUR
ROI DEPENDS ON IT**



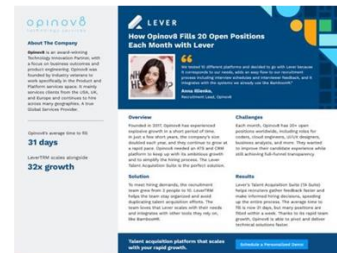
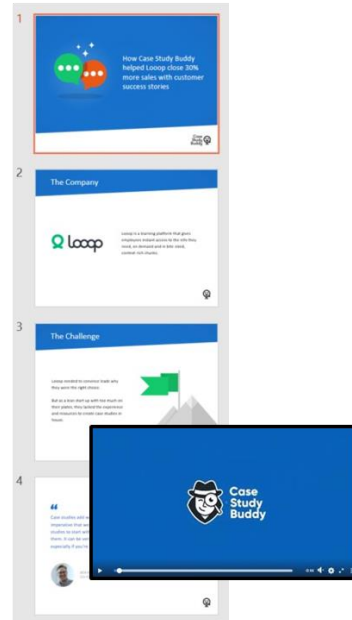
Nibble



Chris Dreyer, Founder & CEO - Rankings.io
 "We've closed \$179,444 worth of deals in the past month and case studies helped close them all. Our new case studies are powerful lead magnets and they're great for sales."



Bite



Snack

The Company

Loop

When employees need answers, they don't read through a manual or click through a course. They search the web or ask around.

Loop is a learning platform that harnesses those habits and makes it easy to give employees on-demand access to info they can actually use.

"Case studies are invaluable to us. With Case Study Buddy, we've saved so much time and money—and what they produced was far beyond what we could do in-house."



INDUSTRY
SaaS

Learning and Development

LOCATION
U.K. (Global)

SERVICES PROVIDED

- Strategy
- Client Interview
- Copywriting
- PDF Design

The Challenge

Building credibility in a crowded niche

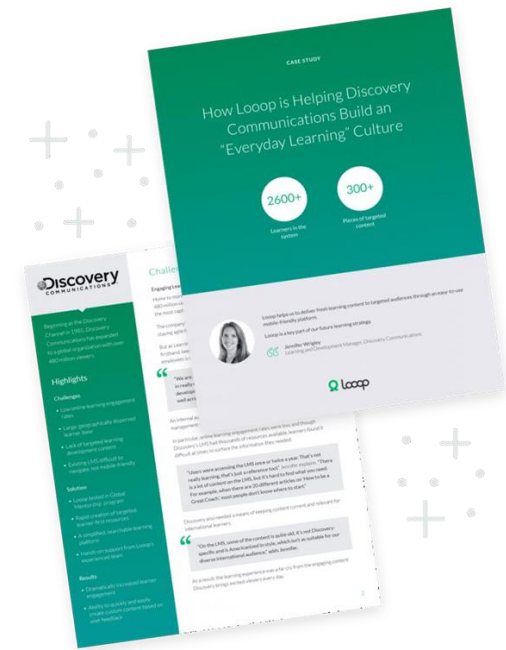
With over 600 competitors in the learning and development industry, Ben Muzzell, Co Founder of Loop, knew that the best way to show potential clients their value and explain their innovative approach was with customer success stories.

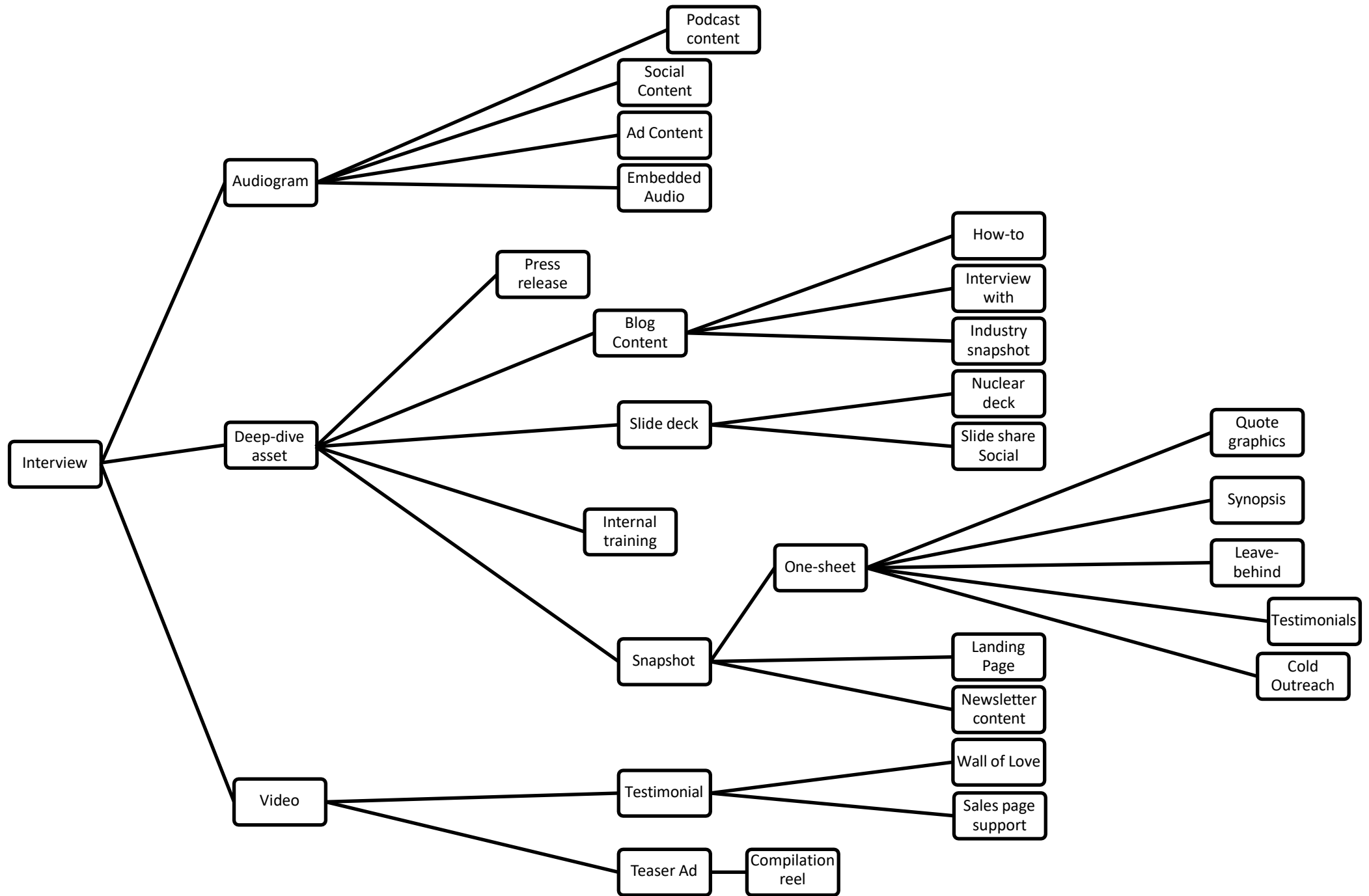
But as a lean startup, Loop already had a million things to do and not enough time in the day to get them done.

They wanted studies that helped them stand out, but lacked the experience and process to do them right.



Ben needed a partner who could get to know his business' unique


Meal





SOCIAL CAMPAIGNS


 **Dylan C.** - 2nd
Relentless Hospitality Tech Champion | Guitarist | Best Dad J...
3mo • Edited • 



[+ Follow](#) 


It's my pleasure to announce [Revinat](#)'s EMEA Campaign of the Month for November!

Featuring [Landgoed de Holtweijde](#), in the Netherlands.


★ The highlights ★



Target Segment  Newsletter Database and segmented by language.


Reminder  Automatic follow up email sent to those who hadn't opened initial send. (Smart  !)

Results  376 direct room nights in one campaign!

Great work and congrats [Kim de Jong - Boerrigter](#) and her team.



 **Humi**
13,755 followers
3mo • 

[+ Follow](#) 


One of the biggest challenges Aline faced in her role is software adoption. So, when she was looking for a solution while managing the hiring of over 100 employees, she knew she needed a platform that was intuitive, scalable, and easy to onboard.

Humi Case study

01

↓ The challenge

Aline's team needed a operations solution that tackle the whole employee journey: from recruitment tracking time off to performance management because they were resc quickly, they needed a that was flexible, could with them.

This is Aline,  Director of HR

Effortlessly scale your operations

Effortlessly scale your operations

Flexible platform for the whole



AD CAMPAIGNS

The image displays four separate advertisement cards for Factor One Marketing, each featuring a different background image and text layout. Each card includes the Factor One logo and a red arrow button pointing right.

- Card 1 (Teal background):** Features a man and a woman flexing their muscles. Text: "Factor One Case Study", "How Suncoast Enclosures Achieved 200X Return on Google Ads Spend With Factor One Marketing".
- Card 2 (Red and Blue background):** Features a woman in a red and white striped shirt pointing. Text: "200x Return On Google Ads", "How Suncoast Enclosures Achieved 200X Return on Google Ads Spend With Factor One Marketing". Includes "Close" and "Open" buttons at the bottom.
- Card 3 (Orange background):** Features a pug dog in a yellow raincoat. Text: "Factor One Case Study", "103% increase in Google Ads conversion with YouTube marketing".
- Card 4 (Grey background):** Features a cat wearing glasses and a bowtie. Text: "Conversions Doubled In Months", "103% increase in Google Ads conversion with YouTube marketing".

The image shows a Facebook post from Sync2CRM. The post includes a testimonial from Charlotte Parrish, Brand Manager at SCA, and a sign-up button.

Sync2CRM Sponsored · Like Page

Thanks Charlotte! We are so glad you like Sync2CRM. Happy syncing!

★★★★★
"Sync2CRM is so easy to use and works like a charm."
- Charlotte Parrish, Brand Manager, SCA

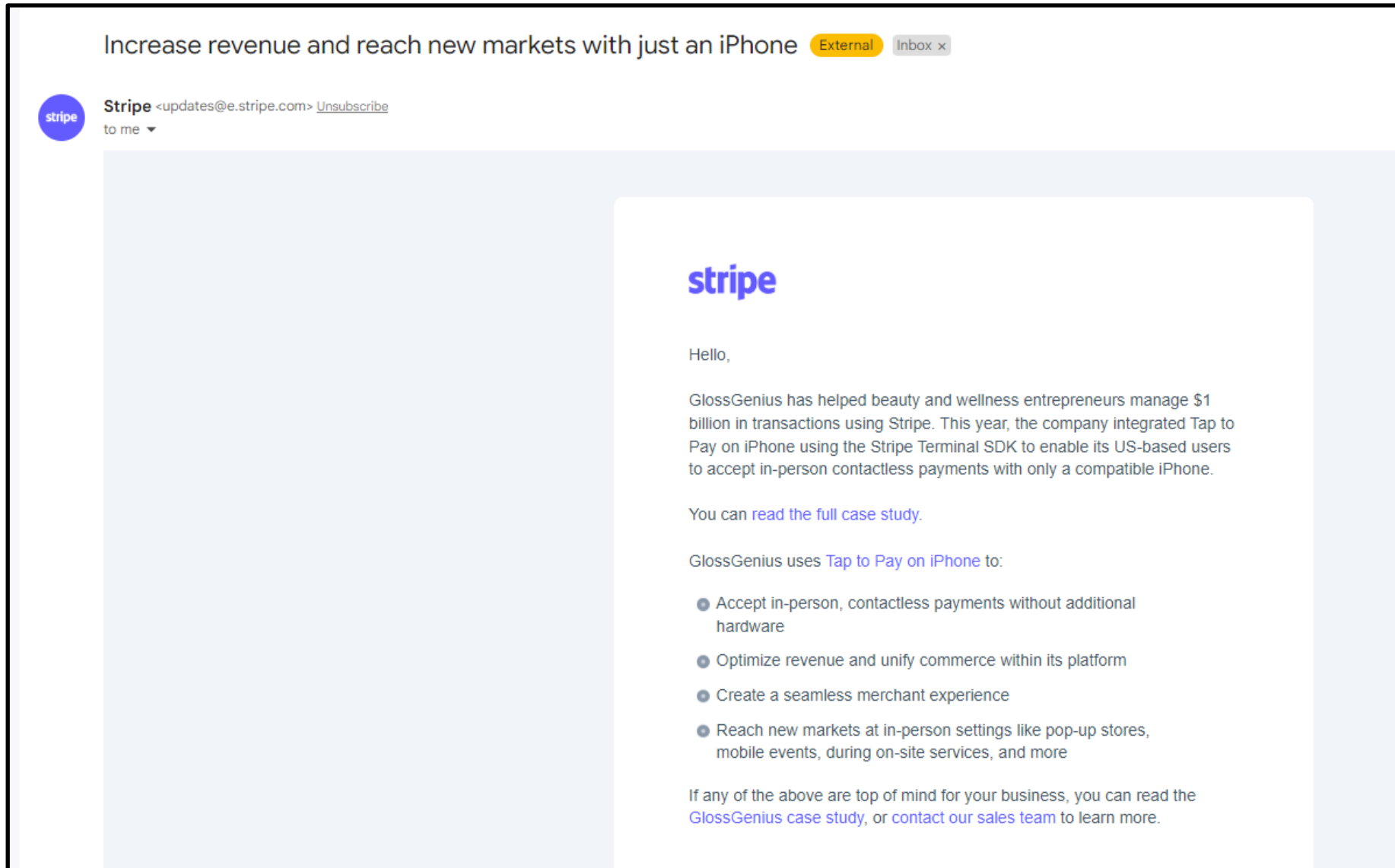
★★★★★ "Makes My Life So Easy!"
Charlotte: "It's a game changer for our business as it allows us to do something we've ALWAYS wanted to do but never could before."

SYNC2SCRM.COM [Sign Up](#)

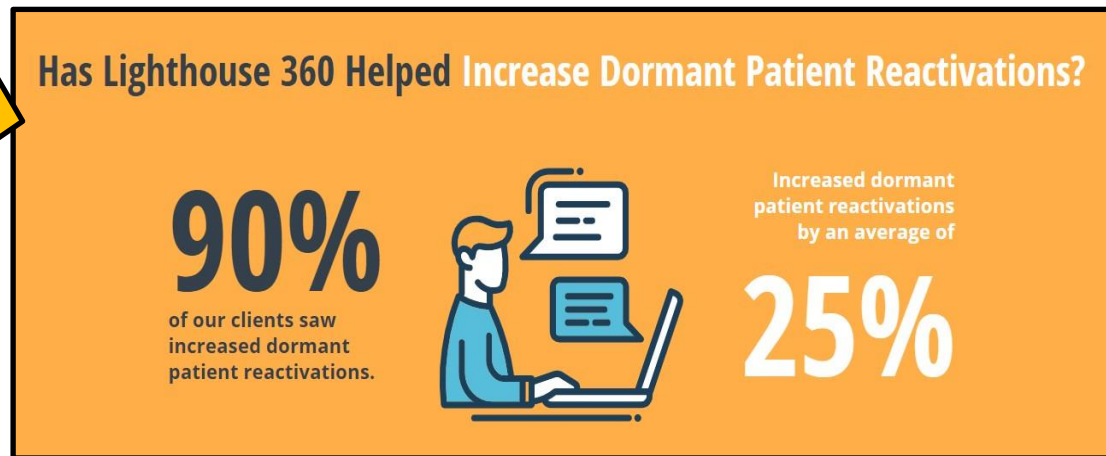
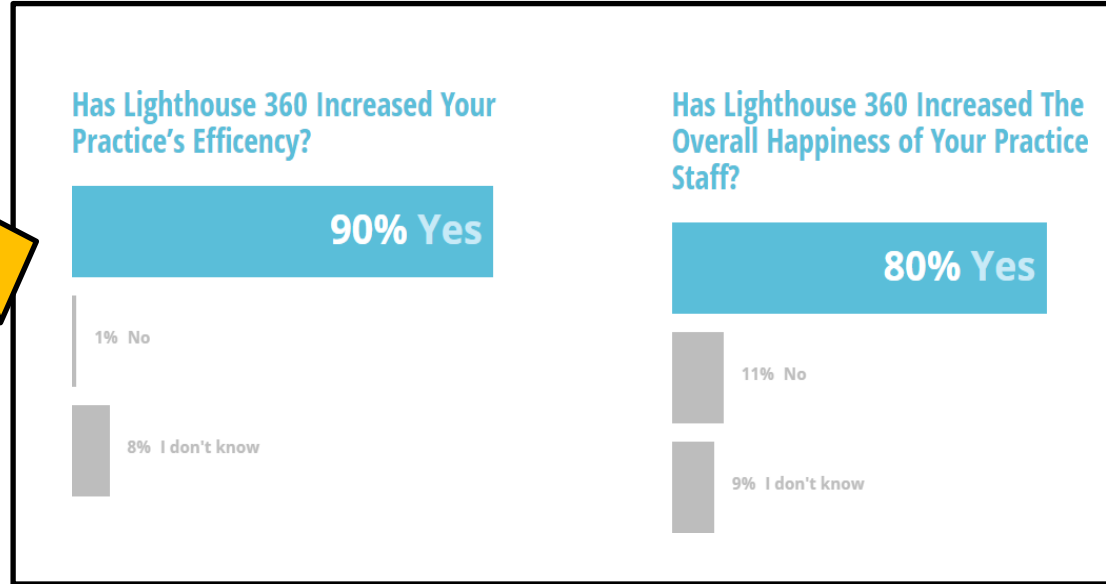
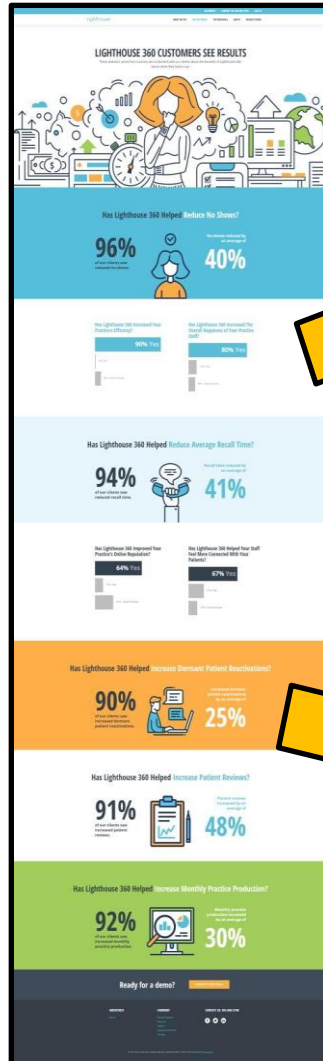
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EMAIL CAMPAIGNS



VISUALIZATIONS



COMBINATIONS

CHALLENGE

Performing large-scale migrations for clients means they need to be able to migrate quickly, securely, and flawlessly.

SOLUTION

Reports and increased visibility help identify issues quickly, so they can be addressed or eliminated before migration.

RESULTS

75% reduction in effort for larger migrations, as well as 30% licensing savings compared to other migration tools.

[Start a free trial →](#)

The effort would quadruple if we had to do everything manually.... it almost couldn't be done without ShareGate.



0:00

– Doug Punchak, Application Development Manager, Avvenire Solutions

Key features

ShareGate offers fast and reliable migrations

Speed and reliability are especially important to organizations that want to run time-sensitive, big-bang migrations on a weekend and have employees return to an upgraded, flawlessly running environment the following Monday. Avvenire uses several [features and capabilities in ShareGate](#) to make this possible.



COMPENDIUMS

BLOG 3 MINUTE READ

Our Five Most-Read Customer Stories of 2022

See how top companies are using digital transform to improve productivity, enable workers, and meet

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Customer Story Deck

The Souqs Co.

- The CX team previously spent days manually reviewing through high-in-volume feedback for other teams.
- The Souqs Co. utilized Playvox's Customer Story Deck tool to automatically collect customer feedback and create a central dashboard.
- The company realized the time was being spent on the front-end and creating a negative CX for customers.
- Armed with this data, The Souqs Co. was able to change the product and service experience for all user feedback. In the end, customer feedback was used to improve their product and service, resulting in high CSAT scores.

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Veeva

- A shift to self-serve CX was made to allow for better product feedback. Playvox provided valuable insights into customer feedback, allowing the team to respond to issues in real-time.
- Customer 4 gave Veeva customers, a customer story deck to support customer feedback and improve customer satisfaction.
- Playvox provided support for our data with other CX team members, setting up our CX team for success and making jobs so.

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Wishita Law, Head of Product, Veeva

"If we didn't have Playvox, from a product perspective, we probably wouldn't look at support conversations as an input into any decision making."

playvox

Zendesk

- Zendesk's customer management team needed a way to better understand and address customer feedback. They were faced with a large volume of customer feedback and needed a way to better understand and address customer feedback.
- Playvox's Customer Management tool allowed them to quickly address a large volume of customer feedback and understand the root cause of the issue.
- With Playvox, they were able to quickly address a large volume of customer feedback and understand the root cause of the issue.

playvox

Sweaty Betty

- When Sweaty Betty's sales shifted from online to in-store, the company needed to ensure the customer experience was consistent across all touchpoints.
- With Playvox, they were able to quickly address a large volume of customer feedback and understand the root cause of the issue.
- With Playvox, they were able to quickly address a large volume of customer feedback and understand the root cause of the issue.

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"The biggest reward we've gained from Playvox is that the platform's springboards conversation. It's not a penalty system. It's a collaboration tool. It allows the advisor to come with their guard down and be a little vulnerable. If they are struggling, they can ask for help. That's where we see the most value, because you can course-correct as needed."

Any Souqs, Customer Solutions Manager, Souqs Co.

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SeatGeek

- Over time, platform SeatGeek grew their user base and needed a way to better understand and address customer feedback. They were faced with a large volume of customer feedback and needed a way to better understand and address customer feedback.
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Afterpay

- Afterpay's customer management team needed a way to better understand and address customer feedback. They were faced with a large volume of customer feedback and needed a way to better understand and address customer feedback.
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playvox

"The team at Playvox understands what you need and helps by showing you how they can support your business."

playvox

Sutherland

- Business process transformation is a complex task that requires a high level of customer engagement and collaboration.
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Stockpile

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TOP TAKEAWAYS

- Leverage case studies across the entire buyer's journey
- Have a documented repurposing plan
- Ensure consistency across formats/stories

