

# Case study outline

Case studies are essential for any business wanting to build social proof about its products and services. They provide real-world examples of how a company has helped customers overcome challenges or achieve specific goals.

Not only does this mean a company can demonstrate its worth to future customers, but it can also use the case study to identify patterns and trends, and use this information to improve products, services, or processes.

This template provides an outline for putting together a comprehensive case study. You can find a list of helpful case study questions [here](#) to get you started.

## Customer name

Provide a short write-up of who the customer is, their industry, company size, etc.

## Summary of case study

Summary	A short summary of how your product/service is being used by the customer, and the results they've achieved.
Quote	A compelling quote from the customer about the success they've had with your product/service.
Proof	Three <u>metric-focused</u> points that highlight ROI.

## The initial problem

The problem	A brief description of the customer's issues, their main concerns, and how you helped. Emphasize what they were doing previously and how it was flawed.
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**Quote**

A quote from the customer about how they reached their breaking point, and the impact their problem was having on their overall business.

**The provided solution****The solution**

Outline how your product or service uniquely solved the customer's problem, how it fits into their team's workflow, and how it was implemented.

**Quote**

The impact of your solution on the company's workflow/workload. The measurable benefits of your solution.

**The achieved results****The results**

Detail how your product or service impacted your customer's business success, including time saved, money saved, team happiness, etc.

**Quote**

How the solution you provided has impacted your customer long-term, and what their future prospects look like.