

About Case Studies: Their Purpose and Content

What Is a Case Study?

A case study analyzes a business or an organization and describes how, as a client, that business or organization benefited by implementing the preferred product or solution. A case study details the client's business objectives, technical and business problems or challenges, the solution that was implemented, and the ways that solution benefited the client's corporate efficiency, marketing strength, or sales numbers.

What Purpose Does a Case Study Serve?

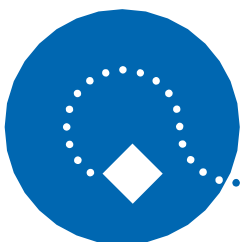
A case study can be structured to serve a multitude of primary and secondary purposes. Most businesses and organizations use case studies to:

- (a) Attract new clients by providing them a means to identify with the case study client
- (b) Inform potential clients of the solution's benefits
- (c) Position the business or organization as knowledgeable about their former and future clients' challenges
- (d) Give all clients a background on the various solutions available
- (e) Overcome initial objections to their products or services, and
- (f) Motivate potential clients to investigate further

A case study is a story written from the client's perspective and, typically, has the following parts:

- 1. Introduction:** catches and engages the attention of the client with an enticing headline and first paragraph.
- 2. Problem statement:** defines the clients' problems and possible risks.
- 3. Solution statement:** details the clients' search for a solution, explains the clients' decision processes, and outlines their evaluation criteria.
- 4. Preferred solution outline:** analyzes the advantages of the best-choice solution.
- 5. Conclusion:** summarizes the best-choice solution and calls for client action.

To support the argument being developed, certain sections of a case study include documentation in the form of tables, graphs, illustrations, photographs, and/or direct customer quotations.



Kore Access www.koreaccess.com

• EVALUATING • WRITING • EDITING • CONSULTING • MARKETING

6204 Forest Pines Drive, Suite C • Pensacola, FL 32526 • (850) 341-9075 • info@koreaccess.com