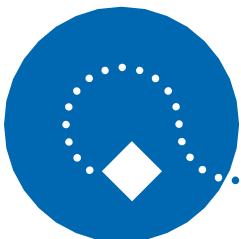


# The Business Benefits of a Case Study

*The case study discusses the challenges of one of your former or current customers in such a way that a potential client identifies with that customer and the solutions offered to that customer by your company's services or products. Specifically, the case study covers all the following issues in order to establish rapport between your company and your potential clients:*

1. **The challenge** describes the potential clients' problems and the consequences of not solving the problems.
2. The **customer profile** allows potential clients, who share the same demographics as the case study customer, to picture themselves in the case study situation. The information discussed in the profile, along with specific customer stories and quotes, encourages potential clients to identify with experiences and situations similar to their own.
3. The discussion of **alternative solutions explored** by the case study customer, and the reasons those solutions did not work, brings out in the potential client feelings of compassion for, and further identification with, the case study customer.
4. The discussion of the **solution implementation**, what worked and what did not, along with how those issues were overcome, allows potential clients to clarify their challenges and to visualize the process by which the solution will work for them.
5. The **results achieved** discussion quantifies the case study customers' results in business performance measures such as sales growth and ROI. Potential clients, who are also striving to improve their performance benchmarks, start to believe they can achieve similar results.
6. The **recommendations** offered by case study customers address the benefits they achieved and the features that are important to the target audience. Such recommendations from former or current customers, therefore, help establish early credibility and trust between you and your potential clients.



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