Case Study Questions

Can you give us a brief overview of your company and what benefits you help your customers realize?

What challenges was your company facing before deciding to use _____ that necessitated?

Were there trends in your industry driving the need to implement ?

How did you first hear about _____?

Why did you choose ____?

What made our solution stand out to you?

What _____ feature was most appealing to you?

What were your expectations of _____?

What were you seeking in a solution?

What concerns did you have regarding the implementation?

Please describe the implementation process?

What about it was easy or difficult?

What was your company's initial reaction to _____?

How was it utilized?

If possible, please describe in specific numbers, how _____ has positively impacted your business (give examples)

Has using ____ saved you money or increased productivity?

How does ___'s customer support perform?

Were there any instances where ___ went above and beyond to resolve an issue? If so, please elaborate.

What are the main reasons why you would recommend _____ to colleagues or other companies?

What have you been most impressed with?

Any plans to use ____ for additional projects, features or services in the future?

Would you recommend _____ as a ____? Please elaborate.

Anything you'd like to add?