

Case study questionnaire

The customer:

- 1) Who's the customer?
- 2) What's their website?
- 3) Who got in touch with us (name and job title)?
- 4) Have we worked with this customer previously? If so, on what?

The brief:

- 1) What was the brief?
- 2) How did we meet the brief?
- 3) Which services / products were used / purchased?

Please give details of ALL products / services used, e.g. type, volume, specifications, size, bespoke/standard, anything unusual about the request? Any challenges?

Think about what will make this interesting for prospects to read.

The results:

- 1) If this was an ongoing project, how long did it last? Was it completed on time?
- 2) Were you happy with the results?
- 3) What was the biggest success of the project?
- 4) What was the project's biggest challenge?
- 5) Was the customer happy with the results? What did they say?
- 6) Will you be working with the customer again?

The quotes:

- 1) Did the customer give a quote on the work?
- 2) Can you please give a quote on the work?