

Template for an Effective Customer Success Stories

Introduce the Company

In the opening of your success story you are going to take some time and introduce the customer, what they do and who they help and goals they have for their company.

Introducing the customer is important to provide context and will help the viewer/reader understand what comes next.

Introduce the Problem

The problem part is a critical part of the success story. This is where you talk about how the issue hampers a bright future. Show the customer pain points clearly and why the problem must be solved.

Celebrate the Success

This is your opportunity to have your customer share their success; this is where you going to give as many specifics and details about what the customer got out of using your offering. The more specific you can be about the real benefits to your customer, the more impressive it will sound to your audience. Whether they're qualitative or quantitative, be sure to include them.

Where Can You Use This Story

- | | | | |
|---------------------|--------------------------|---------------------|--------------------------|
| Website | <input type="checkbox"/> | Trade Show Giveaway | <input type="checkbox"/> |
| Lead Magnet | <input type="checkbox"/> | Sales Process | <input type="checkbox"/> |
| Client Leave Behind | <input type="checkbox"/> | Other (write below) | <input type="checkbox"/> |
