

Cloud storage company, CentreStack, **captures and shares detailed stories of their client's success** through 2 dozen Case Studies created by SuccessKit.

Situation

With hundreds of customers and partners across various industries, CentreStack wanted to sufficiently reflect the breadth of success they'd been able to achieve for all of their clients.

They were seeking a partner they could trust to optimize the development and execution of a process for creating Case Studies. Then, Franklyn saw an ad for SuccessKit.

Solution

CentreStack partnered with SuccessKit to bring their happy clients' stories to life.

"At first we signed on as a trial to see if it would work for us," said Franklyn Peart, Co-founder of CentreStack. "After seeing the quality of those initial assets, we decided to move forward with a larger commitment."

SuccessKit customized a process specific to CentreStack's business needs and ensured it captured what mattered most to CentreStack's clients. SuccessKit manages permissions to create each Case Study, conducts all Case Study-related conversations with CentreStack's clients, and delivers assets to Franklyn for final approval.

To date, SuccessKit has created 24 case studies for CentreStack and is under contract to create 12 more.



Franklyn Peart
Co-Founder, CentreStack

“We’re already recommending SK to our customers. It is important [for a company] to have social proof. The more social proof, the more it matches the experience your prospects are looking for, which builds trust - a key factor in closing a deal faster.”

Results + Benefits

Proof of Success



"We are using them in sales conversations and we have them on our website as well. We take a lot of pride in our customer outcomes, so having a large selection of Case Studies helps us provide an accurate account to share with prospects and new customers, allowing them to see a real-life narrative that is highly relevant to the experience they will have," Franklyn said.

Great Customer Experience



"The customer service has been great, I would give it an A," said Franklyn.



Client Type

Technology
International

Primary Value

Time Savings

Case Studies Created

24 in 12 months

