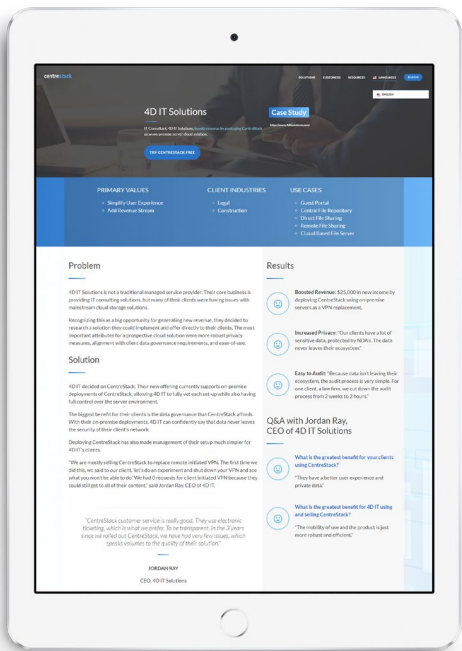
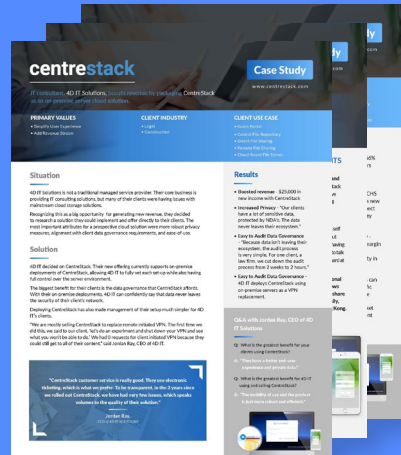


CentreStack captures and shares detailed stories of its clients' success thanks to SuccessKit



Situation

Cloud storage company CentreStack had hundreds of customers and partners across various industries. It made sense, then, that the company wanted to sufficiently reflect the breadth of success it'd been able to achieve for all of its clients.

"It's important for a company to have social proof," said Franklyn Peart, a cofounder of CentreStack. "The more social proof you have, the more it matches the experience your prospects are looking for, which builds trust—a key factor in closing deals faster."

CentreStack needed a partner it could trust to optimize the development and execution of a process for creating Case Studies. That partner was SuccessKit.



“ We’re already recommending SuccessKit to our customers.”

Franklyn Peart, Cofounder of CentreStack

CentreStack captures and shares detailed stories of its clients' success thanks to SuccessKit

Solution

CentreStack contracted SuccessKit to create its Case Studies, although at first, the company was initially reluctant to commit to anything but a short-term arrangement—until it saw the finished product.

“At first we signed on with SuccessKit as a trial to see if it would work for us,” said Franklyn. “However, after seeing the quality of those initial assets, we decided to move forward with a larger commitment.”

The SuccessKit team customized a process specific to CentreStack’s business needs and ensured they captured what mattered most to CentreStack’s clients. They managed permissions to create each Case Study, conducted all Case Study-related conversations with CentreStack’s clients, and delivered assets to Franklyn for final approval.

“The customer service was great—I would give it an A,” said Franklyn.

Ultimately, SuccessKit wound up creating more than twenty-four Case Studies for CentreStack, which CentreStack immediately put to use.

“We use them in sales conversations and we have them on our website as well,” said Franklyn. “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. They allow prospects to see a real-life narrative that is highly relevant to the experience they will have.”

Results and Benefits



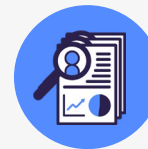
Verified proof of success



Excellent customer experience



Increased time savings



Large library of stand-out Case Studies