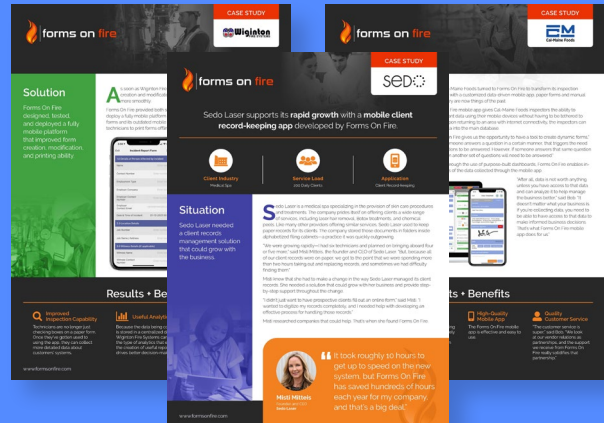


How Forms On Fire finally added consistently high-quality Case Studies to its repertoire



Situation

Forms On Fire’s founder and CEO, Kendall Kunz, wanted to let prospects know all about how the company’s software platform fully automates the digital forms process, from data capture to forms submission. He knew the best way to do that was via Case Studies.

“People are more likely to do business with companies who have had success with clients, so when someone first finds out about us, they want to get some proof points. ‘Who’s using this? Are they really happy with it?’” said Kendall. “But Case Studies really come into play when we get into a competitive situation. Case Studies make us stand out. The value is there, and the clients can see it. It really helps bring them over the finish line so that we can close that sale.”

But Kendall knew that actually getting Case Studies completed can be difficult.

“I’ve owned various companies during the last thirty years, and in my experience, Case Studies just never get done,” said Kendall. “You assign the project to individuals, and they’re never able to get to it. If they do get it done, it’s late, or it’s not consistent with previous Case Studies.”

Kendall knew that if he wanted to complete high-quality Case Studies for Forms On Fire, he would have to turn to an outside company with expertise in creating them. That company happened to be SuccessKit.



“ We recommend the SuccessKit team because **they have integrity**. They really know what they’re doing. They’re the best in the business, and **the creation process just happens so quickly and so easily that how would you not want to use them?**”

Kendall Kunz, Founder and CEO of Forms On Fire

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Solution

Kendall wanted an outside company to create Case Studies for Forms On Fire, but he didn't anticipate the high degree to which SuccessKit would handle the entire process.

"We just made an email introduction between SuccessKit and our clients, and the SuccessKit team handled everything else," said Kendall. "They did the interview, they wrote the Case Study, designed it, and they were fantastic. It was completely seamless, and we didn't really have to do anything. It was very easy to work with them, and our clients loved working with them as well."

Forms On Fire was so pleased with the Case Studies that the company asked SuccessKit to create Video Testimonials as well. Both content types have helped Forms On Fire attract new business.

"Having social proof does help us attract more leads, have a higher close ratio, and frankly, it gives us a little bit more professional touch than our competitors," said Kendall.

Kendall highly recommends SuccessKit to anyone looking to build a library of Case Studies or Video Testimonials.

"SuccessKit really saved us a ton of time and money in putting our Case Studies together," said Kendall. "We don't think we would've been able to do it without SuccessKit, and for that, we are very grateful."

“ We don't think we would've been able to [create Case Studies] without SuccessKit.”

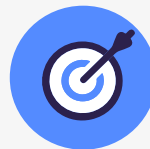
Results and Benefits



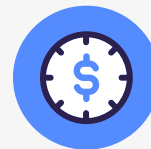
A library of compelling and professional social proof



Peace of mind via easy processes and quality customer service



More leads and a higher close ratio



Increased time and money savings