

How Groove Technology Solutions shook its history of underwhelming Case Study content and gained high-quality B2B content to share with prospects



Situation

For nearly twenty years, Groove Technology Solutions in Midvale, Utah, has been implementing and integrating state-of-the-art technology solutions for an array of clients, including hotels, dorms, RV resorts, and assisted living facilities. When the company rebranded itself, it prioritized showcasing those unique clients and interesting projects via Case Studies.

“Having Case Studies was essential for our business—we wanted to show our potential customers the wide variety of things that we do and how we help our customers,” said Sidney Rogers, the company’s marketing manager. “We actually attempted to have Case Studies written for us before, but we just weren’t impressed with the content. It didn’t quite paint the picture that we wanted. And it would’ve been almost impossible for me to be able to produce a Case Study from start to finish by myself.”

It was at this time that Groove Technology Solutions learned about SuccessKit and reviewed [examples of Case Studies](#) that SuccessKit completed for other clients.

“Seeing the work SuccessKit had done for other companies interested us,” said Sidney. “We were really impressed with the overall look, the language, and the clear organization of the Case Studies. Also, it was nice to be able to have a conversation about what it is that SuccessKit does and provides, how the process works, and how simple it actually is to get Case Studies done.”



“ I would definitely recommend SuccessKit to anyone looking to have Case Studies. The team is very professional, and they ensure that they take care of everything in a timely manner.”

Sidney Rogers, Marketing Manager at Groove Technology Solutions

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Solution

Groove Technology Solutions decided to resume its Case Study creation plans, but this time, the company entrusted the entire process—including getting customers to participate—to SuccessKit.

“Previously, one of the biggest drawbacks for me was getting customers to agree to do a Case Study,” said Sidney. “But SuccessKit really took care of everything, including reaching out to the customers to set everything up and making sure it was as convenient as possible for them. As a result, we’ve actually seen a really big turnout in terms of customer participation.”

While SuccessKit conducted interviews and wrote the Case Studies, Groove Technology Solutions enjoyed the increased time savings.

“It’s really saved us a lot of time and effort being able to provide the necessary information to the SuccessKit team and have them tackle the project themselves rather than it being on us to complete the Case Studies ourselves,” said Sidney.

Groove Technology Solutions also appreciated the peace of mind that came with SuccessKit’s communicative style.

“The communication with the SuccessKit team is really great,” said Sidney. “They were quick to get back to us on where they were in the process and give updates on how the Case Study was going.”

The final product also thrilled Groove Technology Solutions.

“The actual work that the SuccessKit team produced was really, really well done,” said Sidney. “I love the way they organize the Case Studies. It makes it super easy to read, you get the main point, and it’s definitely going to be very helpful to us in the end.”

Results and Benefits



Greater customer participation in Case Studies



Increased time savings



Open communication in regard to updates about the process



High-quality final product