

Skyline G saves time by relying on SuccessKit to produce concise and effective Case Studies



Situation

Skyline G had experience with Case Study creation. The leadership development company’s internal sales team managed the process while a third party interviewed the client. This approach did result in completed Case Studies, but it was far from perfect.

“The biggest challenge was time intensiveness,” said Milo Sindell, President at Skyline G. “Facilitating the interviews, distilling down the essence of what our clients shared, then going back to the clients for sign-off on information provided, then going back to their legal departments to get sign-off on the Case Study... It was a lot to handle.”

Another issue was that most of the assets Skyline G created ended up being multi-page Case Studies. The company struggled to condense the wealth of information from their happy clients into concise, compelling, and easily digestible pieces of content.



“ I definitely would recommend SuccessKit. If you’re looking for Case Studies, this is a solid organization to partner with. Our experience has been excellent.”

Milo Sindell, President of Skyline G

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Solution

Since partnering with SuccessKit, Skyline G no longer has to invest extensive time and resources scheduling and conducting interviews, gathering permissions, and creating assets. SuccessKit handles the entire process from start to finish.

“SuccessKit provides me with time savings, first and foremost,” said Milo. “I don’t have to coordinate the activities of someone creating Case Studies myself. I can focus on other, more important aspects of my business.”

“ [Prospects] can look at the one-page Case Study created by SuccessKit and quickly identify the value we provide our clients.”

Milo is also impressed with SuccessKit’s communication and customer service. “If I need an edit or have a question, SuccessKit is hyper-responsive,” he said. “The team responds in often a matter of minutes rather than hours, which I appreciate tremendously.”

Thanks to SuccessKit, the Skyline G sales team now has concise and compelling single-page Case Studies to share with prospects.

“We are now able to provide multiple Case Studies to our prospects in a way that is concise and easy for them to understand,” said Milo. “We’re no longer asking them to read three- to five-page documents. Now, they can look at the one-page Case Study created by SuccessKit and quickly identify the value we provide our clients.”

Results and Benefits



Excellent customer service



Powerful and concise single-page Case Studies



Saved time and resources