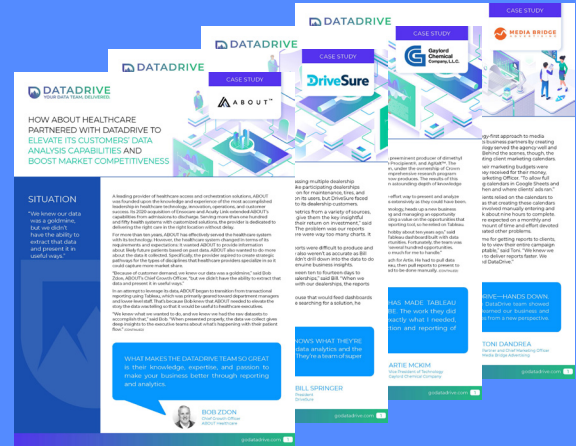


How DataDrive grabs prospects' attention with Case Studies and Video Testimonials



Situation

DataDrive is a managed analytics service provider for growing organizations who seek to build data capabilities without hiring an expensive data team to manage ongoing infrastructure. From data engineering to cloud migration to training and mentoring, the DataDrive team automates the creation of executive-facing dashboards that are trusted by data-driven mid-market and enterprise organizations.

To have the best chance at closing a sale, founder and managing director Luke Komiskey knew that he needed a library of Case Studies.

“What I’ve learned through trying to sell complex data solutions is that prospects want us to provide proof that we’ve done this type of work before,” said Luke. “So, I made it a goal to start building out a portfolio of Case Studies that showcased the successes we’ve had over the years.”

Before discovering SuccessKit’s Case Study creation services, Luke and his team attempted to create Case Studies on their own.

“We would send out customer surveys and have our sales team produce PowerPoint presentations highlighting what we accomplished for our clients,” said Luke. “However, it’s really difficult to ask the people making the bread to describe the outcome of making that bread.” *(Continued)*



“ One hundred percent recommend the SuccessKit team because of their ability to capture the extremely nuanced customer success stories. I love working with them because they make it really easy for me to focus on my business while they produce Case Studies that drive our brand forward.”

Luke Komiskey, Founder and Managing Director of DataDrive

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Situation (*continued*)

Luke cited another problem: “It was challenging to get customers to dedicate the time it took to tell the complete story. And frankly, we weren’t equipped with the right tools to extract the types of stories that prospects wanted to hear.”

What DataDrive needed was a partner with a proven, streamlined process that was incredibly hands-off.

“We needed a turnkey solution that generated Case Studies without us having to think about it,” said Luke. “That’s exactly what SuccessKit offered.”

Solution

When organizations need to generate and deliver the Case Studies and Video Testimonials that sales representatives need to be successful, they turn to SuccessKit.

“I love how SuccessKit’s process is incredibly turnkey,” said Luke. “All I have to do is introduce our featured customers to the SuccessKit team, and the team goes out and gathers the amazing outcomes.”

Another part of SuccessKit’s service that is really valuable to Luke is the Video Testimonials the team creates.

“Getting customers to show up on camera is a feat in itself,” said Luke. “I love that the SuccessKit team has been able to really get some great Video Testimonial content for us to show some of the outcomes and emotions that our customers are feeling thanks to the solutions we provide. I’ve been surprised by how valuable the Video Testimonials have been.”

“ I can definitely say the Case Studies have generated more interest in what we offer.”

Outcome



Luke has routinely referenced the Case Studies that SuccessKit has produced in his follow-up process.

“It has been **really powerful in terms of just talking to prospects** as we try to market to them about how we’ve solved these same pain points that they’re experiencing,” said Luke. “Even though it is hard to quantify, I can definitely say the Case Studies have generated more interest in what we offer.”