



Case Study and Customer Quotes

Use this section to write up a one-line summary of how your customer uses your product. Link to any case studies that would be helpful to share. [Learn more](#) about this template.

About Customer X

The Acme Corporation is a company that sells outlandish products that famously fail or backfire catastrophically at the worst possible times. Their biggest customer, Wile E. Coyote, has contributed most to their success.

Acme Corp. BEFORE adding our product:

Acme Corp AFTER adding our product:

Teams at Acme using our product: Marketing || Ops || Product and Engineering || CS || Sales

Other tools, processes, things to note: Salesforce, Zendesk, Slack, Microsoft Teams, dynamite.



Customer Quotes

Use this section to add any quotes from users of your product at this customer's company.

Scenario	Name & Title	Quote
Your product is necessary for everyone at Acme		"Without this product, life would be chaos—we'd have to build out another system ASAP."
Product helped Acme hit their business goals		"Giving our teams this product directly helped us achieve our goals for the quarter!"
Alignment because of the product		"I appreciate that this product gives us control so we feel more comfortable and confident that we are aligned across the company."

Customer Product & Goal Insights

Use this section to add any insights or goals achieved by your customer through your product.

Acme's results after using our product:

- X percent improvement in first response time
- Y percent increase in closed won deals
- Increase in employee engagement
- Using 85% of entire product



Customer Champion

Use this section to add background information about your customer champion.

Name: Wile E. Coyote

Role: Senior Manager, Road Running

- Background:
- Experience with our product:
- **Customer Reference Volunteer:**
 - *Act as a phone reference*
 - *Speak to analysts*
 - *Be interviewed for written case study*
 - *Provide testimonial for press release, white paper, or website*

Marketing Assets

Use this section to add any published assets about this customer.