THE *'WE HELPED A CUSTOMER SUCCEED'* STORY



A CUSTOMER OF OURS...



FACED A PROBLEM...



WE DID THIS TO SOLVE IT...



AND THEY GAINED THIS!



Essential for any story

THE SPECIFIC SITUATION



SITUATION

When: Day, Month, Year

Where: location

A **real person:** can be 'Manfred', 'Jill', 'Jean' or 'Nils'

What do they
want, need, think, feel?


MARKETING ASSISTANT
Canon
COUNTRY DIRECTOR



A CUSTOMER

Who?

A person, a company, a project?

This story **reflects** the customer you tell it to

Architect? Tell an Architect customer story

DIY? Tell a DIY customer story



FACED A PROBLEM

What's happening for **real people?**

What's the **result of the problem?** Lost time? More cost? Re-work? Over-whelmed?

Rational **and** non-rational

Can you **quantify** the **result?**



WE DID THIS TO SOLVE THE PROBLEM

What did you/the team/ the company **do?**

Keep it **simple:**
Steps 1, 2, 3.

Which one **unique** thing was **better** or **different?**



AND THEY GAINED THIS

As a **result,**
the customer…

Saved time, **reduced** cost,
improved lead time,
maintained **margin,**
increased sales

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The best stories
RESPECT TIME LIMITS



ACTION STEP

Write down:

A **Customer Success** story

Make the **Situation** clear: **when, where, who?**

A **Problem,** or **Challenge** they faced; what it was **Costing/Causing;** how did they **feel**

What you (or the company) did to **Solve** it

What the customer **Gained** as a **Result**

Goal: Tell it to one other person.

No more than 2 minutes long

= 16-18 Sentences