



# 15 KEY QUESTIONS TO ASK IN A CASE STUDY INTERVIEW

Ensure a solid case study with the right questions. Your company is Best Co. and your client will be Client, Inc.

## HOW'S THE WEATHER WHERE YOU ARE?

Not kidding! This is a great ice-breaker to get your client loosened up and talking.

## LET'S GET SOME DETAILS ABOUT CLIENT, INC.

Such as: What year did the company start? Where are you headquartered? How many locations do you have?

## WHAT'S UNIQUE ABOUT CLIENT, INC.?

Try to go beyond the superlatives like "the best," "the leading," and "the foremost." What makes them *really* different?

## WHAT ARE THE DEMOGRAPHICS OF CLIENT, INC.'S TARGET MARKET?

This helps the reader extrapolate the details to their own market. ("If it works for big medtech companies it'll work for big fintech companies!")

## HOW AND WHEN DID YOU DECIDE YOU NEEDED BEST CO.'S PRODUCT/SERVICE?

Get details on the pain point that prompted them to buy from you.

## HOW MANY OPTIONS DID YOU LOOK AT & WHY DID YOU CHOOSE US?

This inspires the client to talk about the downsides to buying from your competition—and the upsides to buying from you!

## WHEN DID THE PROJECT START, AND HOW LONG DID IT TAKE FROM START TO FINISH?

These are easy details to miss, and you'll want them in the content.

## DESCRIBE THE PROCESS OF WORKING WITH/BUYING FROM BEST CO., FROM BEGINNING TO END.

Be sure to get dates on key milestones.

## WHAT CHALLENGES DID YOU RUN INTO, AND HOW DID YOU OVERCOME THEM?

No one wants to read a case study full of fluff. Readers need drama!

## WHAT WAS THE MOST SURPRISING OR INTERESTING THING THAT HAPPENED DURING THE PROCESS?

More drama!

## WHAT WAS THE BIGGEST THING YOU LEARNED DURING THE PROCESS?

Learning moments make for an interesting, *useful* read.

## WHAT DID YOU THINK WHEN YOU FIRST EXPERIENCED THE [PRODUCT/SERVICE/RESULT]?

If the first impression wasn't great, ask how Best Co. turned it around.

## WHAT HAVE BEEN THE RESULTS SO FAR?

Be sure to get *numbers*: lift in sales, number of positive customer comments, number of social shares, etc.

## WHAT WOULD YOU SAY TO OTHER BUSINESSES THAT ARE CONTEMPLATING A SIMILAR PROJECT/PURCHASE?

This adds take-home service to an otherwise promotional piece.

## MAY WE CALL OR EMAIL YOU IF MORE QUESTIONS COME UP AS WE WRITE THIS?

Because more questions *will* come up!