



## The Content Man

The information you need to optimize your web content.

### **A standard questionnaire for preparing case studies**

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To keep a steady stream of new case studies on your website, you need to be interviewing customers and lining up stories on a regular basis. Fortunately, you can write case studies with very little effort. In fact, you don't even have to do a formal interview.

Here is a standard questionnaire I've used for years to gather input for case studies. You can send these questions to your customers by email, and ask them to give a one or two paragraph response to each:

- Briefly describe your company, and your title and role
- What problems were you trying to solve that led you to work with us?
- Did you have a solution in place beforehand? How was that solution inadequate?
- What was your selection process? Why did you choose us?
- How long have you been using our solution?
- Describe the major ways in which we helped to solve your problems.
- Can you describe the benefits you have achieved, and the impact on your organization?
- Have you quantified or measured any of the benefits (savings, productivity, profits, etc.)?
- Has our solution enabled you to do things you couldn't do before?
- Have you found benefits you didn't expect or foresee?
- Do you see expanding our solution in the future, or applying it in new ways in your company?

A good writer can take the answers and weave a strong two-page case study, suitable for publishing on your website or for sending to an industry/trade magazine or site. Of course, be sure to send the story to the customer for final approval!

**And here's the best part**--you can even publish the questionnaire and answers as your actual case study! If you do this, be sure to make it easy for your customers--tell them not to worry about writing it neatly; you can provide editing and then send it back to them for approval. I've never had a customer complain about editing their statements, as long as I capture what they were trying to say.

So get those questionnaires in the email today--and start posting your case studies tomorrow!