How Case Study Buddy helped Looop close 30% more sales with customer success stories

Case Study Buddy

The Company

Looop

When employees need answers, they don't read through a manual or click through a course. They search the web—or ask around!

Looop is a learning platform that harnesses those habits and makes it easy to give employees on-demand access to info they can actually use.

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Case studies are invaluable to us. With Case Study Buddy, we've saved so much time and money—and what they produced was far beyond what we could do in-house.

BEN MUZZELL
CO-FOUNDER, LOOOP

INDUSTRY

SaaS
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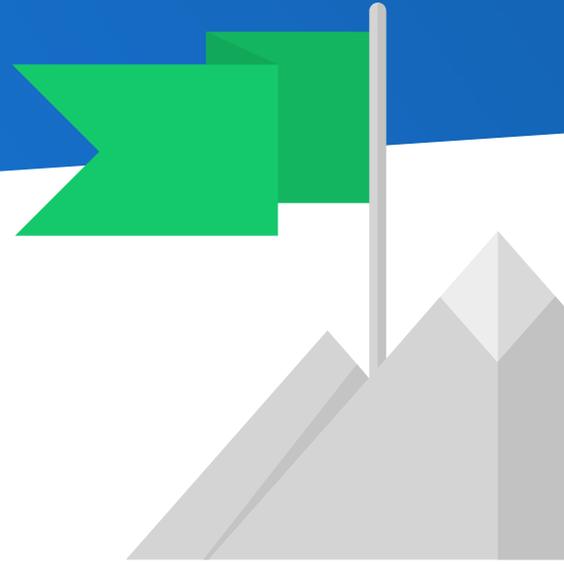**Learning and Development**
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LOCATION

U.K. (Global)
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SERVICES PROVIDED

- Strategy
- Client Interview
- Copywriting
- PDF Design

The Challenge

Building credibility in a crowded niche

With over 600 competitors in the learning and development industry, Ben Muzzell, Co-Founder of Looop, knew that the best way to show potential clients their value and explain their innovative approach was with customer success stories.

But as a lean startup, Looop already had a million things to do and not enough time in the day to get them done.

They wanted studies that helped them stand out, but lacked the experience and process to do them right.

Ben needed a partner who could get to know his business' unique angle on learning and take care of the entire case study process, from interviewing his clients to writing up stories that would turn leads into sales.

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Being a newer company, credibility is really important. We're competing in a really crowded space; case studies add weight to our ideas and propositions, so it was imperative that we had them.

But when you don't have any case studies to start with, there's so much work that goes into developing them. It can be very expensive trying to produce case studies in-house, especially if you're making mistakes along the way.

The Solution

An effortless process and great communication

First, Case Study Buddy met with Ben over the phone to learn what made Looop different and how they could best tell their stories to bring that to the surface.

Because Case Study Buddy would be speaking with executives at some of Looop's biggest clients (like Discovery Communications and Radisson Hotels), professionalism and efficiency would be critical.

With a plan established, Case Study Buddy did the heavy lifting.

In the interviews, each question was tailored to help pull out what made Looop different and exciting.

Case Study Buddy's professional process kept everything hands-free for Ben, while making the experience frictionless for Looop's clients, all in a fraction of the time it would've taken in-house.

Once we handed our clients over to Case Study Buddy, we were confident that it was going to be a great result. They were so easy to work with and very flexible.

They worked relentlessly to meet our needs and the way they communicate is awesome. They were fantastic with our customers and they kept us in the loop the whole time.

The Result

30% higher closing rate when using case studies

With such persuasive case studies on hand, Ben finally had the secret weapon he needed to demonstrate why Looop's approach to learning was worth investing in.
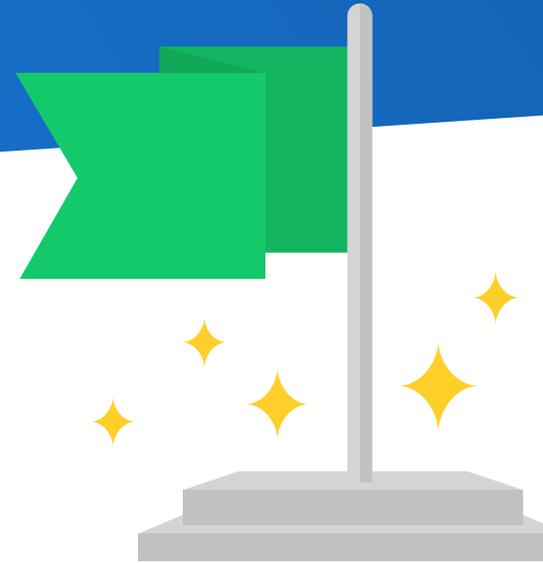
As a result, Ben is able to turn an average of 30% more leads into sales than he could prior. What's more, incoming leads are more qualified than before and Ben and his team have the sales tools they need to quickly communicate what sets them apart during in-person meetings.

And because of the critical feedback Case Study Buddy collected, Looop can better serve their clients and make their tools an even more alluring option.

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Case Study Buddy did a far better job than we ever could. To have an experienced pair of hands managing that process is so important to us.

They treated us and our clients with respect and we see the effects of their case studies every day. Working with them again is a no brainer for us.

Do you need help standing out from the crowd?

Contact Case Study Buddy and let your success do the talking.

GET IN TOUCH