



How Case Study Buddy helped Pingboard go from zero case studies to 10+

The Company

Pingboard

Paper org charts are nearly impossible to keep current and difficult to share. Pingboard's online org chart software gives teams instant insight into the people they work with. It's the perfect culture-building tool for remote teams, growing companies, and multi-location businesses.



There's more than one way we get value from these case studies: They're sales tools, marketing tools, brand tools, and even tools for new hires. There's no better case study company to work with than Case Study Buddy.



CAMERON NOURI
DIRECTOR OF GROWTH, PINGBOARD



Pingboard

INDUSTRY

SaaS

Human Resources

LOCATION

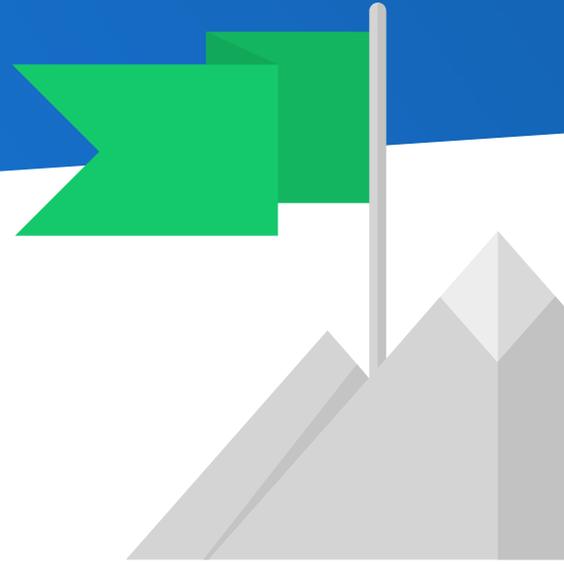
USA

SERVICES PROVIDED

- Strategy
- Client Interview
- Copywriting



The Challenge



Equipping the sales team with stories that sell

As Director of Growth at Pingboard, Cameron Nouri knew that when it came to convincing leads to abandon the paper-based org charts they'd used for decades, showing was always better than telling.

The company had testimonials, but Cameron wanted to add detailed case studies to their sales mix; stories that showcased how their software was actually being used to solve real problems for their clients.

But as a lean startup with a busy internal team, diverting time and resources to producing case studies in-house wasn't an option.

Just as importantly, Cameron needed a partner who could be would treat his clients with respect and make the entire process as fast and frictionless as possible.

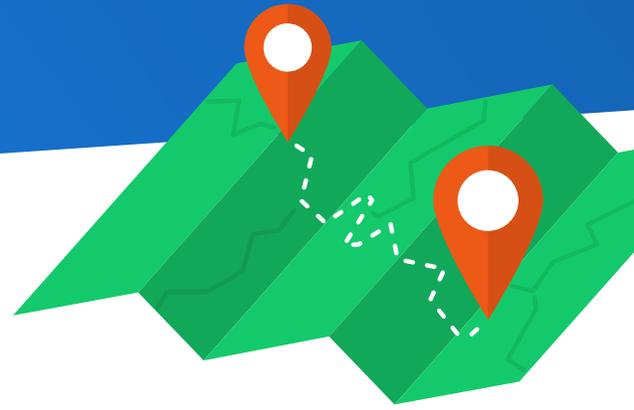
A trusted peer referred Case Study Buddy, and Cameron decided to give them a try.



When we started working with Case Study Buddy, it was an amazing relief to see how much they'd take off our plate. It gave us confidence that we made the right choice.



The Solution



A hands-free, professional process

First, Pingboard needed a case study strategy.

Case Study Buddy's team interviewed Cameron to understand the "must-learn" insights Pingboard wanted to get out of the studies, and what questions would best extract those kinds of details.

Next, Case Study Buddy helped Pingboard define the template their customer success stories would follow; one that would cater to both readers and scanners.

With that established, Case Study Buddy was introduced the client—and from then on, Cameron didn't have to lift a finger.

Any remaining worries he had were quickly laid to rest once Case Study Buddy provided an interview recording along with a detailed report of client feedback.

Ultimately, Case Study Buddy delivered a quality case study in a fraction of the time it would've taken in-house, making the experience as easy as it gets for Cameron.

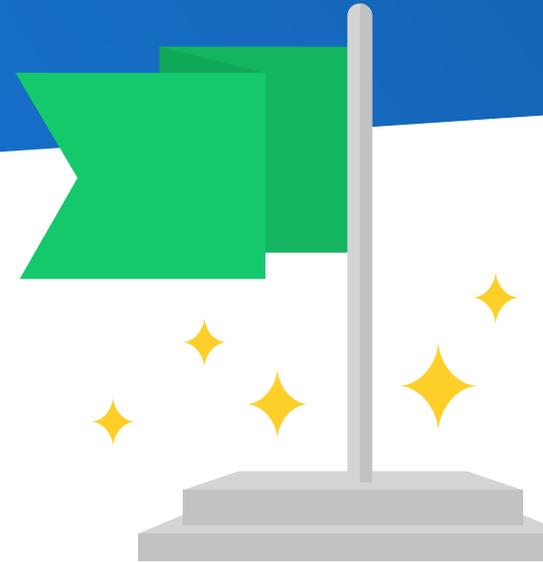


It was definitely a little nerve wracking at first, but after we listened to the first interview and heard how Case Study Buddy handled the situation, built rapport with our clients, and made them feel comfortable, that's what really sold us.

When they showed us the final product, it was impressive to see how well it came together so quickly.



The Result



A growing library of super-effective sales assets

Since that first study, Cameron and his team have come to rely on Case Study Buddy as a trusted partner. As Cameron puts it, getting a new case study is “almost as easy as pushing a button.”

Case studies have also become an invaluable part of Pingboard’s sales process. The sales team uses them in emails, on calls and client interactions every single day.

Cameron and his team can now equip leads with resources they can share internally to get buy-in.

Case studies have even become a part of Pingboard’s new employee orientation, giving their sales team a powerful insight into what their clients value about their service.

Now, whenever Cameron wants a new case study, he knows just where to turn.



When we start an initial conversation with a prospect and we’re trying to explain how we can help them, we no longer try to just give the details on what we believe Pingboard will do for them, but let our other clients explain it in their own words. It gives a valuable perspective.

It was amazing how quickly Case Study Buddy came to understand who we are and how we communicate. What they delivered was always beautiful. It felt like someone on our own team had written it.



Do you need help standing out from the crowd?

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

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