



CASE STUDY INTERVIEW QUESTIONS

PURCHASE BACKGROUND

Can you share a brief description of your role and responsibilities?

How do you personally interact with COMPANY?

What was the reason you decided to look for this type of solution at the time you did? Was there a specific compelling event?

Think back to the day when you decided a solution like COMPANY was important. What was special about that day?

Why didn't you act sooner?

What was the top problem you wanted to solve?

Can you describe how you and your team attempted to solve this issue before using COMPANY?

What were the problems with doing things that way? How did they impact your team?

Why do you think COMPANY has been such an important solution for your organization to focus on?

How did the decision to select COMPANY come about?

How did you first come across COMPANY?

What particular aspects of a solution or capabilities were you looking for?

Did you consider/evaluate other vendors in addition to COMPANY?

When you compared solutions, what criteria did you use to evaluate them?

How did they stack up?

Why did you ultimately end up choosing to work with COMPANY?

USAGE

What was your experience like when you were getting up and running with COMPANY?

Over the time you've worked with COMPANY, how has your program changed?

Have you started using the solution in more ways than you initially anticipated?

How has the COMPANY team supported you?

As you've implemented COMPANY, what challenges or pitfalls did you hit along the way and how did you get through them?

Long term, how do you anticipate working with COMPANY to achieve your goals?

What would you say have been some of the keys to your success? Something you'd pass on to others in a similar role?

What should people do to get the most value out of working with COMPANY?

What would you do differently this time if you were to start all over implementing COMPANY?

RESULTS

What do you tell your executive team when they say, “was this solution worth it?”

How will you know if you’ve been successful with COMPANY?

For example, compared to before, is your team saving time? How has revenue grown?

How long did it take to realize that result?

Can you share a specific situation or project that has changed for the better?

When you think back on your progress, what are you most proud of?

If COMPANY didn’t exist, how would you try and address the challenges you mentioned? How do you think that would play out? What would be the result?

Is there anything else you’d like to add that we didn’t talk about?

ABOUT CENTERBOARD MARKETING

Centerboard Marketing helps companies identify what makes them unique and find the words to say it. Since 2012, we've worked with growing technology companies from start-ups to Fortune 500 brands. Our content-backed marketing campaigns build connections with your audience and result in sales.

Margie Agin is founder and chief strategist of Centerboard Marketing. She combines curiosity about people, strategic thinking, research, and sharp writing to help companies build stand-out marketing programs. An award-winning marketer, Margie held leadership roles at Cisco and Blackboard, where she built and managed teams responsible for demand generation, content strategy, and digital marketing. She is a former marketing instructor at Johns Hopkins University and the author of *Brand Breakthrough: How to Go Beyond a Catchy Tagline to Build an Authentic, Influential and Sustainable Brand Personality*.

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