



# Go Ahead and Brag:

## Bringing Your Customer's Voice to Success Stories

The Communicators' Club

March 12, 2013

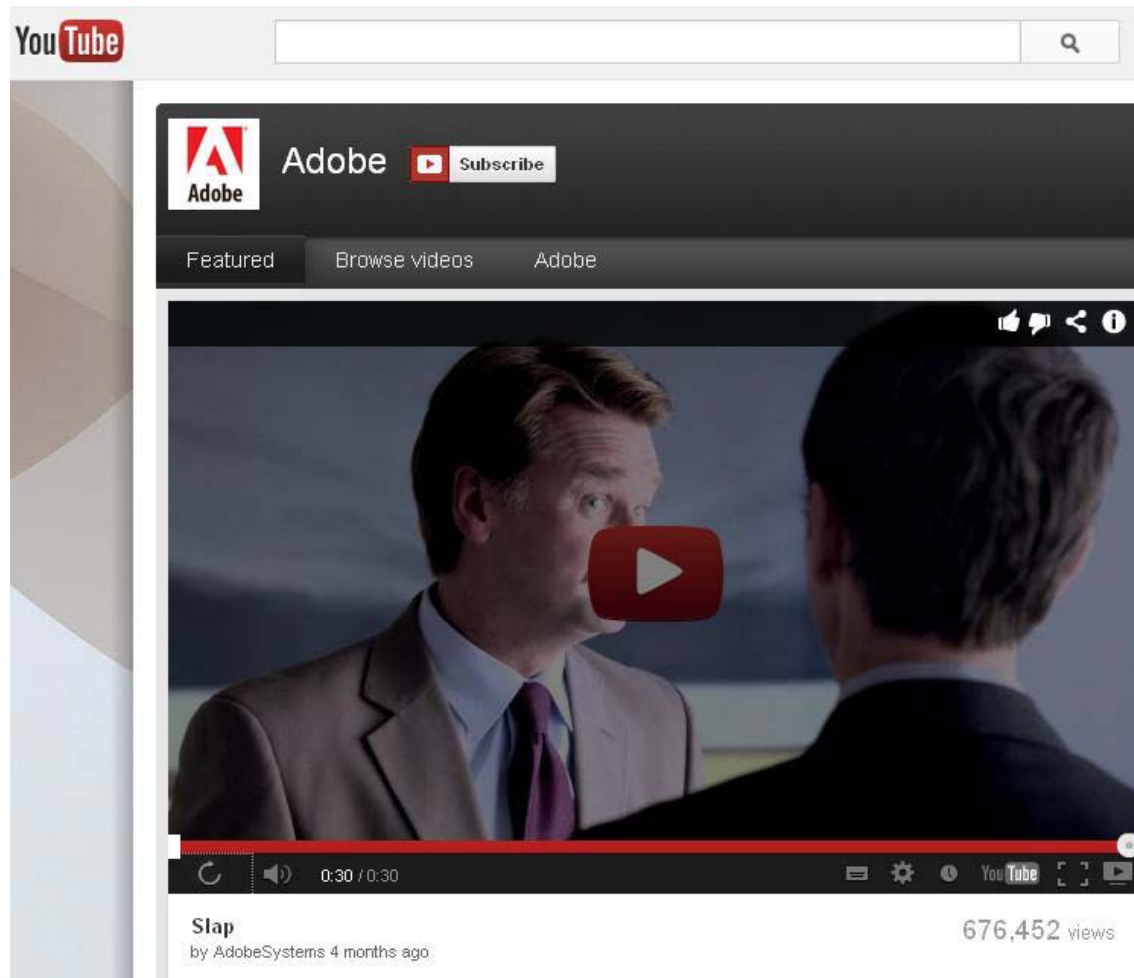
Timothy Rosa, [trosa@TRA360.com](mailto:trosa@TRA360.com)



# Topics

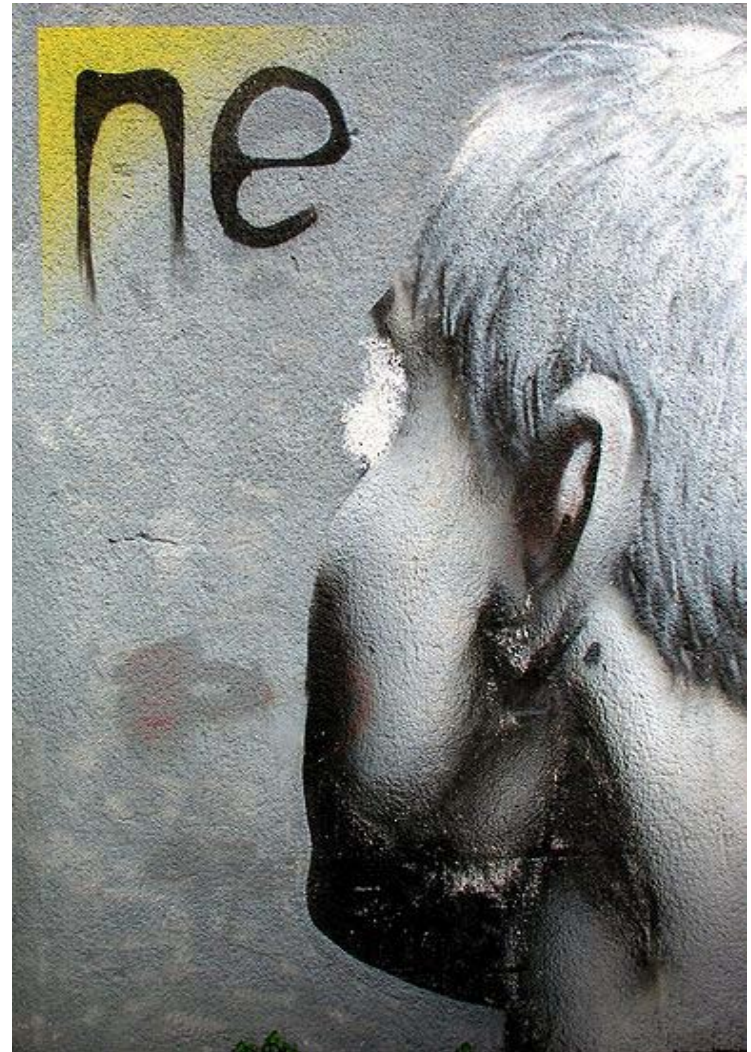
- Introduction
- 10-Step Customer Success Story Process
- Show & Tell
- 7 Best Practices for Crafting Customer Success Stories
- Q & A

[http://youtu.be/LFvpzK8\\_PDE](http://youtu.be/LFvpzK8_PDE)

A screenshot of a YouTube video player. At the top left is the YouTube logo. A search bar is located at the top right. Below the search bar is the Adobe channel header, which includes the Adobe logo, the name 'Adobe', and a 'Subscribe' button. Underneath the header are navigation tabs for 'Featured', 'Browse videos', and 'Adobe'. The main video player area shows a scene with two men in suits; one man is looking at the other. A large red play button is centered over the video. In the top right corner of the video player, there are icons for like, comment, share, and full screen. At the bottom of the video player, there is a progress bar showing '0:30 / 0:30' and various control icons. Below the video player, the video title 'Slap' is displayed, followed by 'by AdobeSystems 4 months ago'. To the right of the title, the view count '676,452 views' is shown.

# 10-Step Customer Success Story Process

1. Obtain client brief
2. Clarify the target audience
3. Frame the approach & conduct research
4. Conduct the customer interview(s)
5. Analyze results & complete draft work product



# 10-Step Customer Success Story Process



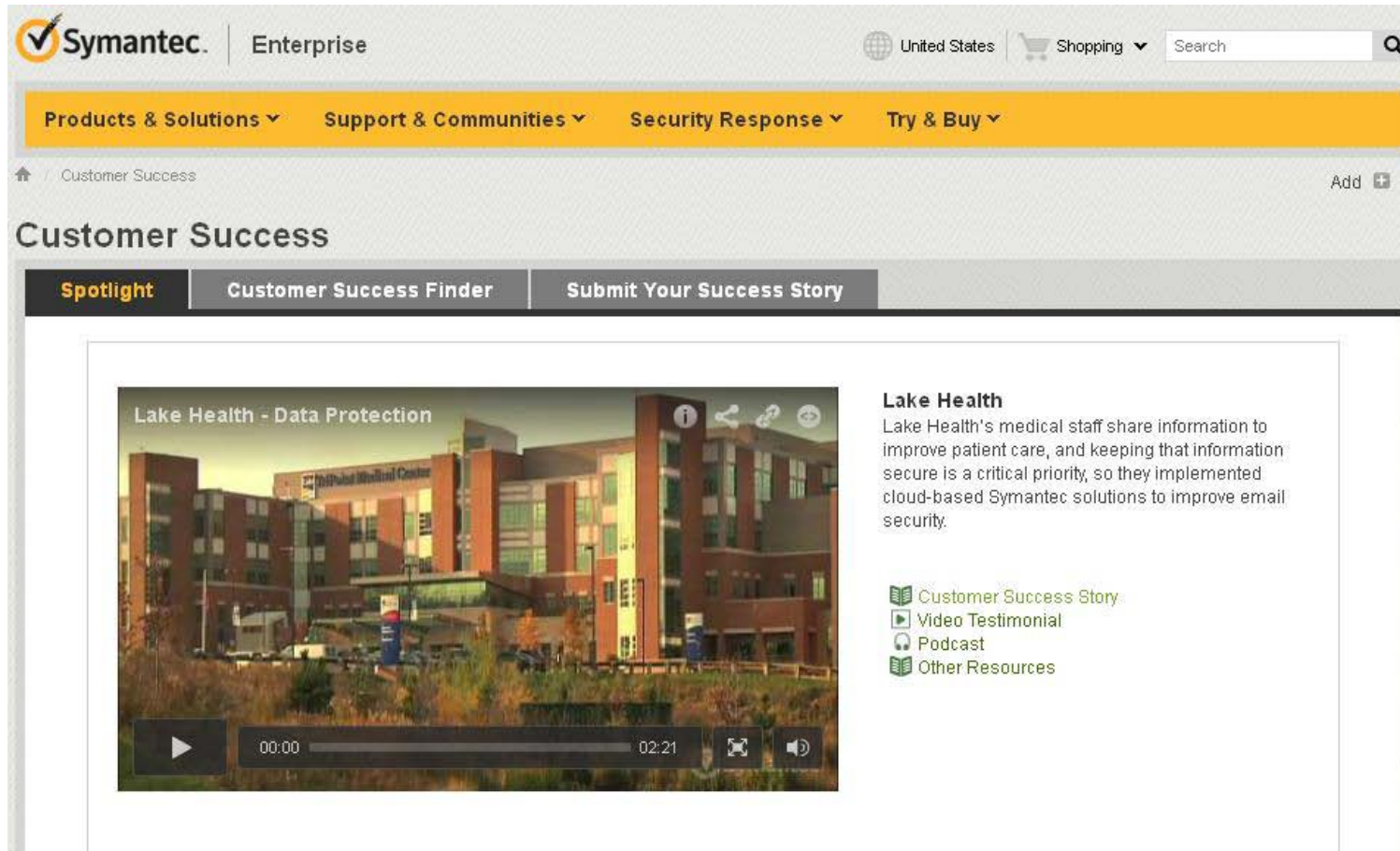
6. Deliver draft work product to client, Legal
7. Integrate feedback
8. Obtain customer approval
9. Deliver final work product
10. Repurpose initial work product

# Show & Tell

- Power at your fingertips:
  1. Go to Google and search for “customer success story”
  2. Click **More** and select media type (like Videos).
  3. Click **Search Tools** to narrow your search even more.
- Customer Success Portals
  - ❖ Symantec
  - ❖ vmware
  - ❖ bmcsoftware

# Show & Tell: Symantec

[https://www.symantec.com/resources/customer\\_success/](https://www.symantec.com/resources/customer_success/)



**Symantec.** Enterprise United States Shopping Search

Products & Solutions Support & Communities Security Response Try & Buy

Customer Success Add

**Customer Success**

Spotlight Customer Success Finder Submit Your Success Story

**Lake Health - Data Protection**

**Lake Health**  
 Lake Health's medical staff share information to improve patient care, and keeping that information secure is a critical priority, so they implemented cloud-based Symantec solutions to improve email security.

- Customer Success Story
- Video Testimonial
- Podcast
- Other Resources

# Show & Tell: vmware

<http://www.vmware.com/company/customers/>

The screenshot shows the VMware website's 'Customers' page. At the top right, there is a location selector for 'United States [change]' and a search bar. The VMware logo is on the left, followed by navigation links for 'Community', 'Forums', 'Technical Resources', 'Virtual Appliances', 'Store', and 'My VMware'. A main navigation bar includes 'Cloud Computing', 'Virtualization', 'Solutions', 'Products', 'Services', 'Support & Downloads', 'Partners', and 'Company'. The 'Company' section is expanded to show a list of links: 'News & Awards', 'Leadership', 'Being Green at VMware', 'Office Locations', 'Contact VMware', 'Customers', 'Share Your VMware Story', 'Investor Relations', and 'Media Resource Center'. The main content area features a breadcrumb trail 'Home > Company > Customers', a large 'VMware Customers' header, and a section titled 'See Why Customers Choose VMware'. This section contains text about 400,000 customers and a video player with the title 'NYSE, Revlon and Southwest Airlines Cloud Infrastructure Customers'.

United States [change] Search

vmware® Community Forums Technical Resources Virtual Appliances Store My VMware

Cloud Computing Virtualization Solutions Products Services Support & Downloads Partners Company

Home > Company > Customers

## VMware Customers

### See Why Customers Choose VMware

More than 400,000 customers — including 100% of the Fortune 100 — trust VMware as their virtualization infrastructure platform. Read about customer successes or view a customer video to learn more about the business benefits of VMware solutions.

NYSE, Revlon and Southwest Airlines

Cloud Infrastructure Customers

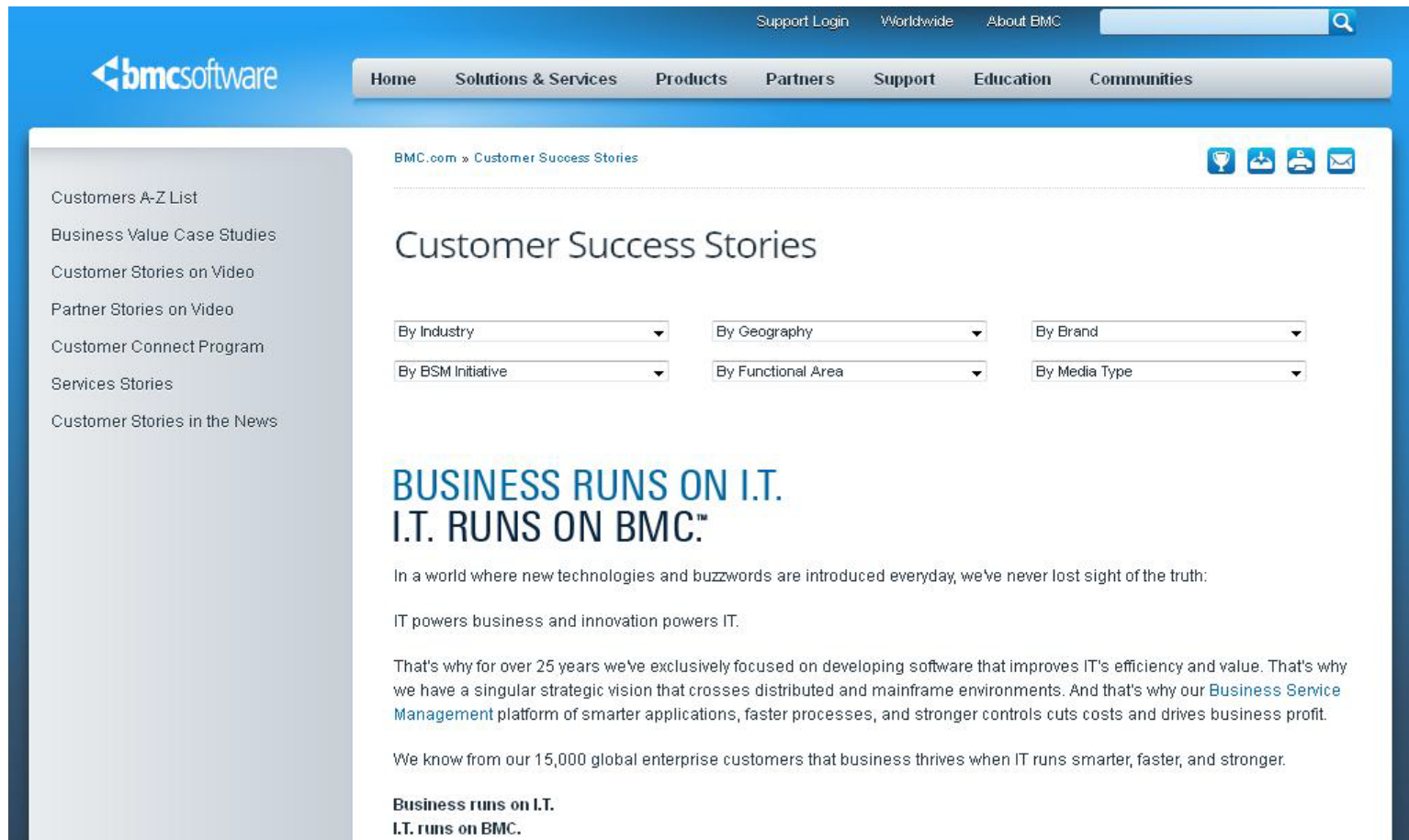
Company

- News & Awards
- Leadership
- Being Green at VMware
- Office Locations
- Contact VMware
- Customers**
- Share Your VMware Story
- Investor Relations
- Media Resource Center



# Show & Tell: bmcsoftware

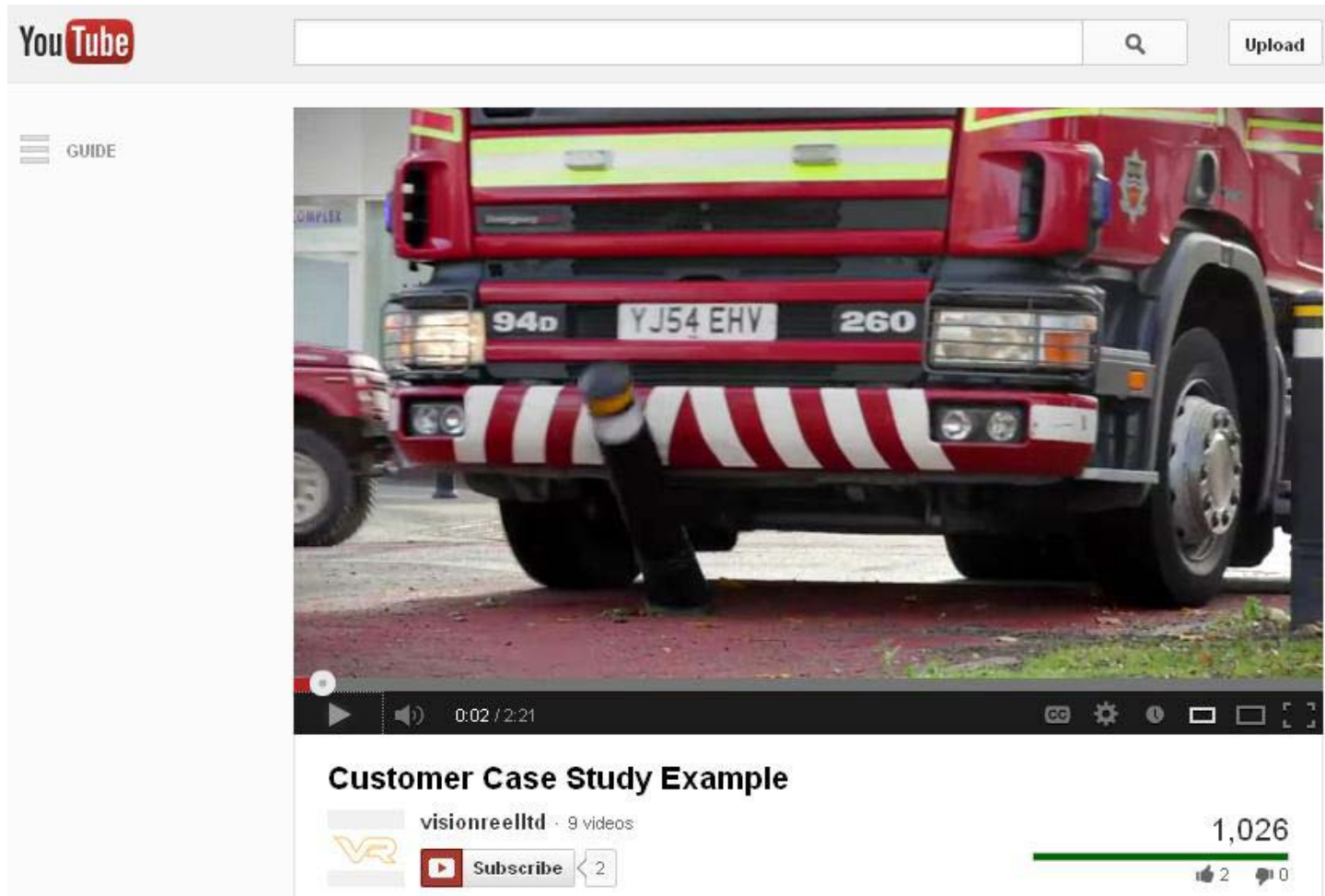
<http://www.bmc.com/customers/Custo.html>



The screenshot shows the BMC Customer Success Stories webpage. The top navigation bar includes links for Support Login, Worldwide, and About BMC. The main navigation menu features Home, Solutions & Services, Products, Partners, Support, Education, and Communities. The page title is "Customer Success Stories" and it includes a breadcrumb trail "BMC.com » Customer Success Stories". A sidebar on the left lists various content categories such as "Customers A-Z List", "Business Value Case Studies", and "Customer Stories on Video". The main content area features a section titled "Customer Success Stories" with six filter dropdown menus: "By Industry", "By Geography", "By Brand", "By BSM Initiative", "By Functional Area", and "By Media Type". Below the filters is a large blue and white graphic with the text "BUSINESS RUNS ON I.T. I.T. RUNS ON BMC." followed by a paragraph of text: "In a world where new technologies and buzzwords are introduced everyday, we've never lost sight of the truth: IT powers business and innovation powers IT. That's why for over 25 years we've exclusively focused on developing software that improves IT's efficiency and value. That's why we have a singular strategic vision that crosses distributed and mainframe environments. And that's why our Business Service Management platform of smarter applications, faster processes, and stronger controls cuts costs and drives business profit. We know from our 15,000 global enterprise customers that business thrives when IT runs smarter, faster, and stronger." The page concludes with the bolded text "Business runs on I.T. I.T. runs on BMC."

# Show & Tell: Hull City Council

<https://www.youtube.com/watch?v=IFW4Mtzelmg>



The image shows a YouTube video player interface. At the top left is the YouTube logo. To its right is a search bar and an 'Upload' button. Below the search bar is a 'GUIDE' menu icon. The main video area displays a red fire truck with a red and white striped bumper. The license plate reads 'YJ54 EHV' and the number '260' is visible on the bumper. The video player controls at the bottom show a progress bar at 0:02 / 2:21, along with play, volume, and other standard controls. Below the video, the title 'Customer Case Study Example' is displayed, followed by the channel name 'visionreelltd' with 9 videos. A 'Subscribe' button with a '2' notification is visible. On the right, the view count is 1,026, and there are 2 likes and 0 dislikes shown.

# Show & Tell: Pinterest on AWS

<https://www.youtube.com/watch?v=KGpXhFOu4y4>



0:03 / 1:58

**Pinterest on AWS - Customer Success Story**

AmazonWebServices · 605 videos

  7,839

2,847

28 0

# Show & Tell: Podio for Google Apps

<https://www.youtube.com/watch?v=nHRcMv7Ff9Q>



From email isolation, into your workflow - using Podio for Google Apps

podio · 160 videos

Subscribe 1,158

1,832

0 0

# 7 Best Practices for Crafting Customer Success Stories

1. Tell a good story
2. Ask good questions
3. Name a real company
4. Use real quotes
5. Be creative
6. Demonstrate ROI
7. Create a Call To Action

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# For More Information

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