[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11980&utm_source=template-word&utm_medium=content&utm_campaign=Testimonial-Based+Case+Study-word-11980&lpa=Testimonial-Based+Case+Study+word+11980)**TESTIMONIAL-BASED   
CASE STUDY TEMPLATE**

A quote on a black background

Description automatically generated

COMPANY NAME

ADDRESS

WEBSITE

PHONE

EMAIL

A quote on a black background

Description automatically generatedPREPARED BY: Name

DATE: MM/DD/YY

*The testimonials section should be at the heart of your case study, showcasing the genuine voice of the customer and their personal experience with your solution.*

1. INTRODUCTION

Briefly introduce your company and the featured customer. Mention the industry and the context of the case study. Including this information sets the stage for the story.

1. CUSTOMER CHALLENGE

Describe the specific problem or need the customer faced before using your product or service. This description should highlight the customer's pain points and the stakes involved.

1. SOLUTION PROVIDED

Detail the product or service you provided, focusing on how it was tailored to address the customer's unique challenge. Explain the implementation process and any customization you did.

1. TESTIMONIALS

Here, feature direct quotes from the customer. Such quotes should be authentic, expressive, and detailed, covering the following:

* Their initial skepticism or concerns.
* The experience of using the product/service.
* The specific aspects they found most beneficial.
* How the solution made a difference in their situation.

Make this section visually distinct. Use larger fonts, pull quotes, or a different background color to make these testimonials stand out. If possible, include a mix of short, impactful quotes and longer, story-like testimonials for variety.



Sample pull quote call-out box with large fonts for emphasis to use as an example.

*Customer Name, Title, Company*



*Customer Name, Title, Company*



Sample pull quote call-out box with large fonts for emphasis to use as an example.



Sample pull quote call-out box with large fonts for emphasis to use as an example.



*Customer Name, Title, Company*



1. RESULTS AND IMPACT

Present the tangible results the customer experienced. Use data, statistics, or before-and-after comparisons. This information should speak directly to the challenges and solutions you discussed earlier.

1. CONCLUSION

Wrap up the case study by summarizing the success story. Reiterate how your product/service helped the customer, reinforcing the positive outcomes that you highlighted in the testimonials.

1. CALL TO ACTION (CTA)

Conclude with a CTA that encourages the reader to take the next step—be it contacting your company for more information, signing up, or trying the product/service themselves.

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