|  |  |
| --- | --- |
| Type: | Case Study Template  |
| Status: | Draft |
| Notes: |  |

**Working Title:**

**Audience:**

**Source for customer quote, if any** – Name, Title

**Background**:

* Who is the customer?
*Who is the distributor or is it a direct business?* What was his involvement?
* What type of work do they do?
* How long have they been a customer?
* *How did Red Lion learn about the opportunity?*

**Challenge**:

* What challenge is the customer facing?
* *What was the customer trying to avoid? Example: exchange of the existing PLC’s. or better: existing systems or components that could not be changed*
* Why did they choose to work with you?
*Distributor aspects: Why do they choose to work with the RL distributor?*
* What problems did your company help them resolve?
* How did your company help them solve their problem?
*What were the main factors in the decision to use Red Lion products?
Describe your selection process*

**Solution**:

* What company products or services were used in completing the work for the customer?
* What products or services are of strategic importance to the client?
* How is the customer implementing your company’s products or services?
*Scale of the project, it is a one-time solution or repeating business?*
* *When OEM or distributor solution: Is it patented or has it a registered brand name?*

**Results**:

* What primary benefit does the customer see as a result of this work?
* *By using our solution can you measure any ROI?*
* *Did the implementation of a RLC solution lead to other products being utilized within the company*

**CTA**:

**Notes:**

Other information needed:

* Is a customer interview needed?
* If a customer interview has been completed, is a transcript or recording available?
* List any specific products or services that should be highlighted in the case study
* List any specific benefits that should be highlighted in the case study
* List SEO keywords to be included