**Case study tips and template**

**Title:**

Ashburton library access triples after move into Post Office

*Tip: use the pyramid principle, tell the reader the key elements of the story*

**Client testimonial:**

“Libraries and post offices are at the heart of our communities and combining them has given both services in Ashburton a new lease of life.”Roger Croad, Devon County Council

*Tip: testimonials provide social proof, the higher social status of the person providing the testimonial the greater the gravitas it brings.*

**Challenge:**

Ashburton library service needed to find new ways to reach the community in the face of ongoing service cuts.

*Tip: Be honest and factual about the challenge*

**Solution:**

Ashburton library co-located with the Post Office, into a dedicated, refurbished space thanks to a £26,000 fundraise by the Friends of Ashburton Library.

*Tip: what was interesting or innovative about the solution? What did you do that differentiated you from your competition?*

**Impact:**

Total issues are up 24% on 2014

*Tip: what was the outcome for your client? How did you benefit them? Can you quantify it? What evidence do you have? Did time saving translate into cost saving? Did you help them increase revenue? Did you help them achieve strategic objectives?*

**Image:**

Always use good quality high definition images.

*Tip: get permission to use images early in the process,* *use images that illustrate points in your case study, use images to show diagrams and charts.*

**Video:**

You can use video to capture the voice of your customer.

*Tip: video is perfect for client testimonials, and all you need is a Smartphone.*

If you are creating multiple case studies you can capture success factors and lessons too.

**Success factors:**

Working with a range of local partners who are committed to the delivery of improved access to services brings swift results.

*Tip: identifying success factors across a set of case studies helps ensure that you are focused on activities that grow your business.*

**Lessons:**

It is very important to establish lines of communication at the outset.

*Tip: Lessons become very valuable when collected across multiple projects to capture ways to improve. Keep them specific, actionable and blame free.*