

## Case study interview questions

- Tell me about the business context at the time you started looking for a vendor. What were the company's goals and challenges at the time?
- What specific business problems / challenges / goals were you trying to solve? How does this project connect to your overall goals and strategy?
- How did you learn about us? Why were you interested in working with us?
- What solution(s) did you have in place and what alternatives / competitors were you considering?
- What made you choose our solution?
- What are the details of our implementation / engagement / project / pilot: what did we do together? How long did it take? What are some of the business and technical implementation details?
- What were the results, any quantifiable benchmarks we can share?
  - technical - e.g. 5x performance improvement, 30% reduction in downtime, security improvements, 50% faster development time with 20% less engineers, eliminated three tools from the stack.
  - business - e.g. faster customer service response time, cost savings in engineering / vendor costs, customer satisfaction went up, 5x more transactions made, 1% increase in revenue, etc.
- Next steps: are you expanding usage to more departments / countries? trying new features? integrating with other products?
- What surprised you the most about our product or the project?
- Who would you recommend our product to? What tips or advice would you give them?