

IPAAS / B2B TECH

Flowgear

How Growth Experts turned Flowgear's customer wins into a repeatable proof engine for sales, partners, and the website.

CASE STUDIES PRODUCED

26+



CUSTOMER STORIES

26

ENGAGEMENT

Ongoing

OUTCOME

Case Study Engine

01

THE GAP

Powerful customer wins lacked a consistent story

Flowgear was winning, but their best stories were anecdotal, outdated, or difficult to digest. Without a standardized system to capture and launch proof, the marketing team was forced to start from scratch for every win, creating a massive bottleneck for sales and partner enablement.

02

OUR APPROACH

- Created a repeatable customer interview script for the CMO to use in client calls
- Built a consistent case study structure for clearer reading and reuse
- Captured industry-specific use cases across Flowgear's customer categories
- Pulled out proof around time savings, cost savings, technical problem-solving, and customer success support
- Produced stories for the website, case study pack, partner enablement, and sales nurture

03

THE OUTCOME

26 customer success stories produced.

Flowgear now owns a high-volume library of social proof that fuels the entire funnel. By transitioning from one-off builds to a repeatable system, the team can now turn technical wins into usable marketing assets in days, not months.

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For the first time, producing and launching customer success stories feels quick, simple, and easy.

— CMO, FLOWGEAR