

AlphaFirst is a bespoke software development company based in Hertfordshire, UK. Since 2000 they have been delighting their customers with streamlined, versatile and profitable business database solutions.

Here Managing Director and Principal Software Specialist Jeremy Tilson explains why working with Case Study Writer has been priceless for his business.

#### PROBLEM

"I'd felt for quite a while that AlphaFirst's website wasn't really reflecting what we do for our customers. There was a big disconnection between what people were asking us for and what our website seemed to be selling.

"Our messaging was a bit scattergun! I could talk 'til the cows came home about different aspects of IT support, but this was really hedging my bets that if prospects didn't want software development they had other services to choose from.

#### REQUIREMENT

"I wanted to bridge the gap between our sales message and what we were delivering.

"My business mentor recommended I put together some Case Studies of work we'd already delivered for our existing best customers."

"It was a great idea – I'd known forever that we needed Case Studies on the website. I had a go at writing something myself but I was really struggling and I wasn't inspired! So when my mentor referred me to Case Study Writer I jumped at the opportunity to have someone do this for me."

### Bridging the messaging gap

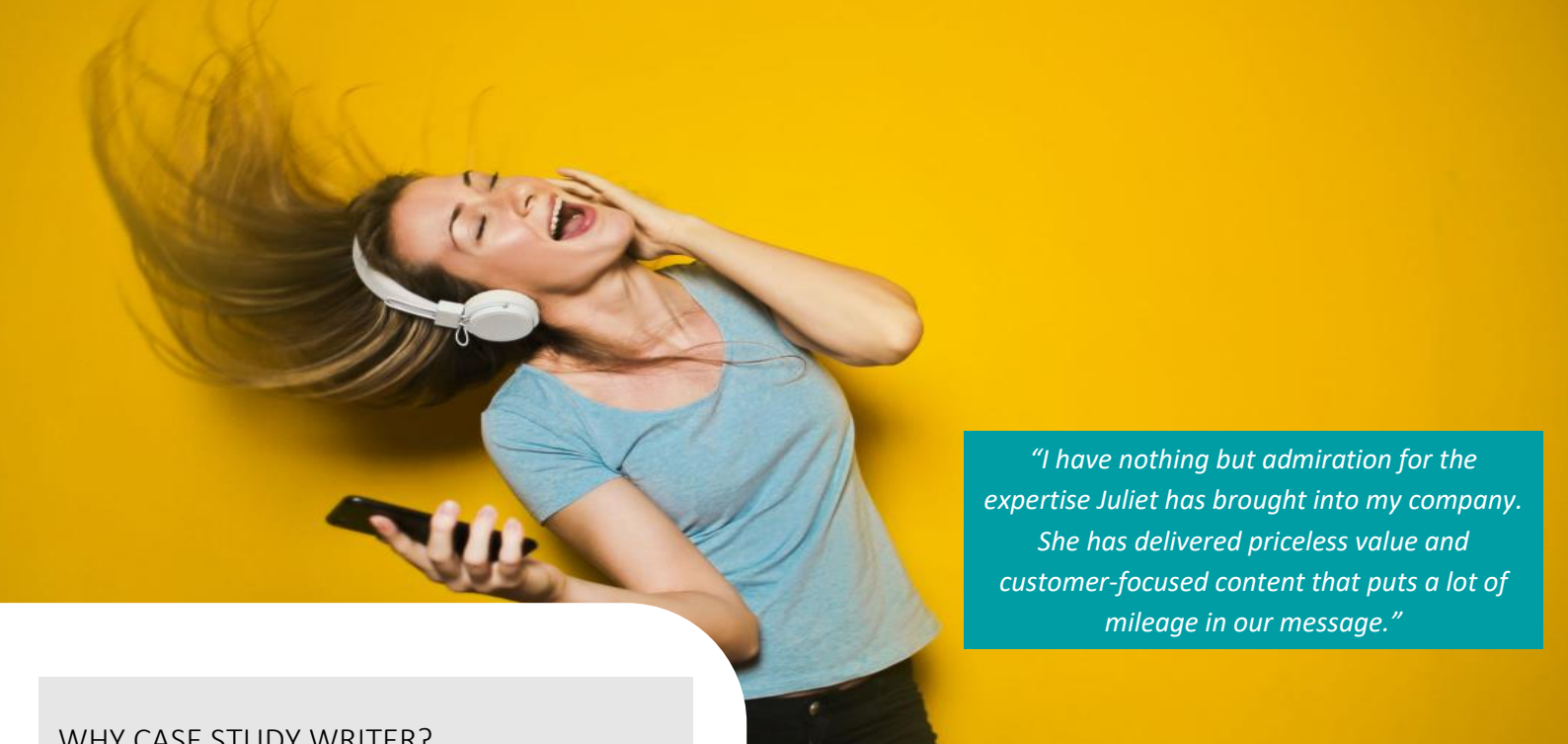
How a Software Solutions company used Case Studies to understand their ideal customer and increase their website traffic

*"Not only did the Case Study process help us really nail who our ideal customer is and what we provide for them, it also clearly showed why they'd picked us."*

Read AlphaFirst's Case Studies here:

<https://alphafirst.net/case-studies/>





*"I have nothing but admiration for the expertise Juliet has brought into my company. She has delivered priceless value and customer-focused content that puts a lot of mileage in our message."*

### WHY CASE STUDY WRITER?

"The clincher for me in choosing to work with Juliet is that she has a background in IT Project Management. It was a real gift to have her translate my IT speak into plain English without having to explain everything."

### THE CASE STUDY PROCESS

"During our initial conversation Juliet asked me lots of questions about my business. She is particularly good at extracting information. From the start she helped me drill into exactly what AlphaFirst offers. It was very enlightening and eye-opening!"



### Recommendation

*"Juliet has the knack and the clarity you need to help sell your stuff."*

*"If you know you need Case Studies I thoroughly recommend working with Juliet. Her expertise is gold."*

JEREMY TILSON MD ALPHAFIRST

"From my perspective the whole process was amazingly simple and effortless."

"Juliet arranged everything from the customer interview onwards. In the space of a couple of months I had 3 brand new Case Studies on the website, as well as 3 branded abridged versions in .pdf format and 3 or 4 sample social media posts to accompany each published piece."

### BENEFITS

"Commissioning Juliet to produce our Case Studies has resulted in greater clarity about our target market; simpler sales messaging with fewer words and less 'persuasion' on our website; and a big upturn in traffic across the whole of our site."

"It's clear that our content is proving much more attractive to prospective customers and I have complete confidence that the new clarity and customer focus we have will drive new leads."

### NEW POSSIBILITIES

"The Case Studies provide a lot of relevant words and phrases that will help to make our message more compelling for our ideal customers."

"There is also the potential for multiple articles and social media posts based on different aspects of each Case Study, adding to our Knowledge Centre."

"And we now have ready-made material to insert into our sales proposals."

### JULIET SAYS...

"Jeremy and his team clearly provide exemplary support, service and solutions to their customers. It's only right that AlphaFirst's success speaks for itself in their Case Studies!"



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