

## Customer Success Story

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**Customer Success Story:** How Sarah Thompson Benefited from Working with Flowworthy

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### **Client Information**

**Name:** Sarah Thompson

**Company they worked with:** Flowworthy

**Email:** [sarah.thompson@brightpathsoft.com](mailto:sarah.thompson@brightpathsoft.com)

**Service/Product:** Flowworthy's customer success story creation service.

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### **The Challenge**

We were sitting on great client feedback but not using it. Writing case studies in-house took 3–4 weeks and drained our marketing team — hours of interviews, writing, design. By the time a story was ready, the sales opportunity had often passed. We knew we were leaving deals on the table.

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### **The Decision to Work With Us**

The promise of turning a raw survey into a polished story in under 24 hours got my attention. No designers, no chasing edits, no bottlenecks. It sounded like the fastest way to get proof our sales team could actually use.

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### **The Process**

Honestly, it felt too easy. I sent a 5-minute survey to a client, and the next morning we had a fully formatted PDF. There was nothing to edit — it looked like something an agency would take weeks (and a lot of money) to deliver.

The zero effort on our side. Normally I'd be pulled into rewrites or layout changes, but this time it was just: client submits, we receive, done. Also, the structure (challenge → solution → results) made the story so much clearer than what we'd been producing. It truly focused on clarity over fancy designing — that only thing that really matters.

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## **The Results**

We dropped the first story into a sales sequence and 3 different prospects mentioned it on discovery calls. That had never happened before. The sales team felt more confident, and marketing finally had an asset they could point to right away.

We had a 20% higher close rate on deals where the story was shared. Sales cycle shortened by about 1 week because prospects trusted us faster. Marketing saved 8–10 hours per story, which adds up fast.

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## **Final Words**

Absolutely. If you want a way to build trust instantly without slowing down your team, this is it. It's faster, cheaper, and better than any case study process I've seen.

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Want to see similar results? Contact Flowworthy to learn how they can help.