

Case Study Questions to ask your happy clients.

SECTION 1: INTRODUCING THE BUSINESS

Purpose: Set the scene with background about the client's company.

1. What are the main types of technology or systems your team relies on daily?
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SECTION 2: BEFORE [Your MSP]

Purpose: Understand the pain points or gaps with their previous provider.

2. What was your IT setup or support like before working with [Your MSP]
 3. Did you have an existing IT provider? If so, what prompted you to start looking for a new one?
 4. What challenges or frustrations were you facing at the time?
 5. Was there a specific incident or tipping point that made you say, "We need to change"?
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SECTION 3: CHOOSING [Your MSP]

Purpose: Explore what stood out about [your MSP] during the decision-making process.

7. How did you come across [Your MSP?]
 8. What stood out to you about [Your MSP] compared to other providers you looked at?
 9. How confident did you feel in their knowledge, service offering, or approach during initial conversations?
 10. Were there any particular reassurances or proof points that helped you decide to go ahead?
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Case Study Questions continued

SECTION 4: THE PARTNERSHIP IN ACTION

Purpose: Show how [Your MSP] supports them now – with outcomes and examples.

10. How did the onboarding process go? Was it smooth and well-managed?
 11. What's it like working with their team on a day-to-day basis?
 12. Have there been any standout moments where [Your MSP] really proved their value?
 13. How have things improved since switching – in terms of performance, peace of mind, or team productivity?
 14. How responsive and proactive are they when issues arise or support is needed?
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SECTION 5: COMPARISON TO PREVIOUS PROVIDER

Purpose: early position [Your MSP] as a step up.

15. How does working with [our MSP] compare to your previous provider?
 16. What's noticeably better now – either technically or in how you're supported?
 17. Is there anything you don't have to worry about anymore, thanks to their support?
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SECTION 6: REFLECTIONS & RECOMMENDATION

Purpose: Capture testimonial-style insights.

18. What would you say to another business considering [Your MSP]?
19. Has the partnership given you more confidence in your IT and cybersecurity overall?
20. Would you recommend [Your MSP] to others? And if so, why?