

Customer case study brief (Template & Video Brief)

Explain a documented change in a customer's work with a clear baseline and attribution. Edit, copy or download this free template, with inputs, a story order and review points.

Customer case study brief

Purpose: Explain a documented change in a customer's work with a clear baseline and attribution.

Customer context and permission: [Add your own information]

Before state and period: [Add your own information]

Implemented changes: [Add your own information]

After result and period: [Add your own information]

Measurement source: [Add your own information]

Other contributing factors: [Add your own information]

Approved quote: [Add your own information]

Next action: [Add your own information]

Story order: Establish the before state, explain the intervention, show the measured result and describe where it may apply again.

Review: Plan a 60-90 second case summary. Use comparable periods and approved evidence; a fictional demonstration is not a customer result.

For a video (if needed): target duration, narration language, required visuals and one next action. Confirm scope and quote before production.

Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

- > Edit or copy this template online: <https://axiomlab.online/templates/customer-case-study>
- > Watch the complete 74s demonstration film: <https://axiomlab.online/examples/pitch-deck-demo>
- > Turn your PDF or PPTX deck into a video: <https://axiomlab.online/pitch-deck-to-video>
- > Rehearse with the free script timer: <https://axiomlab.online/tools/script-timer>