

**PROMPT WO-056**

Write a Case Study

Purpose

Use this prompt to create a professional case study that demonstrates how a product, service, process, or solution helped solve a real problem. Case studies build trust by showing real-world results, outcomes, and customer experiences.

DIFFICULTY **Intermediate****TIME SAVED** **45–90 min****BEST FOR****Storytelling**

Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini



Copy & Paste Prompt

You are an experienced content strategist and business writer.

Create a professional case study using the information below.

Case Study Title:

[Insert title]

Customer or Organisation:

[Insert name or describe anonymously]

Industry:

[Insert industry]

Background:

[Describe the customer or organisation]

Challenge:



[Explain the problem they faced]

Previous Situation:

[Describe what was happening before]

Solution Provided:

[Describe the product, service or approach used]

Implementation:

[Explain how the solution was introduced]

Results Achieved:

[List measurable and non-measurable outcomes]

Customer Feedback:

[Insert testimonial or comments if available]

Key Lessons:

[List important insights]

Target Audience:

[Who will read this case study?]

Tone:

Professional, engaging and results-focused.

Please:

- Create an engaging case study title.
- Write an introduction explaining the customer situation.
- Clearly describe the challenge.
- Explain the solution and implementation.
- Highlight measurable results where available.
- Include a customer quote if provided.
- Explain the wider impact and benefits.
- Finish with key takeaways and a strong conclusion.
- Format the case study professionally.

Return only the completed case study.



Example



INPUT

Customer: Small online retailer

Industry: E-commerce

Challenge: Too much time spent manually creating social media content.

Solution: AI content creation system.

Results:

- Reduced content creation time by 70%.
- Increased posting consistency.
- Improved engagement.

EXPECTED OUTPUT

How an Online Retailer Reduced Content Creation Time by 70% Using AI

Overview

A growing online retailer was struggling to maintain a consistent social media presence while managing the demands of running their business.

The Challenge

Creating regular content required significant time and effort. The team spent hours planning ideas, writing posts, and adapting content for different platforms.

This limited the time available for other important business activities.

The Solution

The business introduced an AI-powered content creation workflow to support their marketing activities.

The solution helped them:

- Generate content ideas faster.
- Create first drafts of posts.
- Adapt content for multiple platforms.
- Maintain a consistent publishing schedule.

Implementation

The new process was introduced gradually, allowing the team to learn how to use AI effectively while maintaining their existing brand voice.

Results

Following implementation:

- ✓ Content creation time reduced by 70%.
- ✓ Social media posting became more consistent.
- ✓ The team had more time to focus on customer engagement and business growth.

Customer Feedback



“AI has helped us work smarter. We can now create quality content much faster while keeping our own style and personality.”

Key Lessons

- AI works best as a support tool rather than a replacement for creativity.
- Simple systems can create significant time savings.
- Consistency is easier when the right tools are in place.

Conclusion

By introducing a practical AI workflow, the retailer was able to reduce repetitive tasks, improve consistency, and create more time to focus on growing the business.

 **Builder's Tip:** *People trust results more than promises. A strong case study shows the journey: The problem → The solution → The results → The lesson. That structure helps readers see themselves achieving a similar outcome.*

Related Prompts

- WO-051 – Write a Professional Blog Post
- WO-054 – Write Website Copy
- WO-055 – Write a Press Release
- WO-057 – Create a Newsletter

Tags

CASE STUDY

MARKETING

STORYTELLING

BUSINESS
WRITING

CONTENT
CREATION