# Every person has a story<sup>®</sup>

mystoryview.com

# So does every brand, product, place, or notion.



















Alaska.

Images and words to reveal your customer success narrative.

role-based operational tools to perform their jobs better, reducing cognitive load and creating business benefits in real-time-such as enabling flights to leave on-time or even early. The company's goal was to get employees to drop their reliance on desktop PCs, stop using paper for certain workflows, and instead rely on mobile devices for increased range, productivity, and

Apptentive Employee Experience solution also helps the airline better understand how their people use the mobile app and impacts the product roadmap to streamline enhancements.

"Integration of our app to Apptentive was a piece of cake. Our stakeholders are happy that we



With Applentive integrated into their app, Alaska creates an ongoing dialog with employees esponding immediately to any problems communicated, and building trust with their team. The







eys, but prompted at just the right times and

dback. In addition. Apptentive's Executive ypes of feedback provided, based on how th

to technical and organizational silos

heir customers. (1) ntive plays a big role in connecting the

The best voice-of-the-Customer (VoC) initiatives provide great insights, not only into custome

real-time information comes from in-app surveys on the mobile devices which everyone carries, often used to order and purchase. Mobile surveys are a foundational tool which allows busy customers to quickly provide a randed mobile app helped expand their DD Perks loyalty program, where consumers earn rewards for buying their favorite items. With over 11,000 quick-serve locations worldwide. Dunkin is one of the globe's leading by using a variety of different methods, including cash, credit, debit or with the company's own Dunkin' card.

This drove active lovality grogram enrollment to over 12 million people, helping to boost mobile orders by 259





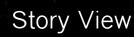


We were blown away when the first cart loaded full of furniture and accessories was instantly dentified and counted as it passed through the threshold. With barcades, we always had to firs









# Let your best customers tell buyers what success looks like.

- 77% of business buyers cited testimonials and case studies as the most influential types of content.
   SmartBug
- 91% of buyers prefer content that is more visual. RightSource
- Over 90% of case studies do not contain the necessary components to pique target audience interest;
   87% of customer success stories didn't demonstrate clear ROI. Gartner
- 58% of people are more likely to convert once a buyer interacts with a testimonial. TrustPulse
- Almost 50% of sales reps miss their yearly quotas often because they fail to communicate value to prospects. – Inc./HubSpot

### STORY ATTRIBUTES

"Stories implant ideas in people's heads" — Alan Duncan, Gartner

	Customer Success Storytelling	Case Study / Profile
Approach	Comprehensive illustrated <b>narrative</b> involving a personalized buying journey and life afterwards.  More focus on customer emotions and experiences.	Concise <b>testimonial</b> outlining original pain points, solution chosen (and reasoning), end results and measured impact of the purchase.  More focus on metrics and process.
Purpose	Encourage ongoing <b>conversion</b> of prospects into buyers. Help build compelling relationships between brands and target personas.	Enhance <b>credibility</b> and highlight proof of results with factual profile of a successful customer.
Goal	Establish a deeper <b>connection</b> with the brand, fostering empathy and deeper engagement.	Create <b>confidence</b> in probable results and potential impact.
Proof	Enhanced <b>situation</b> , and confidence from alleviated problems and resulting positive experiences.	Metrics and business <b>impact</b> from successful adoption of solution.
Result	Expressed brand <b>personality</b> through persuasive and interesting storytelling which propels success.	Builds trust and implies <b>promise</b> of similar results and experience.
Realism	Recounts an actual buying story but may also be fictionalized to illustrate the ideal buying scenario.	Actual results and opinions from a recent customer.

Motivate your prospects to become buyers and move people to action.

Enhance your credibility and win buyers in competitive engagements.



#### To Influence Better:

#### Add Human Value Stories to Business Value Stories

Investments paying off via visible indicators and progress.

A Human Value Story (HVS) helps contextualize and makes **more real** the Business Value Story (BVS).

Business Value Story



Rational Corporate Strategy Human Value Story



**Emotional** Human Perspective Human experiences in emotional terms.

The combination results in the best impact and retention. What's different now?

"I want that outcome too."

Connect the Mind to the Heart





#### Private Use

- Sales engagements.
- Customer pitch decks and hand-outs.
- Executive briefings.
- Sales training.

#### Trade Use

- Partner events & engagement.
- Industry conferences.

#### Public Use

- Website content.
- Social media.
- Lead gen and ad campaigns.

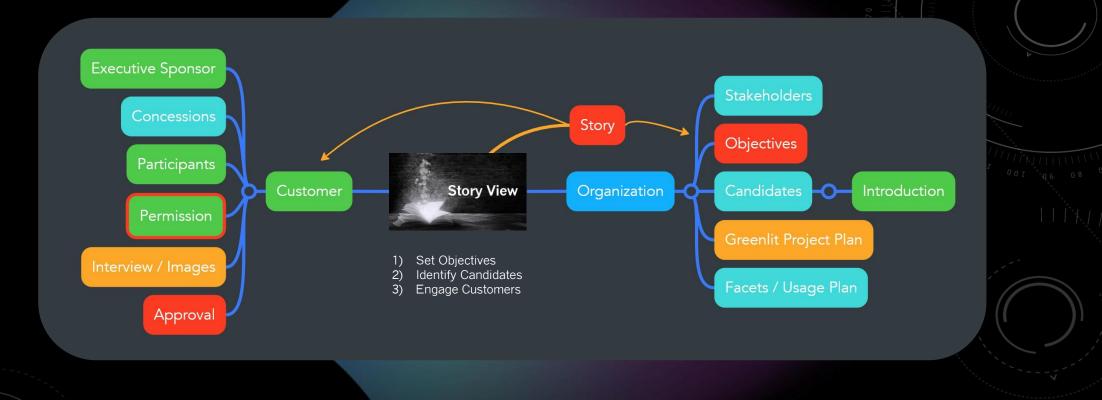
# **Customer Benefits**

- Showcase their leadership.
- Demonstrate differentiation, value and CX.
- Leverage for marketing/PR.
- Concessions& relationship.

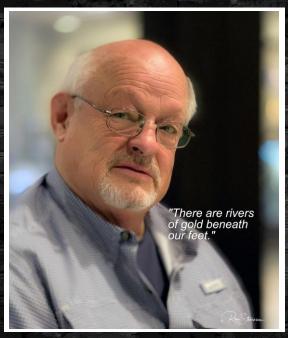


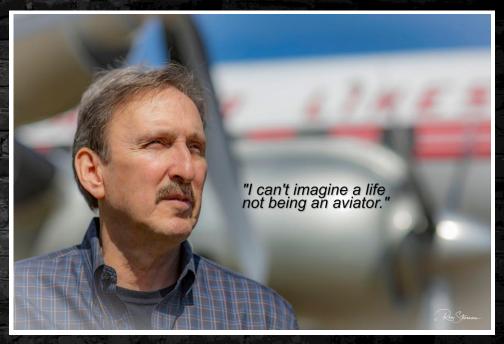
Story View

## **PROCESS**









"Stories are the currency of human interaction" — Daniel Taylor



Al may write your copy, but only real customers can tell your story.

dreamstudio.ai









Images and words to reveal your narrative.

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