



Freund Associates
Technical Communication

XO Carrier Services Leverages Case Studies to Market Services, Boost Sales

A Case Study



XO CARRIER SERVICES provides high-performance data, IP, and network transport services for national and international telecommunications carriers, cable companies, content providers, and mobile wireless companies. Located in Herndon Virginia, XO Carrier Services comprises one segment of XO Communications (www.xo.com), a leading communications and networking solutions partner for businesses, enterprises, government, and service providers.

The Challenge

Finding Time and Technical Writers

XO Carrier Services wanted to develop a series of case studies to share its business successes with its potential wholesale customers.

Michelle Machado, Senior Marketing Manager, and Jennifer Garcia, Marketing Manager for XO Carrier Services, represented the communications staff for more than 350 employees of XO's wholesale group. They knew they had great successes to share with potential customers. However, they also realized they didn't have the time or resources to create and deliver a series of case studies that would support XO's sales team in closing more business.

"On the wholesale end, Jennifer and I handle soup to nuts as it relates to internal and external communications, and we simply didn't have the time to write case studies," said Machado. "Since we were on a tight deadline, we felt that we would be better served by finding an organization that had more experience in putting them together and doing them quickly."

The Solution

Outsource to Freund Associates

Machado had heard about Freund Associates from colleagues in XO's Business Services division, for whom they had written many case studies. She phoned Dr. Annette Freund, the firm's owner and managing director, to discuss the case study process. Freund's first step was to define the scope of work and then create a "Project Tracker," a project management tool she invented to help ensure that each case study would stay on schedule and on budget, from the initial telephone interview to the final graphic design.

"We generally promise one-week turnaround from the date of the interview to the date of the first draft," said Freund. "The draft is often reviewed by multiple department heads, product managers, and XO's legal department, as well as the client about whom the case study is being written," said Freund, who emphasized that having a single point of contact on both ends was critical to maintaining a streamlined workflow and meeting deadlines.

As to the effectiveness of Freund's solution, Machado agreed, "Freund Associates helped us turn our case studies around quickly and meet our deadlines, despite the edits and revisions we needed to make as the drafts went through the review

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The Result

Professional Case Studies for Marketing and Sales

Using Freund’s Project Tracker to manage the development of XO’s Carrier Services’ success stories,

Freund Associates delivered five co-branded case studies on schedule, on budget, and consistent with XO’s design template, branding, and marketing specifications. Four case studies are posted on XO’s web site, where they can be viewed or downloaded by sales reps, customers, or prospects.

“Whenever a new case study is completed, we distribute it to our entire sales team and all of our support organizations to make everyone aware that we’ve completed another customer success story,” said Machado. “We tell them where to find it on the web site and we send them out as part of our e-mail marketing campaigns.

We’ve certainly seen the value of using case studies to help market our services.”

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– Michelle Machado
Senior Marketing Manager



Benefits to XO Carrier Services

■ **Fast Turnaround**

Freund Associates scheduled the telephone interview with the client, led the questioning, transcribed the call, and wrote each case study within one week.

■ **Project Management**

A single point of contact kept projects on track and streamlined the case study development process from start to finish.

■ **Technical Expertise**

Freund Associates’ technical writers mastered complex subject matter.

■ **Professionalism**

All case studies were well written, print ready, and shared with confidence and pride.

About Freund Associates Technical Communication

Freund Associates is a full-service communication firm specializing in technical and medical writing for business and industry. Founded in 1996 and located in northern New Jersey, Freund Associates is a certified woman-owned business that provides a tightly organized team of medical and technical writers, editors, graphic designers, new media specialists, engineers, and project managers to serve clients anywhere in the United States.

► **For more information visit:**
www.freundassociates.com,
or call 201-512-0022.