

B2B PLAYBOOK



PREPARED FOR

MOBICA

B2B Testimonial & Case Study Playbook

A complete framework for collecting, creating, and deploying hotel client testimonials and case studies that drive B2B sales for Mobica for Integrated Industries.

COMPANY

Mobica for Integrated Industries

VERTICAL

Furniture & FF&E Manufacturing

DATE

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POWERED BY

Innlead.ai

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

SECTION 01

Why Testimonials Matter in B2B Hotel Supply

The business case for investing in testimonials and case studies as a core sales asset for Mobica for Integrated Industries.

92%

B2B BUYERS READ
TESTIMONIALS
BEFORE
PURCHASING

67%

MORE LEADS WITH
CASE STUDY
SECTIONS

3-5x

HIGHER
CONVERSION WITH
SOCIAL PROOF

73%

PROCUREMENT
MANAGERS
CONSULT
REFERENCES

WHY HOTEL BUYERS NEED PROOF

- Hotel procurement involves large orders and long-term contracts
- Buyers need to justify supplier choices to ownership/management
- Product quality directly impacts guest experience and reviews
- Switching costs are high - buyers want assurance before committing
- Multiple stakeholders involved in B2B purchasing decisions

WHERE TESTIMONIALS WIN DEALS

- Website product pages (reduce bounce, increase inquiries)
- Pitch decks and sales presentations
- RFP responses (procurement requirement)
- Trade show booth materials and conversations
- Email nurture sequences for warm leads
- LinkedIn company page posts

B2B vs B2C Testimonials

Unlike consumer reviews, B2B testimonials must speak to procurement concerns: reliability, consistency, cost-effectiveness, compliance, and supplier responsiveness. Hotel buyers don't care about "great product!" - they need "reduced our per-room cost by 15% while improving guest satisfaction scores."

SECTION 02

Testimonial Collection Framework

A systematic approach to requesting, collecting, and organizing testimonials from hotel clients.



When to Ask for Testimonials

1

After Successful Delivery

Within 1-2 weeks of a completed order when satisfaction is confirmed. Best for product-focused testimonials.

2

After Repeat Orders

When a client places their 3rd+ order, they're clearly satisfied. Ask for a testimonial about the ongoing partnership.

3

After Problem Resolution

If you've successfully resolved an issue, the client may appreciate your responsiveness enough to provide a testimonial.

4

Annual Relationship Review

During annual account reviews or contract renewals. Ideal time to request detailed case studies.



Testimonial Request Email Template

EMAIL TEMPLATE

Subject: Quick favor? Share your experience with Mobica for Integrated Industries

Hi [Name],

Thank you for your continued partnership with Mobica for Integrated Industries. We're glad our furniture have been working well for [Hotel Name].

We're building our client success stories and would love to include your experience. Would you be willing to share a brief testimonial? It can be as simple as 2-3 sentences about:

- Why you chose Mobica for Integrated Industries as your supplier*
- How our furniture have performed at [Hotel Name]*
- Any measurable results (cost savings, guest feedback, etc.)*

I've attached a short questionnaire if that's easier. Happy to draft something for your approval if you'd prefer.

Thank you for considering this - it truly helps us serve more hotels like yours.

SECTION 03

Hotel Client Interview Template

Structured interview questions to extract compelling testimonial content from hotel procurement managers.

Interview Questions (15-20 Minutes)

BACKGROUND

1. Tell me about [Hotel Name] and your role in procurement.
2. What furniture challenges were you facing before working with us?
3. How did you find Mobica for Integrated Industries? What made you choose us over alternatives?

EXPERIENCE & RESULTS

4. How would you describe the quality of our furniture?
5. How has our product impacted your hotel operations? (Guest satisfaction, cost savings, staff feedback?)
6. Can you share any specific numbers? (% cost reduction, guest review improvement, replacement frequency?)
7. How would you rate our service - ordering process, delivery reliability, customer support?

RELATIONSHIP & RECOMMENDATION

8. What is the biggest benefit of working with Mobica for Integrated Industries?
9. How would you describe our customer service and account management?
10. Would you recommend us to other hotel procurement managers? Why?

COMPETITIVE & DECISION PROCESS

11. What other suppliers did you consider before choosing Mobica for Integrated Industries?
12. What was the deciding factor that made you choose us?
13. How does our product compare to what you were using previously?
14. What would you say to a procurement manager who is hesitant to switch suppliers?
15. Have you noticed any difference in guest feedback since using our products?

OPERATIONAL IMPACT

16. How has working with us affected your procurement workload?
17. Has our ordering and delivery process met your expectations?

17. Has our ordering and delivery process met your expectations?

18. How has our product durability compared to your previous supplier?

19. Have there been any unexpected benefits from switching to Mobica for Integrated Industries?

20. How has your housekeeping or operations team responded to our products?

FINANCIAL & ROI QUESTIONS

21. Can you quantify the cost savings you have experienced since switching?

22. How has the replacement frequency changed compared to your previous supplier?

23. Has our partnership helped you meet any budget targets?

24. What is the estimated ROI of switching to Mobica for Integrated Industries?

25. Would you say the total cost of ownership is lower, higher, or the same?

FUTURE & CLOSING QUESTIONS

26. Are there other product categories where you would consider Mobica for Integrated Industries?

27. What could we do better? (Builds authenticity in the testimonial.)

28. If you could describe your experience in one sentence, what would it be?

29. Would you be willing to participate in a brief video testimonial?

30. Can we use your name, title, and hotel name in our marketing materials?

31. Would you be open to being a reference contact for prospective clients?

32. Is there a colleague at another property who might benefit from our products?

Interview Tips: Record the conversation (with permission) for accuracy. Let them speak naturally -- the best quotes come from unscripted moments. Always ask for specific numbers and metrics. Follow up via email with a written summary for their approval. Select 8-12 questions per interview based on the client relationship depth.

SECTION 04

Case Study Structure

The proven Challenge - Solution - Results - ROI framework for creating compelling B2B hotel supply case studies.

CHALLENGE

What problem did the hotel face? Quality issues? Cost overruns? Unreliable supplier?

SOLUTION

How did Mobica for Integrated Industries's furniture solve the problem? What made your approach unique?

RESULTS

Measurable outcomes: cost savings, guest scores, durability, efficiency gains.

ROI

Financial impact: total savings, payback period, lifetime value comparison.

Case Study Page Template

HEADER SECTION

- Title: "How [Hotel Name] [Achieved Result] with Mobica for Integrated Industries's furniture"
- Hero image: Hotel exterior or product in use
- Key stat callout: "35% Cost Reduction" or "Guest Satisfaction +12 Points"
- Hotel profile: Name, type, rooms, location

BODY CONTENT (800-1200 WORDS)

- **Challenge (200 words):** Specific pain points the hotel faced
- **Solution (250 words):** How you addressed the challenge, products supplied, implementation process
- **Results (200 words):** Measurable outcomes with numbers
- **Client Quote (50 words):** Direct quote from procurement manager
- **ROI Summary (100 words):** Financial impact and payback

VISUAL ELEMENTS

- Before/after photos (if applicable)
- Product installation photos
- KPI comparison chart
- Client logo and headshot
- Pull quote with distinctive styling
- CTA: "Get Similar Results" with contact form

SECTION 05

Video & Written Testimonial Formats

Production guidelines for both video and written testimonials that resonate with B2B hotel buyers.

Video Testimonial Process

1 Pre-Production

Schedule 30-minute slot. Send questions in advance. Choose location (hotel lobby, conference room, or their office).

2 Filming (15-20 Minutes)

Interview format with their responses only (no interviewer on camera). B-roll of products in use at the hotel.

3 Production

Edit to 60-90 seconds. Add subtitles, name/title lower third, company logo. No fancy effects - authenticity matters.

4 Approval & Deployment

Send final cut for approval before publishing. Deploy on website, YouTube, LinkedIn, and sales materials.

Written Testimonial Structure

STRONG TESTIMONIAL EXAMPLE

"After partnering with Mobica for our 320-room renovation, we reduced our per-room FF&E costs by 18% compared to our previous European supplier while achieving a higher finish quality. Their in-house design team worked directly with our interior architects to customize every piece -- from lobby furniture to guest room case goods. The 15-factory operation meant our entire order shipped in one delivery, on schedule. I'd recommend Mobica to any hotel group looking for a reliable, large-scale furniture manufacturer."

-- [Name], VP of Procurement, [Hotel Group] (320-room 5-star resort, [Country])

ELEMENTS OF A STRONG B2B TESTIMONIAL

- Specific measurable results (% , \$, time saved)
- Named person with title and hotel name
- Comparison to previous supplier/situation
- Mention of specific products used
- Recommendation to peers

COMMON WEAK TESTIMONIAL TRAITS

- "Great products!" (too vague)
- Anonymous or first-name-only attribution
- No measurable outcomes mentioned
- Reads like marketing copy, not authentic voice
- No hotel name or context given

SECTION 06

Permission & Approval Workflow

Legal and professional best practices for getting proper approval to use client testimonials and hotel names.

Testimonial Approval Checklist

- 1 **Get Written Permission**
Email confirmation is sufficient for written quotes. For video/photos, use a simple release form.
- 2 **Confirm What Can Be Shared**
Some hotels allow: name + title + hotel name. Others prefer: first name + role + "luxury hotel group". Clarify upfront.
- 3 **Send Final Draft for Approval**
Always send the exact text/video to be published. Allow 5 business days for review. Accept minor edits gracefully.
- 4 **Specify Where It Will Be Used**
Website, pitch decks, marketing emails, trade show materials. Get blanket approval or channel-specific permission.
- 5 **Offer Right of Withdrawal**
Let clients know they can request removal at any time. Builds trust and makes them more likely to participate.

Where to Deploy Testimonials & Case Studies

CHANNEL	FORMAT	IMPACT
Website Product Pages	Short quote + name/hotel	Highest
Dedicated Case Study Page	Full case study (800-1200 words)	Highest
Sales Pitch Decks	Key stat + quote slide	Highest
RFP Responses	Relevant case study attachment	Highest
LinkedIn Posts	Quote card with photo	High
Trade Show Materials	Banner quotes, video loop	High
Email Nurture Sequences	Case study link in follow-up	High
YouTube / Social	60-90 second video testimonial	Medium

SECTION 07

ROI Documentation Framework

How to document and present the financial impact of your furniture for hotel clients - the most compelling proof point.

Key ROI Metrics for Hotel Suppliers

ROI METRIC	HOW TO MEASURE	EXAMPLE
Cost Per Unit vs Previous Supplier	Compare invoices per item	"18% lower per-room FF&E cost vs European manufacturers"
Product Lifespan / Durability	Replacement frequency tracking	"Solid wood frames lasting 2x longer than MDF alternatives before replacement"
Guest Satisfaction Impact	Guest review scores mentioning furniture	"Guest room satisfaction scores improved 6 points after Mobica furniture upgrade"
Operational Savings	Staff time, laundry costs, storage efficiency	"Reduced furniture maintenance costs by 15% due to superior finish quality"
Order Fulfillment Reliability	On-time delivery rate	"99% on-time delivery for 300+ room orders across 3 hotels vs 82% with previous supplier"
Total Cost of Ownership	Purchase + maintenance + replacement over time	"\$120K annual savings across 400 rooms factoring in durability, maintenance, and replacement cycles"

ROI Summary Card Template

ROI SUMMARY: [HOTEL NAME] CASE STUDY

Investment: \$[Total order value] for furniture

Guest Impact: +[X] satisfaction points

Annual Savings: \$[Amount] vs previous supplier

Operational: [X]% reduction in [metric]

Payback Period: [X] months

3-Year Value: \$[Total savings projection]

ROI Documentation Best Practice

Work with hotel clients to gather baseline data BEFORE they switch to your products. This "before" benchmark makes the "after" comparison dramatically more compelling. Offer to help track metrics during the first 6 months as part of your onboarding process.

SECTION 08

Annual Testimonial Calendar

A 12-month plan to systematically build your testimonial and case study library for Mobica for Integrated Industries.

QUARTER	GOAL	ACTIVITIES
Q1	Foundation (3 testimonials, 1 case study)	Identify top 5 satisfied clients. Request written testimonials. Begin first case study interview. Set up testimonial page on website.
Q2	Video Launch (2 video testimonials, 1 case study)	Film first video testimonial during client visit or trade show. Publish second case study. Deploy testimonials on product pages.
Q3	Expansion (3 testimonials, 2 case studies)	Target different hotel segments (luxury, boutique, chain). Create segment-specific case studies. LinkedIn testimonial campaign.
Q4	Refresh & Amplify (2 testimonials, 1 case study, ROI report)	Annual ROI documentation for top clients. Update older testimonials. Create year-in-review content with aggregate client data.

Year-End Targets

10+

WRITTEN
TESTIMONIALS

4-5

FULL CASE
STUDIES

2-3

VIDEO
TESTIMONIALS

3+

ROI REPORTS

How InnLead.ai Supports Your Testimonial Strategy

InnLead.ai identifies the optimal moments to request testimonials based on order patterns, delivery success rates, and client engagement signals. Our platform provides testimonial request templates tailored to each client's relationship stage and helps you track your testimonial pipeline alongside your sales pipeline.

KEY TAKEAWAY

Testimonials and case studies are the most effective B2B sales tools for hotel supply companies. A single well-crafted case study showing measurable ROI can influence dozens of procurement decisions. Start with your most loyal clients, document specific results, and systematically build your proof library. Aim for representation across hotel segments (luxury, boutique, chain, resort) and product categories.