

Words that Work

Cheatsheet



INEVIDENCE
customer storytellers

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Each customer story and case study will often have multiple stakeholders. And some of them might sometimes (or often) have a strong preference for specific phrases that support their business vertical. As a creator or marketing professional, you might not always have the final say in such situations. But when, or if, you can affect the final product, the main thing to remember is this: **if your reader can't see the scene in their mind or hear it in your customer's voice, you should probably rewrite it.**



Rewriting jargon in your case studies

The list below and the suggested swaps could be pages long but who has the time to check every case study for all the words to avoid? So treat them as a good example of what to focus on. Especially because sometimes you simply won't be able to avoid using certain expressions (see the note about stakeholders). For example, if you absolutely must use 'best-in-class', think of ways to apply it thoughtfully and sparingly.

Instead of this

Scalable solution

Streamlined process

User-friendly

Robust platform

Feature-rich

Value-added

Leverage/Utilise

Optimise

Enable

Drive transformation

Try this

Room to grow without chaos

No more chasing emails or re-entering data

So easy you won't need training

Built to handle whatever your team throws at it

Everything in one place—no tabs, no toggling

Helped us stretch our budget without compromise

Use

Improve or cut down on (time, errors, stress)

Help or allow

Changed how we worked for the better



Use and avoid

Use these words

to build trust and connection:

Stress | Workload | Deadlines

Frustration | Pressure | Relief

Confidence | Clarity | Control

Time back | Easier | Faster

Smarter | Simpler

Reliable | Consistent

Visible | Proven

Wins | Momentum | Breakthrough

Helped | Saved

Relatable | Everyday | Familiar

Avoid these words

they create distance and remove emotion:

Actionable

Ideate | Solutioneering | Paradigm shift

Digital transformation (unless explained)

Leverage | Optimise

Pain point

Upskill

Stakeholder alignment

Best-in-class | Market-leading | Robust

User-friendly interface (be specific instead)

ROI (unless you explain or quantify it)



Tips and fixes

3 quick rewrite tips for turning generic into genuine

Swap product language for people language

- ✗ “The platform reduced errors.”
- ✓ “Finance no longer spent Mondays fixing missing data.”

Replace abstract descriptions with visual outcomes

- ✗ “Improved efficiency.”
- ✓ “We cut a 3-day effort down to 30 minutes.”

Look for verbs that paint a picture

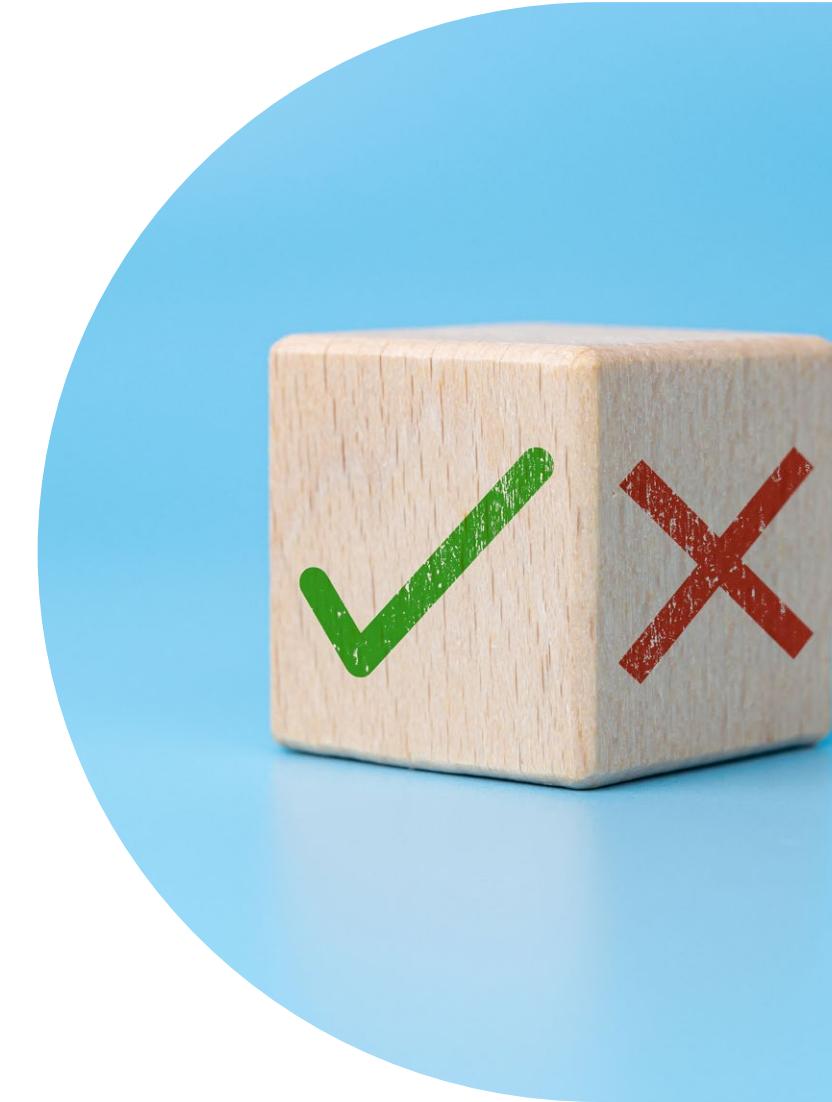
- ✗ “Delivered results.”
- ✓ “Got every team member home on time.”

3 fixes to apply during editing

Ask who is feeling the impact. If no person is affected, your sentence may be too abstract.

Replace “it” and vague nouns with specifics. So instead of saying “It helped the team” try: “The automated reminders helped Joss and Sean stay on top of approvals.”

Cut out redundant adjectives. If you have: “Powerful, robust, scalable tool,” pick one or rewrite to show the impact of each one or the outcomes instead.



**Have questions about
customer advocacy?**

Contact us: hello@inevidencecrp.com



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