

Case study

IT services firm: catching a weak package before handoff

This package had clean files, but the story was not strong enough to send. New Reward caught the weak recommendation depth and fallback question set before the package could be mistaken for complete proof.

Measured proof

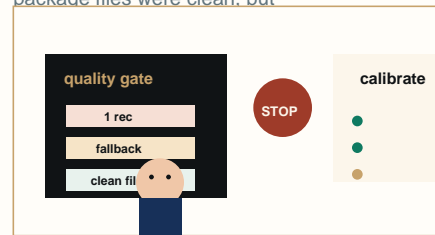
0/100

AI visibility baseline: Measured starting score at audit time.

Case-specific proof visual

IT services quality review

A quality-control moment: the package files were clean, but



- Reviewer stops a package before weak handoff.
- Only one recommendation and fallback questions are flagged.
- The proof is quality control, not client growth.

New case-specific illustration. It is not a private client screenshot or outcome proof.

Client

Anonymized IT services client

Industry

Information technology and services

Timeframe

February and March 2026 validation planning

Outcome

Quality gate and calibration

Evidence at a glance

Measured result

Quality gate and calibration

New Reward identified that the package was technically intact but not strong ...

Return proof

Bounded claim

This is a quality-gate proof point. It is not a positive results case st...

Next evidence

Proof boundary

This is not a positive client-result case study; it is a quality-control ...

Proof boundary

This is a quality-gate proof point. It is not a positive results case study and should not be framed as client growth.

Evidence appendix

Evidence, limits, and source notes.

Problem

The package looked technically intact, but it had only 1 recommendation and a 6-question fallback set. That was not enough for a strong client handoff.

What New Reward did

New Reward checked file quality, mapped competitors and content gaps, flagged the weak recommendation set, and created a staging calibration plan.

Result

The package was stopped from being oversold. The next work was clear: improve recommendation depth and validate scoring before production rollout.

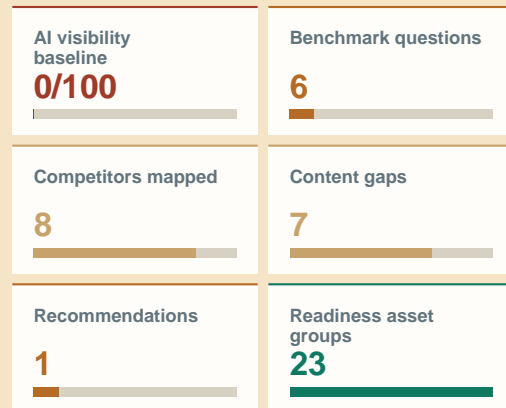
Why it matters

Quality control protects trust. A weak package can hurt the client relationship even when the files are technically valid.

Caveats

- This is not a positive client-result case study; it is a quality-control proof point.
- Recommendation depth needed to be raised before treating the package as client-ready.
- The client name remains anonymized until publish approval exists.

Measured signals



Work performed

- Checked required files, valid JSON, and clean client scoping.
- Mapped 8 competitors and 7 content gaps.
- Flagged recommendation depth as too thin for a final client package.
- Created a staging calibration plan for weighted scoring, retrieval metadata, a...

What remains bounded

- This is a quality-gate proof point. It is not a positive results case study and ...
- This is not a positive client-result case study; it is a quality-control proof ...

Source notes and download path

Download URL:
<https://www.newreward.com/cases/it-services...>
 Public URL:
<https://www.newreward.com/cases/it-services-q...>

Proof visual: IT services quality review
 Proof image source:
<https://www.newreward.com/marketing...>
 Deep package audit: Internal package audit dated 2026-02-25 | Staging ...