

New Reward Case Study

IT services firm: catching a weak package before handoff

Anonymized IT services client | Information technology and services | February and March 2026 validation planning

Summary

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.

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.

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.

Starting Point

The package had 0/100 measured AI visibility, a 6-question fallback benchmark set, and only 1 research recommendation.

Verified Result

New Reward identified that the package was technically intact but not strong enough to send as a complete visibility story.

Evidence Metrics

AI visibility baseline: 0/100. Measured starting score at audit time.

Benchmark questions: 6. Fallback question set; needs expansion.

Competitors mapped: 8. Competitive set included in the package.

Content gaps: 7. Gaps found for follow-up work.

Recommendations: 1. Insufficient depth; caught before handoff.

Readiness asset groups: 23. Schema, data, training, review, and site-root groups.

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, and grounded retrieval.

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.

Source Notes

- Deep package audit: Internal package audit dated 2026-02-25
- Staging calibration plan: Internal Solution Stream calibration plan dated 2026-03-05

Next Step

Public URL: <https://www.newreward.com/cases/it-services-quality-gate>

See reporting offering: <https://www.newreward.com/offerings/reporting-client-portal>