

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.

Client

Anonymized IT
services client

Industry

Information
technology and
services

Timeframe

February and March
2026 validation
planning

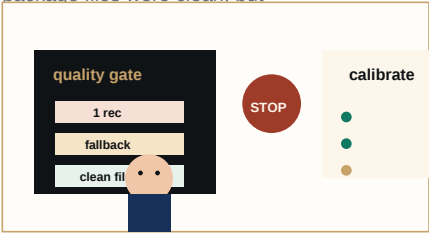
Outcome

Quality gate and
calibration

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.

Evidence at a glance

Measured result

Quality gate and calibration

New Reward caught a package that was technically intact but too thin to send, an...

Measured change

Bounded claim

This is a quality-gate proof point: what the review checked, what it ...

Next evidence

Proof boundary

This is a quality-control proof point from the February and March 2026 ...

Proof boundary

This is a quality-gate proof point: what the review checked, what it caught, and the calibration plan that followed.

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.

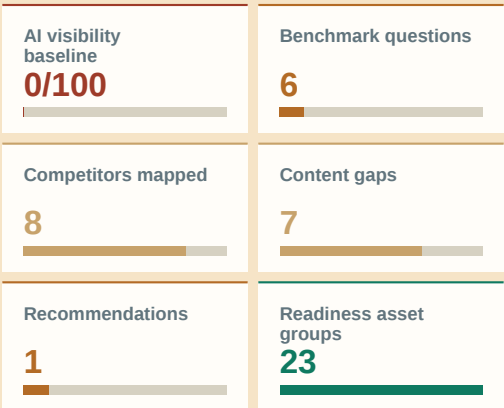
Why it matters

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

Caveats

- This is a quality-control proof point from the February and March 2026 package review.
- Raising recommendation depth was the named next step before client handoff.

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: what the review checked, what it caught, and...
- This is a quality-control proof point from the February and March 2026 package ...

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 ...