

Service Offering Overview

Customer Success

Go-to-Market Acceleration

Your marketing strategy is attracting a heap of prospects. Sales is taking these leads and closing new accounts every day. The Product team is building and launching new features to attract even more users to your service.

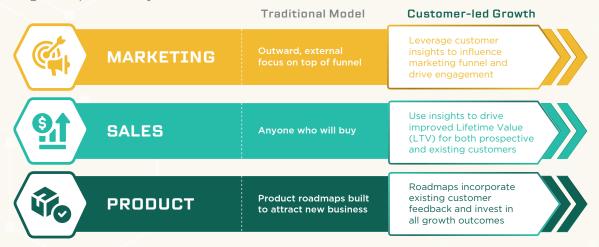
You've landed them, and now it's time you expanded them.

Succeeding in this endeavor depends on remaining as engaged with your customers as you were before the sale. That means quickly and continually helping them to realize the value you promised to deliver - onboarding smoothly, fully utilizing product features, resolving any issues completely and quickly.

So how you do you mobilize your organization to increase focus on the significant growth potential of your existing customer base? And to ensure you're attracting promising long-term customers in the first place?

OUR PERSPECTIVE

Customer-led growth is a cross-functional exercise. Our Further Advisory team understands what it takes to activate and sustain a Customer Success organization and mindset. We help you navigate the challenge, establishing a culture focused on growth from within that prioritizes customer satisfaction and retention for maximum long-term profitability.



OUR APPROACH

Your business isn't starting from scratch, so neither do we. We meet you where you are, working with you to build an approach that leverages your existing advantages to chart the best path forward for customer success. Our Customer Success Assessment framework can be a powerful tool to inform that roadmap.

Customer Success Assessment Framework

Customer Success Objectives & Metrics

Understand the company's overall business objectives and work with stakeholders to establish clear and measurable customer success metrics.

Enabling Technologies

Evaluate existing tools and technologies used for customer success, including CRM, analytics, and communication platforms.

Customer Journeys, Pre- and Post-Sale

Map out the customer journey from onboarding to ongoing support and expansion, identifying key touchpoints and pain points. Develop customer segments based on their needs, usage patterns, and value to the business.

Operating Model

Define the skills and expertise required for the Customer Success team and where they exist within the current organization.

Gap Analysis & Recommendations

Leverage what we've learned to identify cross-functional opportunity areas and build a plan that sets you — and your customers — up for success

ABOUT FURTHER

We are a boutique management consultancy focused on converting strategic vision into business reality. We always go the extra mile, equipping our clients with critical insights and plans for navigating challenges and accelerating change.



Maria D'Albert
Partner

CONTACT US!

hello@furtheradvisory.com

