

Service Offering Overview

# Customer Success

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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.

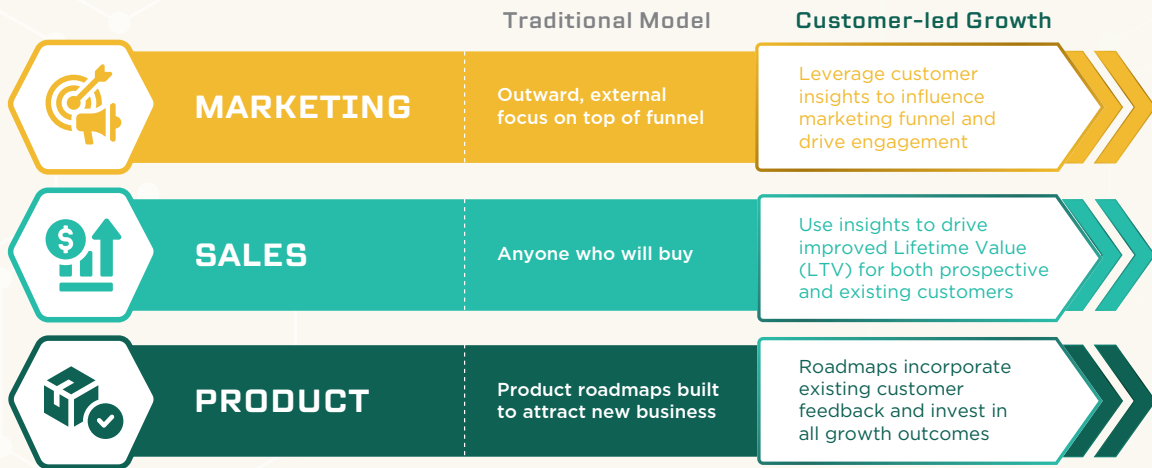
You've landed them, and now it's time you expanded them.

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 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.



## 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.



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**CONTACT US!**

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