

Service Offering Overview

# Customer Personas & Journey Mapping

Go-to-Market Acceleration

## **When is a product just a product?**

The answer is: never. Even the simplest product is a solution to a problem. Becoming a valued part of your customer's daily life depends on you understanding and solving those problems better than anyone else.

This isn't always easy. Even with a promising concept, your product may fail to address critical customer needs, solve pain points, or capitalize on opportunities to delight.

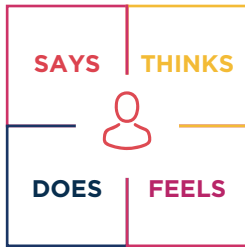
The market offers plenty of choices that could meet or exceed their expectations. How do you make sure they will choose you?

# WHAT WE DO

In today's dynamic market, deeply understanding your customers' key value drivers and pivotal decision points is critical to delivering exceptional product and service experiences.

Further Advisory specializes in creating and optimizing customer personas and journeys to drive meaningful engagement and sales. The power is in the pairing: by combining customer personas and journey maps, you gain a qualitative data-driven understanding of your customers' end-to-end experience, including decisions, mindsets, and emotions beyond a singular product touchpoint.

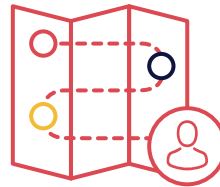
With these insights in hand, we help you craft targeted strategies for establishing and nurturing lasting relationships, ensuring your customers remain satisfied and loyal advocates for your business.



## CUSTOMER PERSONAS

Humanize the product development process, bringing to life your customers' goals, challenges, and motivations.

Provide concise but comprehensive profile of your primary customers to align your teams in delivering an exceptional customer experience.



## JOURNEY MAPS

Ensure every touchpoint and opportunity drives business growth with a holistic view of your customers' experience across the lifecycle.

Identify inflection points, decision drivers, and gaps so you can prioritize your efforts for maximum impact.

# OUR APPROACH

We meet you where you are, leveraging your existing data while diving deep with your customers through interviews, surveys, and behavioral studies. Grounded in this comprehensive view, we map out their entire journey, highlighting future must-win moments and potential barriers to winning them.

Then we take it further with pragmatic, actionable recommendations that anticipate customer needs and pain points, empowering you to proactively enhance your customer experience.

## Typical Phases



# ABOUT FURTHER

We are a boutique management consultancy focused on converting strategic vision into business reality.

We meet you where you are and always go the extra mile, equipping our clients with critical insights and plans for navigating challenges and accelerating change.



**Gavin Wassung**  
Principal

**CONTACT US!**

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