

Service Offering Overview

Voice of the Customer

Go-to-Market Acceleration

Today's customer has a veritable ocean of options, often right in the palm of their hand. It has never been easier to find and try something new. So how do you make sure they choose you – and stay with you?

The answer is customer experience. By delivering exceptional interactions with your brand, company, and products, you will keep your current customers... and bring in new ones.

Great CX grows from a deep insight into your customers and prospects. You want your product to take care of what customers want and meet their expectations.

But do you *know* what they want? Are you sure?

What We Do

Further Advisory can help your firm truly hear the Voice of the Customer. Our customer strategy experts excel in having frank conversations with your customers to find out what really matters to them.

We take it beyond the current moment, going further to understand the full lifecycle - from those that may never have heard of your product, to those that have implicitly decided not to try it, all the way to former customers that have explicitly decided to find other options.

We come to your customers where they are, providing you with a meaningful understanding you can use to drive your business.

Why would they leave?

How are your customers different from each other?

Do customers want NO experience?

Who influences your customers?

What expectations are you setting?

What makes them consider trying something new?

Who are they?

What drives them to stick with what they have?

How do they think about your products?

When are customers open to listening?

Our Approach

By tapping into a diverse set of sources, we ensure highly relevant and actionable insights to drive your CX.

LEARN



We begin by talking to you, to understand your goals, current strategies, and existing customer intelligence.

INTERVIEW



We then dive in depth with your customers - prospective, existing, and former - to find out how they think about your products and make decisions.

SYNTHESIZE



Working with our network of experts, we interpret this diverse set of information, to generate deep insights.

RECOMMEND



Our team then assembles the insights into actionable outputs., workshopping with you to maximize their utility.

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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