



Customer Truth

6-8 Weeks

Report

A focused customer intelligence gathering initiative targeting 5-7 key customers on specific strategic questions. Leverages Congruity's exceptional customer interview and relationship management capabilities to deliver actionable insights for critical business decisions.

Scan or click the code to schedule a meeting with us!

Qualifying Criteria

- Specific strategic decision pending within next 6 months
- Existing strong relationships with 5-7 customers willing to participate in strategic dialogue
- Recognition that internal customer conversations haven't provided needed strategic clarity
- Budget authority for strategic customer intelligences.

Decision-Maker Profile

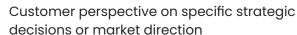
- ▶ CEO, President, or Chief Strategy Officer
- ▶ Has specific strategic questions requiring customer validation
- Values professional facilitation for sensitive strategic conversations
- Understands that customers share different insights with external experts

Best For

- ▶ \$25M+ annual revenue with established customer relationships
- Facing specific strategic decisions where customer input is valuable
- Strong existing relationships with 5-7 key customers willing to participate
- Leadership team recognizing value of professional customer engagement

Expected Outcomes







Competitive Intelligence

Customer view of competitive landscape and positioning



Customer feedback of pricing, product development, or market expansion



Relationship Strengthening

Enhanced relationships with key customers through strategic engagement

Implementation Roadmap

Specific next steps based on systematic customer feedback

Components

Weeks **1-2**

Project Design & Customer Engagement Strategy

- > Strategic question formulations and interview framework development
- ▶ Customer selection based on strategic value and relationship strength
- Interview guide customization for each customer relationship
- Discovery interviews of associates in key customer-facing roles

Weeks 3-6

Customer Interview Execution

- ▶ 5-7 professionally facilitated 45-60 minute strategic customer interviews
- ▶ Expert interview facilitation ensuring candid strategic feedback
- ▶ Real time documentation and insight capture

Weeks **7-8**

Analysis & Strategic Recommendations

- ▶ Thematic analysis identifying patterns and strategic implications
- Customer-by-customer insight documentation
- ▶ Strategic recommendations with specific implementation actions
- ▶ Executive presentation and strategic planning session