



The Customer Truth Report

6-8 Weeks

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

- Strategic Validation**
Customer perspective on specific strategic decisions or market direction
- Revenue Insights**
Customer feedback of pricing, product development, or market expansion
- Implementation Roadmap**
Specific next steps based on systematic customer feedback
- Competitive Intelligence**
Customer view of competitive landscape and positioning
- Relationship Strengthening**
Enhanced relationships with key customers through strategic engagement

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