

Hone a Competitive Edge by Knowing Competitors as Their Customers Do!



How CCA Works

Our process begins by establishing three baselines:

- Objectives of the assessment and key competitors to assess.
- Key elements of the customer experience to be evaluated both online and offline.
- Customized performance metrics that will generate the most actionable insights.

Next, the Market Strategy Group team becomes a customer of your competition – and simultaneously, of your organization.

Every competitor element being scrutinized is assessed at your company as well. Think of it as a “Secret Shopper” program adapted for the complex offers and buying decisions made in the digital age.

After collecting and analyzing all of the comparative data points, we then deliver concrete recommendations on how to best capitalize on the findings.

In a competitive atmosphere, any edge can mean the difference between stagnation or skyrocketing sales. One way to refine your competitive edge is to know your competitors as well as their customers do. What’s their sales pitch? How much do they really charge? Do they negotiate special terms and discounts? What’s their response to customer problems or complaints?

These and other questions can be answered if you become a “customer” of your competition. You can do that through a Customer of the Competition Assessment (CCA) from Market Strategy Group. When you need intelligence about your most formidable competitors – things only a customer can know – our team becomes that customer for you.

The Outcomes

The Customer of the Competition Assessment delivers:

- Hard data on your offer and your online and offline customer experience vs. your competitors’
- Recommendations on how to improve your key vulnerabilities and take advantage of your competitors’ key weaknesses

For example, for a leading online job posting company, we set up a recruiting business that established accounts with both the client and its chief competitor. By evaluating customer practices using pre-determined performance objectives, we identified precisely where threats and opportunities were strongest – and how best to respond.

The Next Step

The Customer of the Competition Assessment is a smart option for companies who need to jump-start growth, enhance their value proposition or respond to a game-changing competitive threat. The process can be completed in as few as four weeks, while offering an outstanding return on investment.

Learn how a CCA from Market Strategy Group can help your organization develop a winning edge. Contact Principal Sims Hulings at 312-356-5731 or Sims.Hulings@mkt-strat.com.



*We help clients set plans,
drive results and pinpoint performance gaps.*