



Competitors check

Some Experience **in Numbers**

100+ Programs per year

40+ Changing in motivational system

20+ Satisfied clients

52 COUNTRIES coverage

20+ Comparison analysis

Our Clients



Competitor check advantages



identifying the strengths and weaknesses of competitors



Comparative characteristics of the main indicators of satisfaction



Get to know how Customers perceive competitor's brand



Identifies training needs and sales opportunities



Monitored and measured and compared service performance



Makes employees aware of what is important in serving customers, using the competitor's background

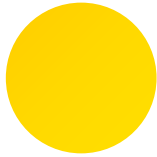


Improves your own customer retention



Allows for competitive analyses

Competitor check benefits



Competitor check benefits

- Monitor the way your competitors do business
- The products or services they provide
- How they market them to customers
- The prices they charge
- To enhance customer loyalty and what back-up service they offer
- Their brand and design values
- Whether they innovate - business methods as well as how they use IT - for example, if they're technology-aware and offer a website and email
- Their media activities - check their website and any outdoor advertising



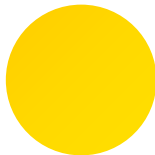
Competitor check benefits

Find out as much as possible about your competitors' customers, such as:

- Who they are
- What products or services different customers buy from them
- What customers see as your competitors' strengths and weaknesses
- Whether there are any long-standing customers
- If they've had an influx of customers recently
- What they're planning to do

Try to go beyond what's happening now by investigating your competitors' business strategy, for example:

- What types of customer they're targeting
- What new products they're developing
- What financial resources they have



Competitor check benefits

Competition

is not just another business that might take money away from you. It can be another product or service that's being developed and which you ought to be selling or looking to license before somebody else takes it up.

And don't just research

what's already out there. You also need to be constantly on the lookout for possible new competition.



Competitors check Values

Competition pricing

If you ever wanted to know your competition's price, we can find that out for you.

Your competitors' strengths

Do knowing what your competition is doing really well that sets them apart is important intelligence. You can pick up pointers and get ideas for your business.

Your unique sales proposition

knowing what your competition does can help you write truly compelling brand messaging that will help your business stand out from your competition.

Your competitors' weaknesses

knowing what your competition is doing poorly can help you do it much better.

Effectiveness of the competition's advertising

One example is a client who had a competitor doing a direct mail campaign with an incredible offer. The Voice Customer Experience, called as a prospective customer and was able to find out that the mailer was not working for the competitor.

Competitors check areas



Product/Service Comparison

Learn what products & services your competitors are offering, & what you can do to improve your own selection.



Quality of Customer Service

Find out how your competitors are treating their customers & learn what you can do to strategically raise your own customer satisfaction.



Store Design & Navigation

Learn your competitor's layout & find out how a customer would navigate through their building compared to yours..



Promotional Items & Sales

Get insight into when your competitors are offering sales & promotions to boost your own revenue driving behaviors.

Why **Scheduling**?



Database Of 450 000+

Variety Of Devices



Agile Approach

Day-to-day Scram Sessions



Real World Testing

Realistic measure of product performance



Fieldwork Speed

Quick Interaction



Online Statistics

Statistics Availability 24/7



Target Audience Selection

Unique opinions



POS Readiness Check

Global payment systems



Cheaper Than QA Engineer

Budget cut



Global Coverage

52+ Countries



Data Quality Check

Proofreading, Artefacts and Data quality check

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of Competitors Check program and analytical report.

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