

Competitive Intelligence

Offering data collection through both onsite and phone evaluations, Alta360 Research competitive intelligence programs are designed to help our clients gauge where they currently rank in key customer loyalty areas vs. top competitors, and gain the competitive advantage needed to increase profits.

Examples of target areas for Competitive Intelligence include gathering competitor pricing data, mystery shopping competitor performance against your organization's internal customer service standards, and evaluating a competitor's operational performance in areas such as cleanliness and condition of facilities, product displays, and public areas.

Program Features

Client-Specific Training & Customized Survey Forms

On-site and Phone Options

Celestial Reporting & Analytics™

- Client branded

- Custom reporting options

- Control what information is accessed by users

Measure Competitors Against Your Own Customer Service and Operational Criteria

Competitor Pricing Information

Focus on specific competitors, or competitors within a particular market or region

Program Benefits

Know where you rank in your industry and why consumers may choose a competitor

Identify and monitor operational changes or pricing trends that may pose a competitive threat

Benchmark against market leaders or regional competitors and learn what is required to get or stay ahead of the competition