


# RESEARCH ON COMPETITOR'S CUSTOMERS

## FIND OUT:



Who are your competitors' customers? What is their profile related to market segmentation (demographics, interests, incomes, etc)?

What are those customers saying about the competitors? Are they satisfied with competitor's products and level of service or not?

Which benefits or features provided by your rivals do customers love the most? Why?

What customer retention strategies use other businesses in the industry? (loyalty programs, gifts, extraordinary customer service, etc.)

## Ways to research the competitor's customers



Track testimonials and case studies on competitor's website



Survey the competitor's customers for fresh and real information



Survey customers that you lost to competitors



Ask your new customer who they used before and why they turned to you



Use customer intelligence software tools that track competitors' customer updates at scale