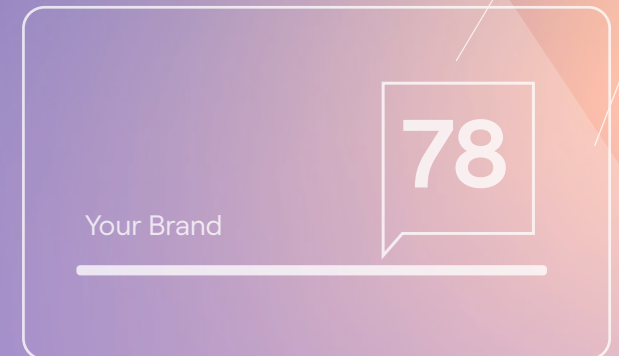GUIDE

Competitive Intelligence:

A Guide to Unlocking Key Insights
to Attract and Keep Customers,
and Outshine the Competition

Reputation

Your Competitor 55

Your Brand 78

Competitive Intelligence:

A Guide to Unlocking Key Insights to Attract and Keep Customers, and Outshine the Competition

The Insights You Need to Attract and Keep Customers

In today's digital age, elevating your online reputation and understanding your competitors across all of your locations is essential. Without a deep understanding of your competitors both at the brand and location level, you lose your ability to attract new customers and keep your existing ones.

Tracking and analyzing your competitors across various platforms is increasingly challenging as more businesses move online. It requires a comprehensive approach, utilizing data from various sources to gain real-time intelligence on your competition.

Fortunately, by taking an insights-driven approach, you can get the intelligence you need to stay ahead of the curve and protect your brand.

In this guide, we'll explore three essential tips to help you stand out from the competition.
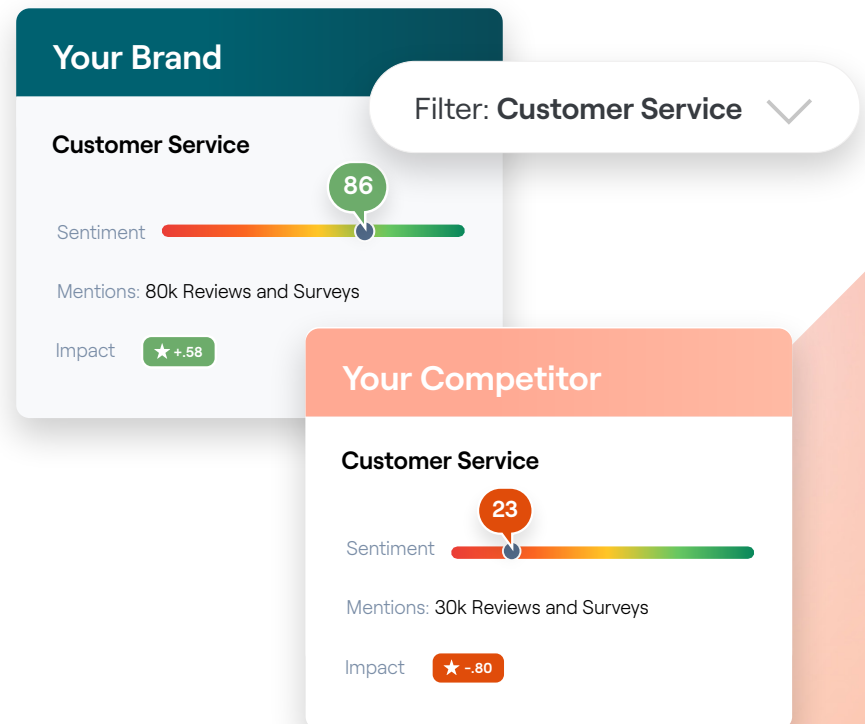
Tip 1

Bring Competitive Insights to Life

Organizations struggle not only with the sheet volume of competitive data, but also with the ability to synthesize it effectively. As the number of platforms for both solicited and unsolicited customer feedback continues to expand, aggregating this data becomes crucial for gaining a comprehensive understanding.

Whether it's client interactions, online reviews, survey feedback, or social media chatter, these resources offer valuable insights. **Accessing both public and private data in one consolidated place can unveil significant blind spots, providing clarity and new opportunities for your business to thrive.**

- **By properly capturing and interpreting this data,** you can gain valuable insights into customer opinions that will help inform your competitive strategy.

- **Data can also be used to keep an eye on competitor activity.** From their product launches and campaigns to their digital footprint, you can use data-driven insights to stay ahead of the competition.
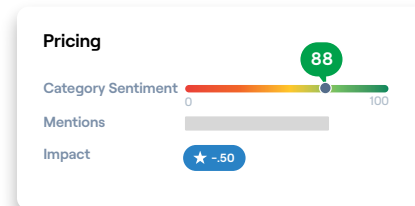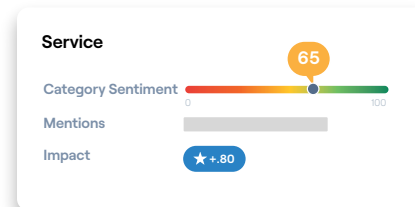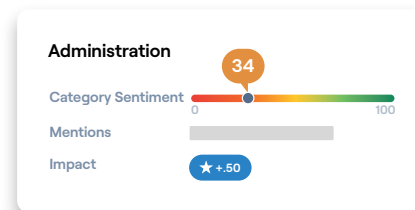
Your Brand

Filter: **Customer Service**

Customer Service

Sentiment — 86

Mentions: 80k Reviews and Surveys

Impact ★ +.58

Your Competitor

Customer Service

Sentiment — 23

Mentions: 30k Reviews and Surveys

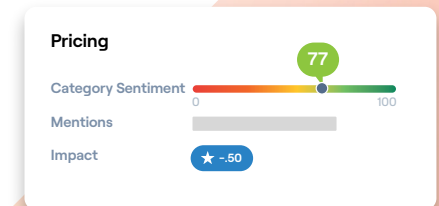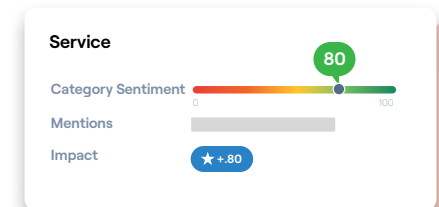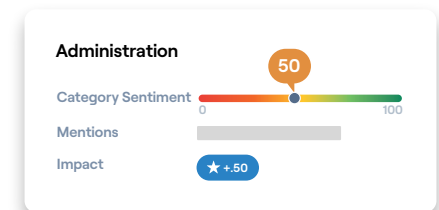Impact ★ -.80

Tip 2

Uncover Emerging Themes

Once you've collected and synthesized your competitors' data you can begin to categorize your findings into themes, making it easier for you to continuously stay ahead of the competition. It's important to look at each piece of data with an analytical eye so that you can see the bigger picture.

- **By comparing your competitors side by side across each of your locations,** you can identify areas for positive improvement, take out campaigns, and customer sentiment changes.

- **Use the data to brainstorm ideas,** develop new products and services, and adjust your overall strategy.

- **This will give you a competitive edge** that can help you differentiate yourself from your competition in the market.

Your Competitor

Administration

Category Sentiment	34	
	0	100

Mentions

Impact ★ +.50

Service

Category Sentiment	65	
	0	100

Mentions

Impact ★ +.80

Pricing

Category Sentiment	88	
	0	100

Mentions

Impact ★ -.50

Your Brand

Administration

Category Sentiment	50	
	0	100

Mentions

Impact ★ +.50

Service

Category Sentiment	80	
	0	100

Mentions

Impact ★ +.80

Pricing

Category Sentiment	77	
	0	100

Mentions

Impact ★ -.50

Tip 3

Democratize your Data

Being a researcher requires a unique skill set, but sound research is crucial for understanding customer sentiment. It can determine whether you deliver what clients want or propose something they have no interest in.

- **While not everyone is a researcher, anyone can conduct research with the right tools.**

- **Data platforms simplify extracting valuable data** from multiple sources and leveraging AI for interpretation.

- **Equipping your team with research capabilities helps meet customer expectations.** This leads to a more informed and confident workforce, benefiting your organization.

The Essentials to Standing Out from the Competition:

1. Harness the power of data and bring your competitive insights to life

2. Track competitors to uncover emerging trends

3. Democratize your data and empower internal stakeholders to take action

4. With the right platform you can track competitive insights in real time and drill down into each location. This is where Reputation Competitive Intelligence comes in.

Reputation Competitive Intelligence Gives you the Insights you Need to Stand Out From the Competition

With Reputation Competitive Intelligence you can:

1. Automatically track your competitors across your brand and location

2. Stay ahead of market trends with a detailed analysis of customer sentiment and reputation score across brand, location, and customer journey

3. Give cross-functional teams insight into what's working and what isn't with shareable reports designed to be shared in the flow of work

GET A DEMO: **When it comes to your reputation, don't wait to take action. Contact Reputation** today and schedule a demo of Reputation Competitive Intelligence.

About Reputation

Reputation is the only platform that manages consumer feedback from acquisition to loyalty. Functioning as a business' eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on and improve the customer experience. Backed by Marlin Equity Partners, Bessemer Ventures, and Kleiner Perkins, Reputation turns consumer feedback into fuel to grow businesses around the world. Visit **reputation.com** to learn more.