

Winning the competition

A Case Study on competitor benchmarking

Retailers understand the importance of quality customer service as one of the competitive edges. In addition to assessing the service level of own stores, they often conduct competitor benchmarking as a way to learn the best practice and the market intelligence.



The Objective

A smartphone brand established a foothold in Hong Kong for years. With a fairly steady customer base, they have been measuring customer satisfaction level for continuous improvement. Moreover, they realized the need to learn from its keen competitors, particularly in a market where new smartphones and accessories were released less than a

year, sometimes every 6 months. The objective was direct and clear: the brand wanted to understand competitors' selling approach and the most updated offers at POS.

The Methodology

They launched a seasonal mystery shopping program to assess selected competitors.

Mystery shoppers were also given a specific scenario to evaluate what kinds of package and promotions were provided.

The Result

The result was alarming to the brand. Competitors were found much more aggressive in seasonal offering and proactive in customer engagement.

TO LEARN HOW RML CAN HELP YOU IMPLEMENT A SUCCESSFUL MYSTERY SHOPPING PROGRAM, PLEASE [CONTACT US](#) FOR MORE INFORMATION.