

Measuring Performance vs. Competition Across Countries

The Client

In 2016 one of our clients launched a Global Competitive benchmarking program to gain better understanding of the competitive context in customer experience. The program serves as a unified tool for measuring performance vs. competition across all countries. All deliverables should follow a template, approved by the global corporate team and country stakeholders.

The GemSeek Approach

GemSeek's team utilized its expertise in managing multi-country tracking projects and prepared reporting template covering global metrics in its core part and addressing country-specific requirements as a separate chapter. Our innovative methodology combined a national representative sample with boosts and generated key insights for our client and the competitors across product lines, countries and brands, whilst keeping representatives in total aggregations. This approach also generated great cost savings by driving down the total number of necessary interviews to gather the required inputs.

The Deliverables

The process resulted in easy-to-understand and intuitive report, in line with business objectives and at the same time accounting for country-specific differences.

