

From *101 Ways to Really Satisfy Your Customers: How to Keep Your Customers and Attract New Ones* (Allen & Unwin, distributed by IPG)
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— Editor
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www.CustomerServiceGroup.com

Competitor Analysis Form

Areas to compare	Competitor One	Competitor Two	Your business
Was it easy to find the telephone number?	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Telephone manner of staff?	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Overall level of telephone service?	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Overall appearance of business?	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Is it easy to find?	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Is it easy to park?	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Is the business inviting?	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
First impressions?	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Is the business well laid out?	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Are the staff well presented?	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Is it easy to find what you are looking for?	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Is it clean and tidy?	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1