



CompeteIQ Case Study

For questions please contact Ed Allison at ed@competeiq.io

Driving Competitive Value & Results

A Case Study

Customer Success Profile

CompetelQ was approached in 2015 by a company* in a highly competitive, high-growth industry that had no Competitive Intelligence practice. They wanted to improve their Win/Loss performance against the competition, but didn't know where to start.

Results:
Competitive Revenue Impact
\$3.2M/year

*Company name and reference interview available with NDA

- Industry: Human Resources Software
- Employees: 500 - 600
- Annual Sales: \$100M
- Number of Competitive Industries: 4
- Competitors: 25
- Initial CI Best Practices Level: 0 / 5
- CI Best Practices Level at 18 months: 3.5
- Published Battle Cards: 35
- Field Submitted Intel: 60+ submissions
- Total investment: 1 FTE
- System: Compelligence SaaS
- Internal Satisfaction (NPS): 74 / 100
- Custom Research Projects: 207



Compete**IQ**