

Kudzu Tip of the Week

Use competitive intelligence to your advantage, and check out your competitors' customer reviews on Kudzu. Reviews about other companies can reveal a great deal about customers' experiences and provide you with clues on how to improve your own company.



Competitive Intelligence: The Series - Part 1

When competitor reviews give you something you can use

Take a minute to read through some of your competitors' customer reviews. If people are looking for more efficiency and responsiveness from their service companies, be sure to take note of these areas within your own business and review what you can do better as well. What about customers who rave when a company accommodated them quickly or after-hours, or when another business treated them with a special touch? Do these comments spark any ideas or service commitments you are prepared to make?

Pay attention to reviews that tell about technicians who always show up on time and customer service reps that check in after a job is completed to see how things went. Listen to what consumers are saying and noticing, and make sure your staff members always show up on time and follow-up calls are part of your regular routine. Perhaps even consider including an "on-time" guarantee in your marketing message.

Be sure to check out the companies that respond to all their Kudzu reviews, not just those reviews that may be less than stellar. What can you learn from these companies that handle customer communications effectively? What do they do that you can do too?

Finally, look beyond your competitors as well. Customer service is customer service. Sometimes finding a fresh, innovative idea from another industry is a sure way to stand out in your own. Spend a little time and see what you discover - it might just change your business.

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Consumer Review Spotlight

See what user *cutiepie33* has to say about [Pro Carpet](#):

I found Pro Carpet online when doing a search for carpet cleaning companies. I called them to book an appointment and was shocked when they told me I could have a same day appointment. The office staff was very professional, friendly, and totally helpful. Carlos came out on time and did an OUTSTANDING job on my carpets. They look AMAZING. Also, what I thought was so great about this company is a few days later I got a call from Lauren making sure that I was completely satisfied with my service. She was such a sweet young lady. I had an all around wonderful experience with Pro Carpet. They just made a customer for life.



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