

Shore Group Associates Case Study: Competitive Intelligence Reporting



Solutions Used

- Developed competitive intelligence reporting
- Partner real-time view
- Multiple sites
- Quickly evolving changes
- Created solutions
- Reported
- Business evolution

SUMMARY

An ecommerce travel company sought to collect competitive intelligence for monthly benchmarking and quarterly strategic planning meetings. The company did not have in-house personnel or technology available. It had only high-level business requirements in their heads (i.e. no documented process). Shore evaluated the requirements, developed a solution and implemented the process.

PROBLEM

The global consumer website was losing its online market share and couldn't manage the multiple competitors' changes to their online marketplace (in regions globally).

- Constantly evolving digital market place
- Very competitive environment
- Limited understanding of competitors' sales logic
- Unsure of most desirable market expansion opportunities

IMPLEMENTATION

- Project oversight assigned to Shore senior project manager
- Trained shared services team on 85 reports with templates and delivery mechanisms
- Integrated reporting into a Microsoft Cloud
- Established daily/weekly/monthly reporting and communication processes

RESULTS

While competitors' website parameters, layouts and content are always changing, Shore was able to navigate and create robust reporting and analytics on ten competitors. Shore reported competitive updates before the company was even aware they existed. This seamless reporting allowed the company's data teams to react effectively.

**For more information
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