



Competitive Landscape

Innovate and differentiate based on the current experience landscape

Leaders lead! We'll help you do that by uncovering your best opportunities to innovate and differentiate. Our competitive landscape analysis will show how your experience compares to others in your market.

THIS SERVICE HELPS TO...

Uncover unique strengths that your customers care most about

Understand how your current customer experience measures up against others

Learn how to increase customer engagement



WHAT YOU GET

With our evidence-based, customer-focused approach to competitive landscape analysis, you'll get:

- ✓ Quantitative information about the current competitive landscape
- ✓ Insights into the experience that your competitors – and your own organization – offer to customers
- ✓ A detailed competitive landscape analysis and recommendations with visual summaries that are easy to communicate to all stakeholders & decision-makers



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HOW WE DO IT

1

We consult with your stakeholders to understand the vision and business goals for the competitive landscape analysis.

2

We plan the best research approach and conduct the analysis.

3

Complementary activities such as customer experience mapping, journey mapping, and customer research are conducted where valuable.

4

We analyze the data from the customer's viewpoint, rank your performance against competitors, and show you where there is opportunity to innovate.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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