2010 CI Customers Survey

1. **What functions in a company do you most often serve with competitive intelligence information?**

   ☐ Sales

   ☐ Business Development

   ☐ Research & Development

   ☐ Product Development

   ☐ Product Marketing

   ☐ Strategic Marketing

   ☐ Other Marketing

   ☐ Business Management

   ☐ Other

2. **How would you describe <u>your confidence</u> in providing regularly actionable and valuable competitive intelligence to your customers?**

   ☐ Complete Confidence: I know that I will always provide valuable competitive intelligence

   ☐ High Confidence: Most of the time I provide valuable competitive intelligence

   ☐ Medium Confidence: Usually I do though there are instances when I have cannot

   ☐ Low Confidence: I find it difficult to deliver competitive intelligence that is actionable and valuable

   ☐ No Confidence: I have not figured out how to deliver valuable competitive intelligence

3. **How would you describe <u>your customer's confidence</u> that you deliver valuable and actionable competitive intelligence information?**

   ☐ Complete Confidence: My customers have a great awareness and appreciation of the competitive intelligence value that I deliver

   ☐ High Confidence: Most of the time they understand well and use what I deliver

☐ Medium Confidence: Usually they understand but there are instances when they have not

☐ Low Confidence: Often they miss the meaning or potential uses of the competitive intelligence that I deliver

☐ No Confidence: They do not understand the value of competitive intelligence from me

4. **How do your customers commonly recognize the value of competitive intelligence?**

☐ They make a specific decision better

☐ They "win" in a specific competitive situation

☐ They understand the competitive environment better

☐ They see improved business results (e.g., increased revenue, greater market share)

☐ They improve their standing within the company

☐ They avoid strategic mistakes

☐ They confirm their intuition

☐ They do not value competitive intelligence

5. **How do your customers usually indicate that they are satisfied (or not) with your competitive intelligence deliverables?**

☐ They tell me directly in a formal assessment of the competitive intelligence project

☐ They give me informal feedback during the execution of the competitive intelligence project

☐ They evaluate each deliverable versus established criteria

☐ They give an overall "thumbs-up" or "thumbs-down" assessment to the project

☐ They indicate approval or disapproval by subsequent funding decisions

☐ They do not give me feedback