

**How are we doing in relation to our competitors with onboarding and customer education?**



## COMPETITIVE ANALYSIS

# What were the facets of comparison for this analysis?

### Facets of Comparison

	1	2	3	4	5	6	7	8	9	10	11	
<u>Aa</u> Company	<input checked="" type="checkbox"/> Asks for intent	<input checked="" type="checkbox"/> Flow change based on intent	<input checked="" type="checkbox"/> Has Educational Video Tutorials for Basic Concepts	<input checked="" type="checkbox"/> Has in-product guided tutorials	<input checked="" type="checkbox"/> Has Educational Video Tutorials for Int./Adv. Concepts	<input checked="" type="checkbox"/> Has Educational Video Tutorials for Features	<input checked="" type="checkbox"/> Has Page/task-specific Contextual Educational Help	<input checked="" type="checkbox"/> Has a single location for educational video/articles etc.	<input checked="" type="checkbox"/> Has help articles	<input checked="" type="checkbox"/> Has webinars	<input checked="" type="checkbox"/> Has GIF tutorials in articles	<input checked="" type="checkbox"/> Competitor/Non-Competitor

**Customer Intent-rendering Facets**

## COMPETITIVE ANALYSIS

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**Customer Intent-rendering Facets**

**Customer Education Facets**

# FALLING SHORT: COMPETITIVE ANALYSIS

Customer Intent-rendering Facets

Customer Education Facets

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<a href="#">MyHeritage.com</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Competitor
<a href="#">FindMyPast.com</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Competitor
<a href="#">FamilySearch.com</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Competitor



# FALLING SHORT: COMPETITIVE ANALYSIS

Customer Intent-rendering Facets

Customer Education Facets

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<a href="#">FindMyPast.com</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Competitor
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MyHeritage.com <sup>®</sup>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Competitor
FindMyPast.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Competitor
FamilySearch.com	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Competitor

● Where we're making an effort (Where we can continue to improve)

# FALLING SHORT: COMPETITIVE ANALYSIS

Customer Intent-rendering Facets

Customer Education Facets

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● **Where we're making an effort** (Where we can continue to improve)

● **Where nobody is making an effort** (Where we could differentiate ourselves)

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Customer Intent-rendering Facets

Customer Education Facets

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- **Where we're making an effort** (Where we can continue to improve)
- **Where nobody is making an effort** (Where we could differentiate ourselves)
- **Where our competitors are making an effort** (Where we're behind, but have the opportunity to leapfrog)

# FALLING SHORT: COMPETITIVE ANALYSIS

Customer Intent-rendering Facets

Customer Education Facets

We only have 1 video and 1 guided flow

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