



6 BENEFITS **LOST SALES INSIGHTS™** CAN BRING TO YOUR BUSINESS

BETTER UNDERSTAND WHY BUSINESS WAS LOST TO A COMPETITOR AND GAIN MORE CUSTOMERS THROUGH COMPETITIVE INTELLIGENCE AND ANALYTICS



PERFORMANCE

Gain insight into lost business and performance when a customer chooses a competitor.



INSIGHTS

Understand consumer activity post credit application if the business was not acquired.



COMPETITIVE ANALYSIS

Get consumer performance data on the competitor's product over time.



DATA ANALYSIS

Integrate turnkey lost sales analysis monitoring leveraging customer data attributes.



MARKET POSITION

See if your business is competitive in the market and improve close rates with more compelling offers.



COMPARE AND COMPETE

Learn where your business is losing market share and develop better product and risk policies.



Contact your Equifax Account Representative to learn more about how we can help grow your business.



1.855.233.9226



solutions.ca@equifax.com



consumer.equifax.ca/business

Connect with us



Source: Equifax Canada

This infographic is for informational purposes only and is not legal advice and should not be used, or interpreted, as legal advice.

The information is provided as is without any representation, warranty or guarantee of any kind, whether express or implied. Equifax Canada will not under any circumstances be liable to you or to any other person for any loss or damage arising from, connected with, or relating to the use of this information by you or any other person. Users of this information should consult with their own lawyer for legal advice.