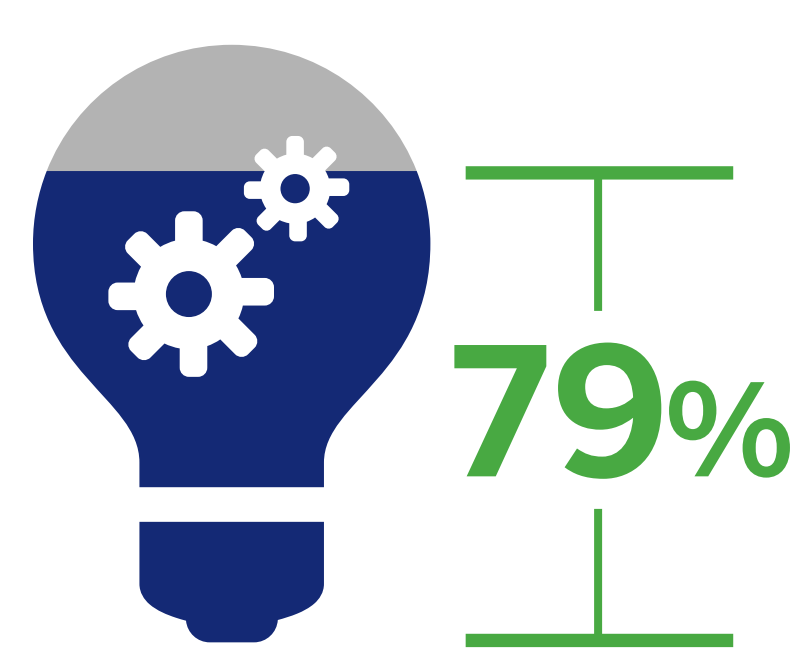


SMALL BUSINESS OWNERS PRIORITIZE CUSTOMER SERVICE TO BEAT THE COMPETITION

SMALL BUSINESSES RELY ON COMPETITION TO UP THE ANTE



of business owners say competition keeps them on top of their game



consider it an opportunity to be innovative

THEY KEEP THEIR EYE ON THE BIG GUYS

35%

say competition with large businesses is the most significant barrier to gaining a competitive edge

AND IMPLEMENT MEASURABLE TACTICS



of all SBOs monitor competition on a monthly basis



report using customer feedback to monitor competition

IN THE END, CUSTOMER SERVICE ALLOWS THEM TO OUTSHINE THEIR COMPETITION



of business owners say providing outstanding customer service is their number one priority

97%



of SBOs state that excellent customer service is the best way to get ahead

SO WHAT ARE YOU DOING TO STAY AHEAD?

FOR MORE INFORMATION ON STAYING AHEAD OF THE COMPETITION

[DOWNLOAD THE EXECUTIVE SUMMARY](#)

About the American Express Small Business Monitor

For the past five years, American Express Canada has conducted exclusive research focused on small business owners (SBOs). In May 2014, the study examined the topics of competition and customer service and how it impacts their business.

Not yet an American Express merchant? [Click here](#) to find out more.

