

Competitor intelligence

Staying ahead of the game

To attract and retain the best talent, you need to understand what you're up against. That means finding answers to questions such as:



How does your organisation stack up against others in your industry?



What are the strategic priorities and initiatives of your competitors?



Where is the best talent and capability located?

Our data-driven approach uses a number of discreet research and intelligence methods to understand functional and organisational structures, key talent, talent inventories and the strategic priorities of a competitor or industry.

This comprehensive competitor intelligence delivers powerful insights you can use to improve organisational performance, and mitigate the risk involved with operational and strategic decisions.

Key benefits

- Gain market and talent insights to facilitate informed decision making and mitigate risk
- Perform merger and acquisition due diligence
- Grow your talent intelligence for new market entry
- Gain a comprehensive overview of your talent pools
- Analyse the makeup and diversity of your workforce



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Delivering results

A lead player in the financial services industry approached Mercer | Evolve as they had plans to expand their operations globally. They were seeking to understand how two organisations – one Australian competitor and a European company who had recently expanded operations in US and Asia – structure their Risk and Finance divisions.

We connected with senior talent in these organisations to understand the nuances of establishing their Risk and Finance operations locally and globally.

We then provided these insights to the business, enabling the board and senior leadership to make informed decisions regarding their global growth strategy and setting up operations in new markets.

“The wisdom of any decision is proportional to the range and depth of context that informs it.”

– Max Boisot



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