

CUSTOMER OPPORTUNITY COST CALCULATOR

How do target customers answer these questions?

X = Customer's current choice of solution

Y = Entrepreneur's proposed replacement

Question	Nature of Probe	Notes
What benefit are you seeking when you use X?	Find out usage (what they do) but go beyond to benefit (why?)	Your ultimate goal is to deliver a superior benefit.
How satisfied are you with X's delivery of the benefit?	Provide a satisfaction scale.	You are looking for dissatisfaction – that you can address.
Now that you know about Y, do you expect it would be better at delivering the benefit?	Yes-No question. Discard "Don't Know's" and No's.	Screening for those who anticipate possible superior benefit.
How much better?	Scale of 2X – 10X better.	Typically, users switch only for 2X or more perceived improvement. (1.5X may suffice for an improvement on a current offering)
How much would you be willing to pay for Y?	More, less or the same as X?	This is perceived willingness to pay.
Here's the order form with a price. Are you willing to pay right now?	Trying to make the willingness to pay more real via a current purchase commitment.	Sometimes, there is a gap between expressed willingness to pay and genuine commitment.
Is there anything you would want to improve about Y?	Seeking any functional barriers to switching.	Aiming to identify any negative perceptions.
If that improvement were made, how much would you pay?	Ascertain if functional improvements would lower opportunity costs.	Elicits remaining perceived dissatisfactions with new offering.
Are there any other barriers to switching from X that you can tell me about?	Are there any unspoken or tacit opportunity costs not yet revealed?	Opportunity costs include all barriers to switching, including inertia.