

2024 Research Summary

What keeps customers happy?

What keeps clients coming back?

What's driving them away?

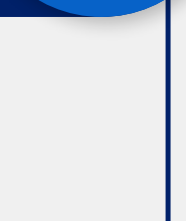
Research is key to understanding your customers and their relationships with your products and brand.

To help you better understand the client mindset, Ideba presents the key learnings from extensive customer satisfaction (CSAT), win-loss, and voice-of-the-customer (VOC) research conducted in 2024.

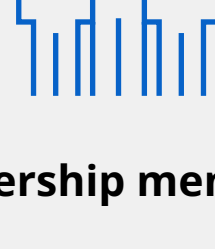
What's driving customer satisfaction?



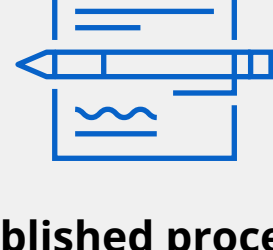
Drivers of high customer satisfaction



Responsiveness



Partnership mentality

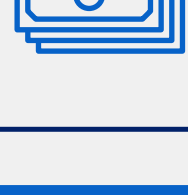


Established processes

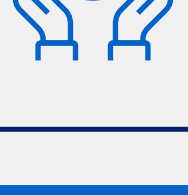


Product capabilities

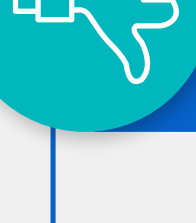
Additional trends impacting satisfaction



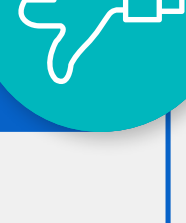
Value for investment



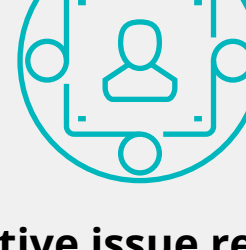
Favorable pricing



What's driving customer dissatisfaction?



Usability challenges



Ineffective issue resolution

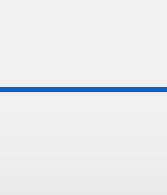


Gaps in communication

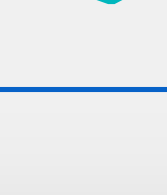


Inconsistencies

Additional trends impacting dissatisfaction



Operational and logistical challenges



Cost, contract, and billing concerns

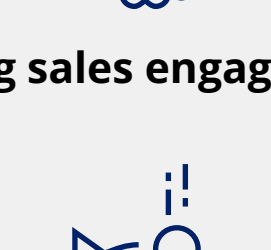
Win-Loss research findings 2024



Reasons for winning deals



Integration capabilities



Strong sales engagement

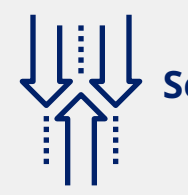


Reputation and trust



Competitive, flexible pricing

Additional reasons for winning deals



Seamless transitions



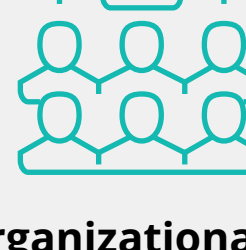
Ease of implementation and use



Reasons for losing net-new deals



Cost concerns



Organizational fit



Ineffective sales processes



Change management

Additional reasons for losing net-new deals



Implementation barriers



Internal priorities

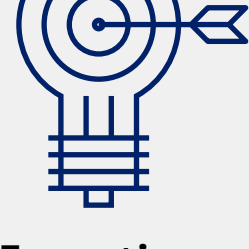


Competing initiatives

VOC research findings 2024



Drivers of high customer satisfaction



Expertise



Collaboration

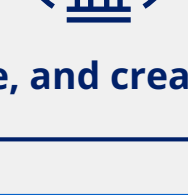


Communication

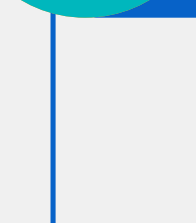


Value and efficiency

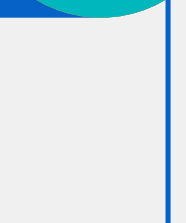
Additional trends impacting satisfaction



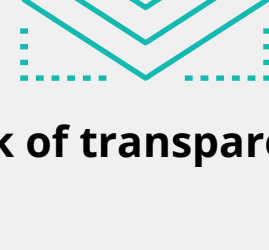
Customized, flexible, and creative product solution



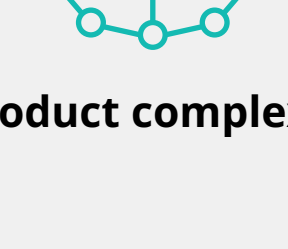
Drivers of high customer dissatisfaction



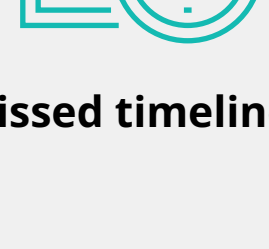
Insufficiently proactive



Lack of transparency

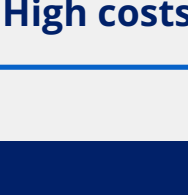


Product complexity



Missed timelines

Additional trends impacting dissatisfaction



High costs

Interested in learning more?

Email davids@idebamarketing.com

www.idebamarketing.com