

# 2024 Research Summary

What keeps customers happy?

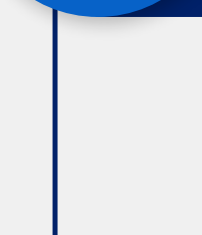
What keeps clients coming back?

What's driving them away?

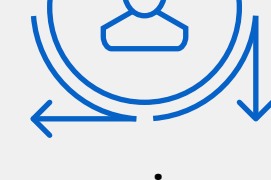
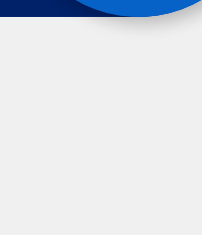
**Research is key to understanding your customers** and their relationships with your products and brand.

*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



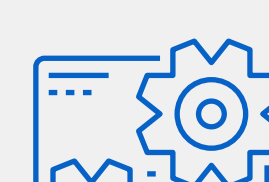
Responsiveness



Partnership mentality



Established processes



Product capabilities

#### Additional trends impacting satisfaction



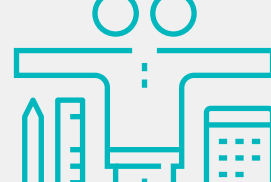
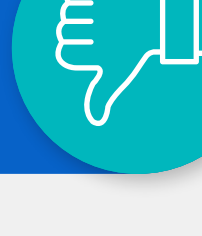
Value for investment



Favorable pricing



### What's driving customer dissatisfaction?



Usability challenges



Ineffective issue resolution

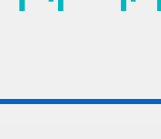


Gaps in communication



Inconsistencies

#### Additional trends impacting dissatisfaction



Operational and logistical challenges



Cost, contract, and billing concerns

## Win-Loss research findings 2024



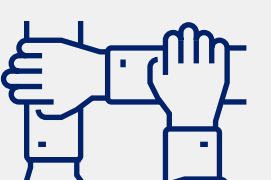
### Reasons for winning deals



Integration capabilities



Strong sales engagement



Reputation and trust



Competitive, flexible pricing

#### Additional reasons for winning deals



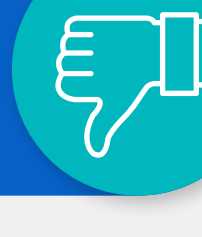
Seamless transitions



Ease of implementation and use



### Reasons for losing net-new deals



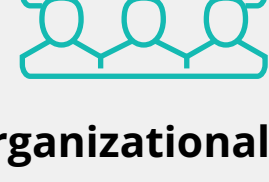
Cost concerns



Organizational fit

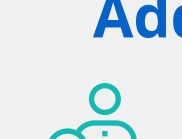


Ineffective sales processes



Change management

#### Additional reasons for losing net-new deals



Implementation barriers



Internal priorities



Competing initiatives

## VOC research findings 2024



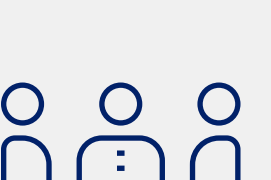
### Drivers of high customer satisfaction



Expertise



Collaboration



Communication

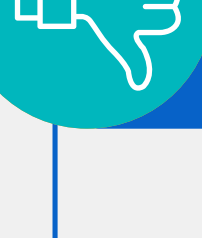


Value and efficiency

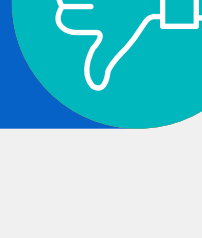
#### Additional trends impacting satisfaction



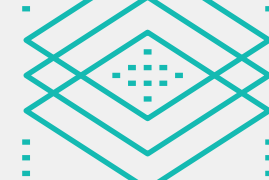
Customized, flexible, and creative product solution



### 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](mailto:davids@idebamarketing.com)

[www.idebamarketing.com](http://www.idebamarketing.com)