

2025 Research Summary

What drives client retention?
What drives customers away?

Each year, Ideba performs extensive customer satisfaction (CSAT), win-loss, and voice-of-the-customer (VOC) research for organizations like yours. All are key to understanding customer needs, perceptions, and relationships—the foundations of customer retention and growth.

Here's what we learned in 2025.



Top reasons for winning deals



Knowledgeable teams

Experienced, consultative sales teams build trust



User-friendly platforms/robust technology

Intuitive, flexible platforms drive adoption



Strong service and support

Accessible, responsive teams foster strong relationships



33 research studies

Across 33 research studies partnership-driven engagement was a top driver of customer satisfaction and competitive wins



1,000 stakeholder interviews

Nearly 1,000 stakeholder interviews paint knowledgeable, relationship-oriented teams as defining factors in CSAT and win/loss outcomes



Top reasons for losing net-new deals



Functionality gaps

Feature/platform limitations reduce competitiveness



Unclear value and positioning

Inconsistent messaging creates confusion during evaluation



Pricing and cost challenges

Perceived high costs and rigid, opaque pricing reduce value



34% of projects

explicitly cited partnership/relationship-driven engagement as a key driver of satisfaction, retention, or wins



Top drivers of customer satisfaction



Strong partnership mentality

Collaborative relationships strengthen trust



Responsive and reliable service/support reps

Timeliness, accessibility, and follow-through enhance experiences



Effective issue resolution

Proactivity and structured account management improve efficiency



Roughly **30%** of studies

pointed to communication or coordination challenges—a major opportunity for vendors to strengthen:

- delivery consistency
- proactive alignment



Top drivers of customer dissatisfaction



Communication gaps/lack of transparency

Lack of proactive updates and unclear expectations cause friction with customers



Inconsistent responsiveness and timeliness

Uneven experiences flow from spotty execution and poor coordination



Product limitations

Functional gaps, poor usability, and slow innovation impact satisfaction



40% of studies referenced AI

in reference to product readiness, competitive positioning, or readiness, signaling a shift from early experimentation



AI readiness and innovation can help drive satisfaction when solutions are practical, secure, and offer clear value



AI Security concerns, perceived value uncertainty, and slow adoption timelines can help drive satisfaction when solutions are practical, secure, and offer clear value

Learn how research can make you more relevant and valuable to customers

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