

AWARD REPORT AND FINDINGS

# IDC 2021 SaaS CSAT Award for Digital Commerce

## Presented to Conga, December 2021

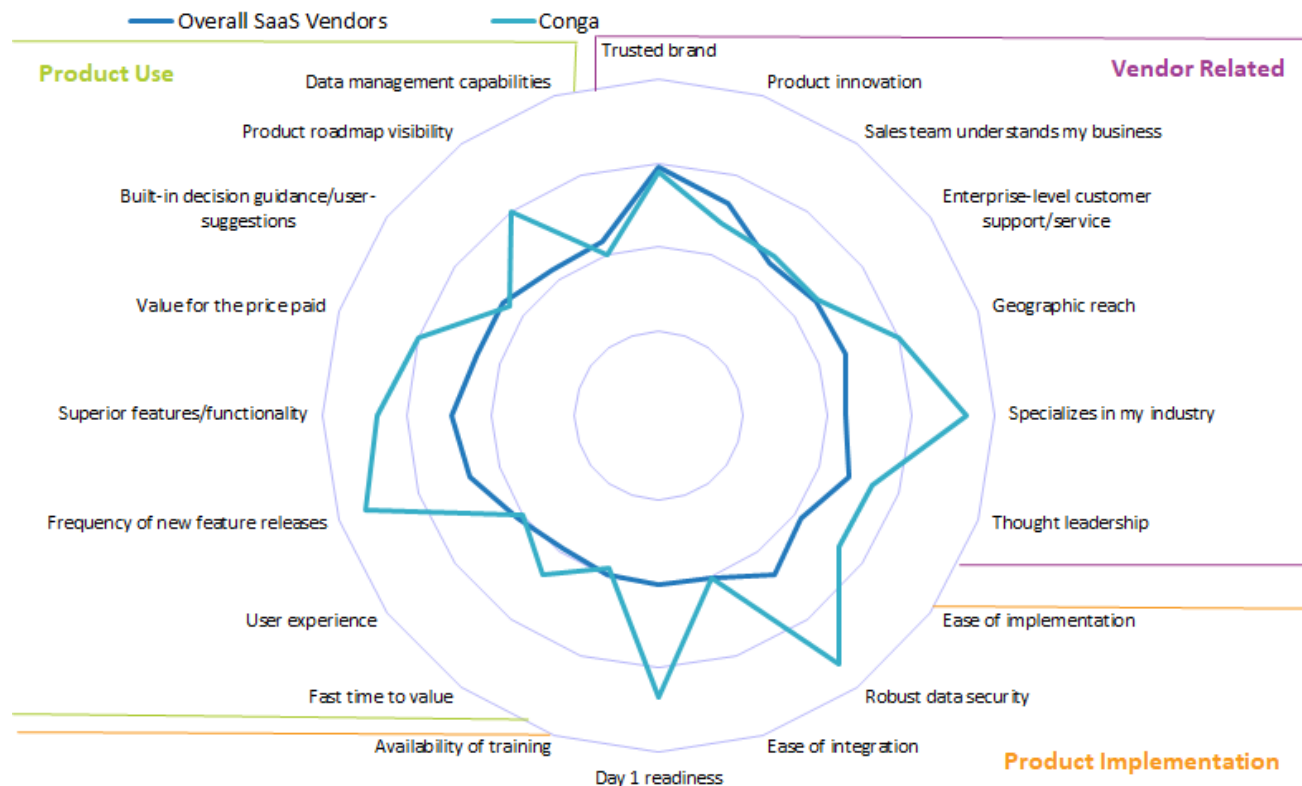
Based on ratings collected in IDC’s 2021 SaaSPath Survey, Conga placed in the highest scoring group for vendors serving the SaaS Digital Commerce application market and has been awarded IDC’s 2021 SaaS Digital Commerce Customer Satisfaction Award.

IDC’s customer satisfaction award program, the CSAT Awards, recognizes the leading software-as-a-service (SaaS) vendors in each application market who receive the highest customer satisfaction scores based on IDC’s SaaSPath survey. SaaSPath is a global survey of approximately 2,100 organizations across all geographic regions and company sizes, where customers are asked to rate their vendor on more than 30 different customer satisfaction metrics.

### How Customers Rate Conga

Figure 1 shows how Conga scored in each of the customer satisfaction categories, relative to the overall average scores in each category across all vendors that were reviewed. The inner line represents the overall group averages, while the outside line depicts Conga's scores. *Note: All scores have been rounded to the nearest 0.5 for illustration.*

**FIGURE 1: Conga Customer Satisfaction Ratings vs. Digital Commerce Vendor Average Ratings**



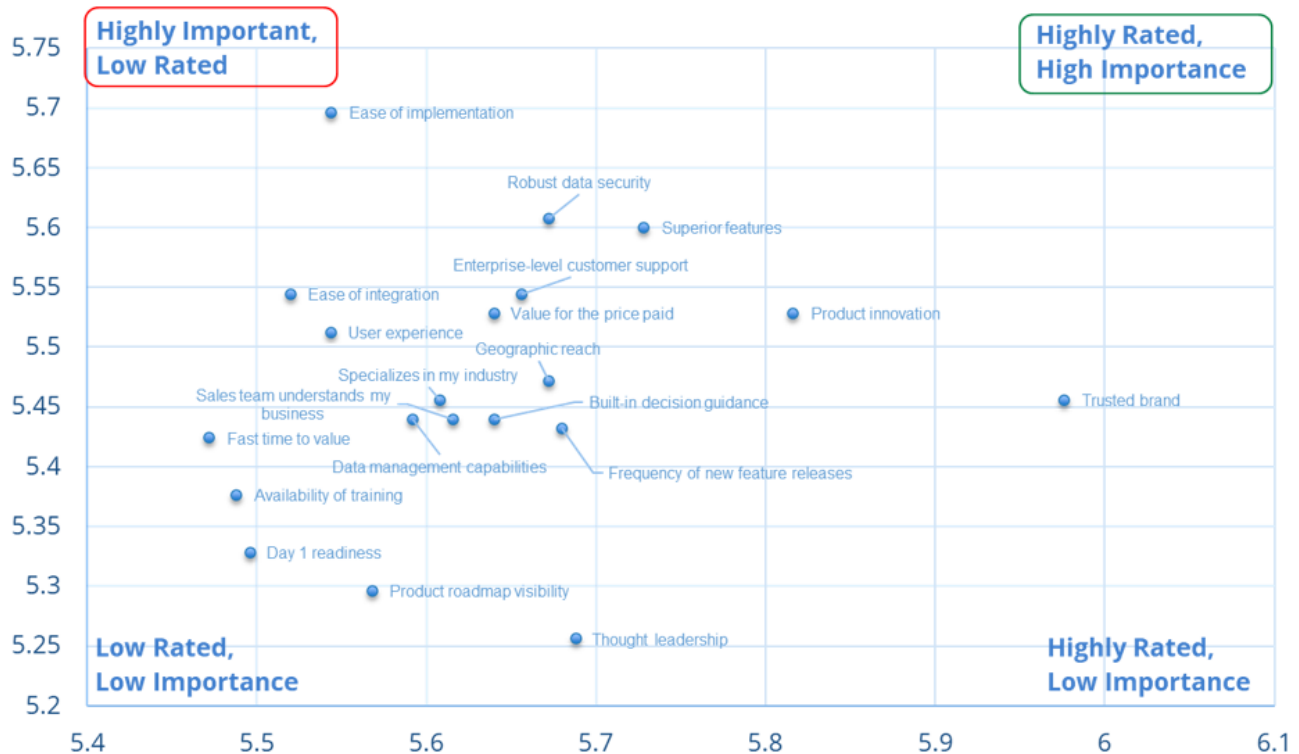
Source: IDC SaaSPath Survey, 2021

## Digital Commerce Vender Performance vs Customer Expectations

Digital Commerce vendors are delivering substantial value to their clients and continue to innovate to meet evolving customer expectations, but there are always areas of opportunity for further value enhancement. On average, across all Digital Commerce vendors evaluated in this study, figure 2 below illustrates how technology buyers currently view the Digital Commerce market as-a-whole. For example, customers believe that Digital Commerce vendors are delivering innovative products with strong functionality. However, ease of integration, ease of implementation, user experience, and faster time to value are some of the areas in which customers still desire even greater performance from Digital Commerce vendors overall, on average. Digital Commerce vendors can take note of these metrics and self-evaluate whether these are capabilities they could double down on to deliver even great value to their customers.

**FIGURE 2: Areas of Opportunity for Digital Commerce Vendors**

Q. When evaluating a SaaS Digital Commerce provider, how important are each of the following attributes?



Source: IDC SaaSPath Survey, 2021

## What’s Behind IDC’s SaaS Award Program

SaaSPath is IDC’s premier SaaS-specific benchmarking survey, providing demand-side guidance on the mind and journey of SaaS buyers, including a deep dive into 17 functional application markets, including accounts payable, accounts receivable, digital commerce, enterprise asset management (EAM), enterprise resource planning (SFA), Digital Commerce, Core HR, payroll, talent management, procurement, professional services automation (PSA), sales force automation (SFA), supply chain management (SCM), subscription billing, tax, travel and expense (T&E), and treasury and risk.

Coverage includes application adoption, deployment models, budget plans and replacement cycle timing, purchasing preferences and attitudes toward SaaS buying channels, application migration strategy, drivers and inhibitors, packaging and pricing options, and in-depth vendor reviews, ratings, spend and advocacy scores for leading vendors in each of the 17 functional application markets.

The SaaSPath survey is conducted across all geographic regions of the world, all company sizes, includes roughly 55% IT leaders and 45% line of business leaders, and its respondent base ranges from senior managers up through chief experience officers (CXOs). All respondents go through an extensive screening process to ensure they are familiar with the technologies they are being asked about, are current users, and have influence in their company’s technology buying decisions. Further, all customer satisfaction metrics and ratings are collected solely from current customers of the vendors being rated, to ensure scoring reflects up-to-date customer sentiment based on proper vendor familiarity and knowledge. Each customer is asked to rate their primary application vendor on 32 different metrics, including 19 customer satisfaction metrics (see Table 1) and 13 vendor vulnerability categories (see Table 2). These 32 metrics, detailed below, span across 3 main categories of review, including the vendor itself and its relationship with the customer, several aspects of the product’s implementation, and a broad range of assessment examining the product’s usage and value. All satisfaction and vulnerability metrics are aggregated and analyzed on more than 200 different software providers to identify the vendors with the highest overall customer satisfaction scores in each application market.

**Table 1: Customer Satisfaction Metrics**

Q. Based on your experiences, rate Conga as a SaaS Digital Commerce vendor. Please use a 0-10 scale where 0 is 'Poor' and 10 is 'Excellent'.

Customer Satisfaction Metrics	
1	Trusted brand
2	Robust data security
3	User experience
4	Data management capabilities
5	Ease of integration
6	Superior features/functionality
7	Ease of Implementation
8	Sales team understands my business
9	Product innovation
10	Fast time to value
11	Product roadmap visibility
12	Enterprise-level customer support
13	Value for the price paid
14	Thought leadership
15	Specializes in my industry
16	Geographic reach
17	Built-in decision guidance
18	Availability of training
19	Frequency of new feature releases
20	Day 1 readiness

**Table 2: Vendor Vulnerability Metrics**

Q. Which of the following issues has your organization experienced with Conga as your SaaS Digital Commerce vendor? Select all that apply.

Vendor Vulnerability Metrics	
1	High cost and fees
2	Difficulty migrating services and data
3	Price increases not accompanied by increased value
4	New functionality released too infrequently
5	Unpredictable cost (i.e. consumption pricing)
6	Data loss or breaches
7	Lack of visibility into CSP operations
8	Poor implementation experience
9	Poor roadmap communication
10	Poor availability and uptime
11	Unfair or overly complex contracts
12	Poor customer service

## About the Analysts



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Eric runs IDC's research division on SaaS, Enterprise Apps, and Industry Cloud, and leads several of IDC's data products, including Industry CloudPath, SaaSPath, and Industry AI Path.



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