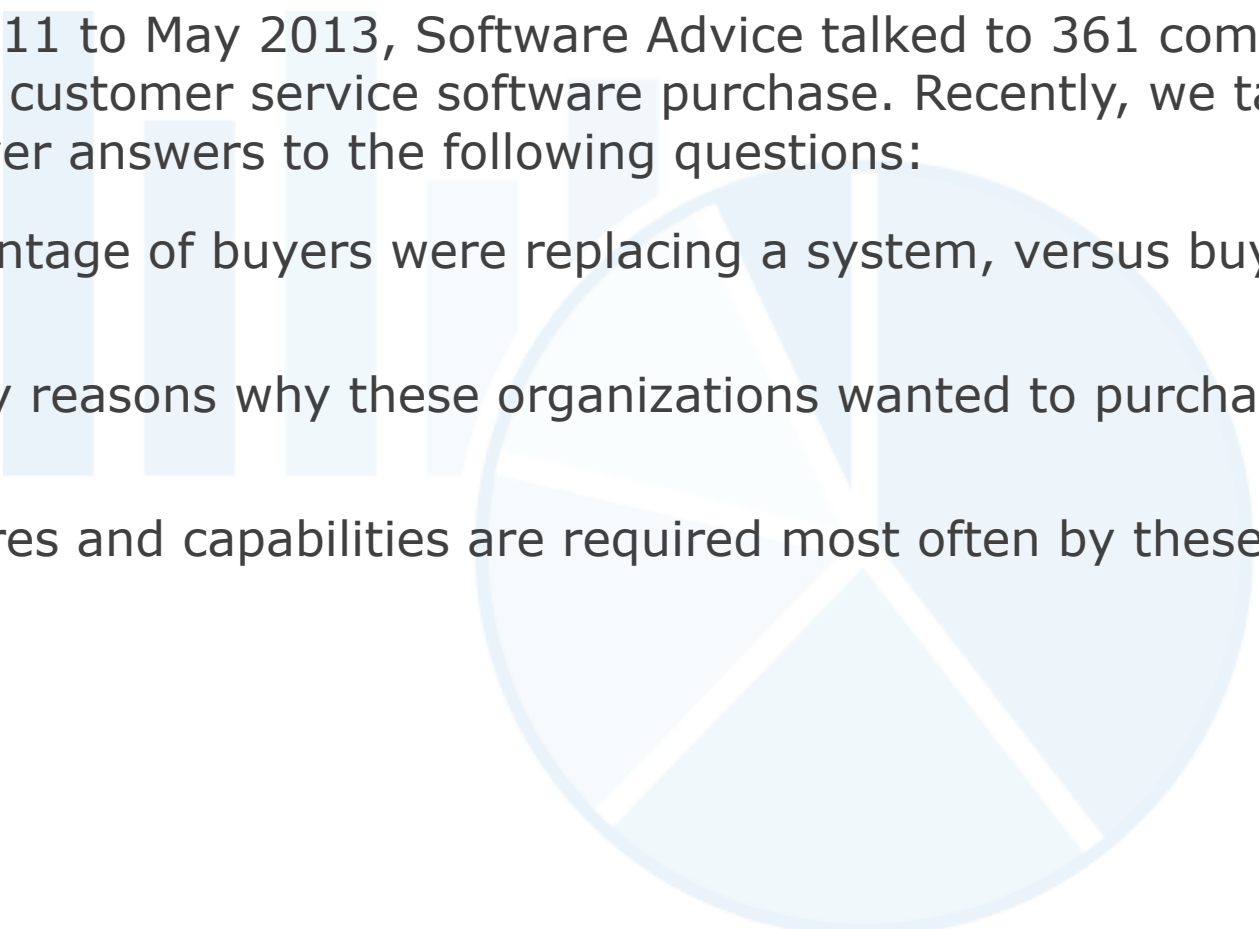


Customer Service Software BuyerView Report

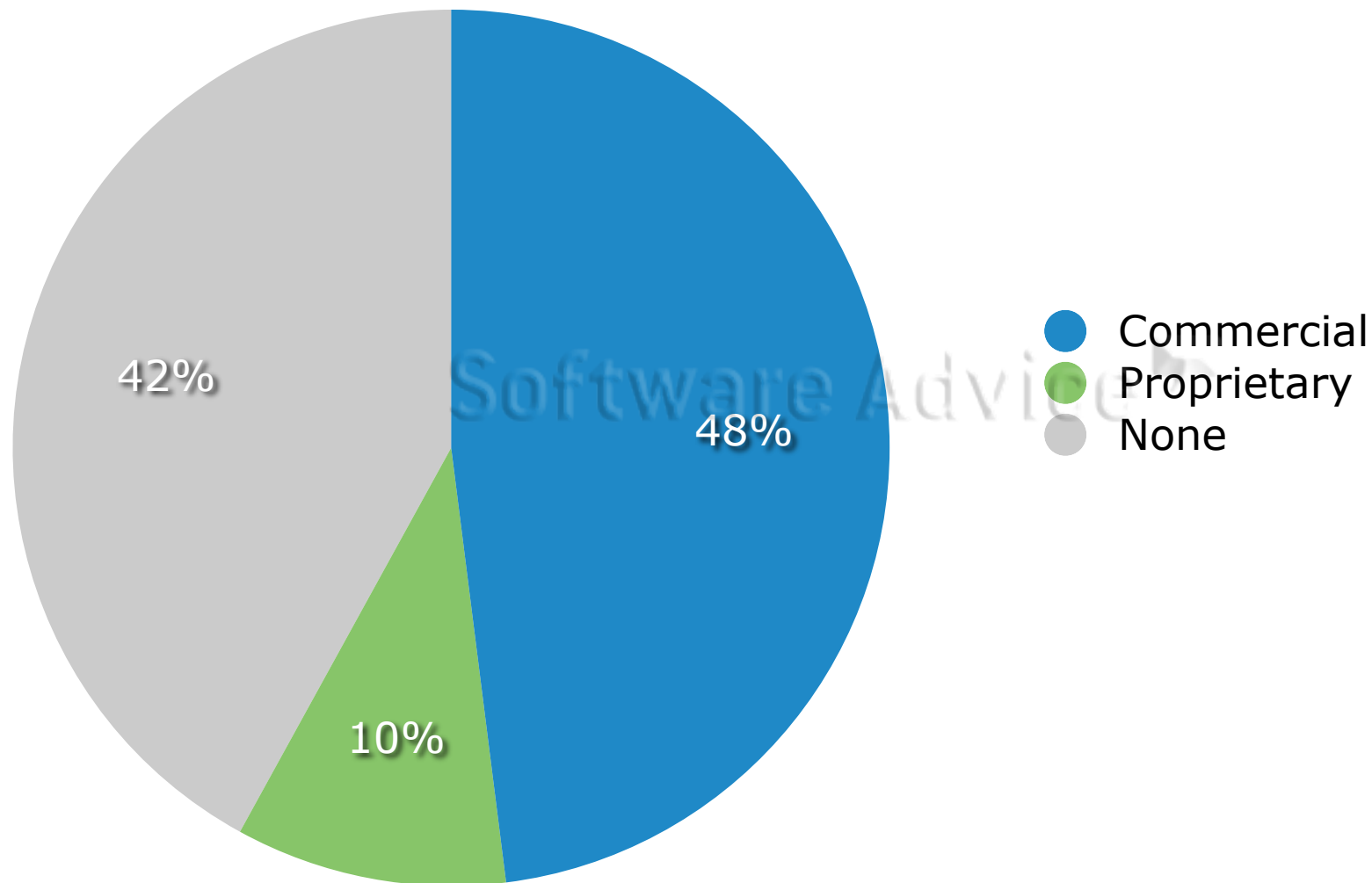
Insight into today's software buyer

Abstract

From June 2011 to May 2013, Software Advice talked to 361 companies considering a customer service software purchase. Recently, we tapped into this data to uncover answers to the following questions:

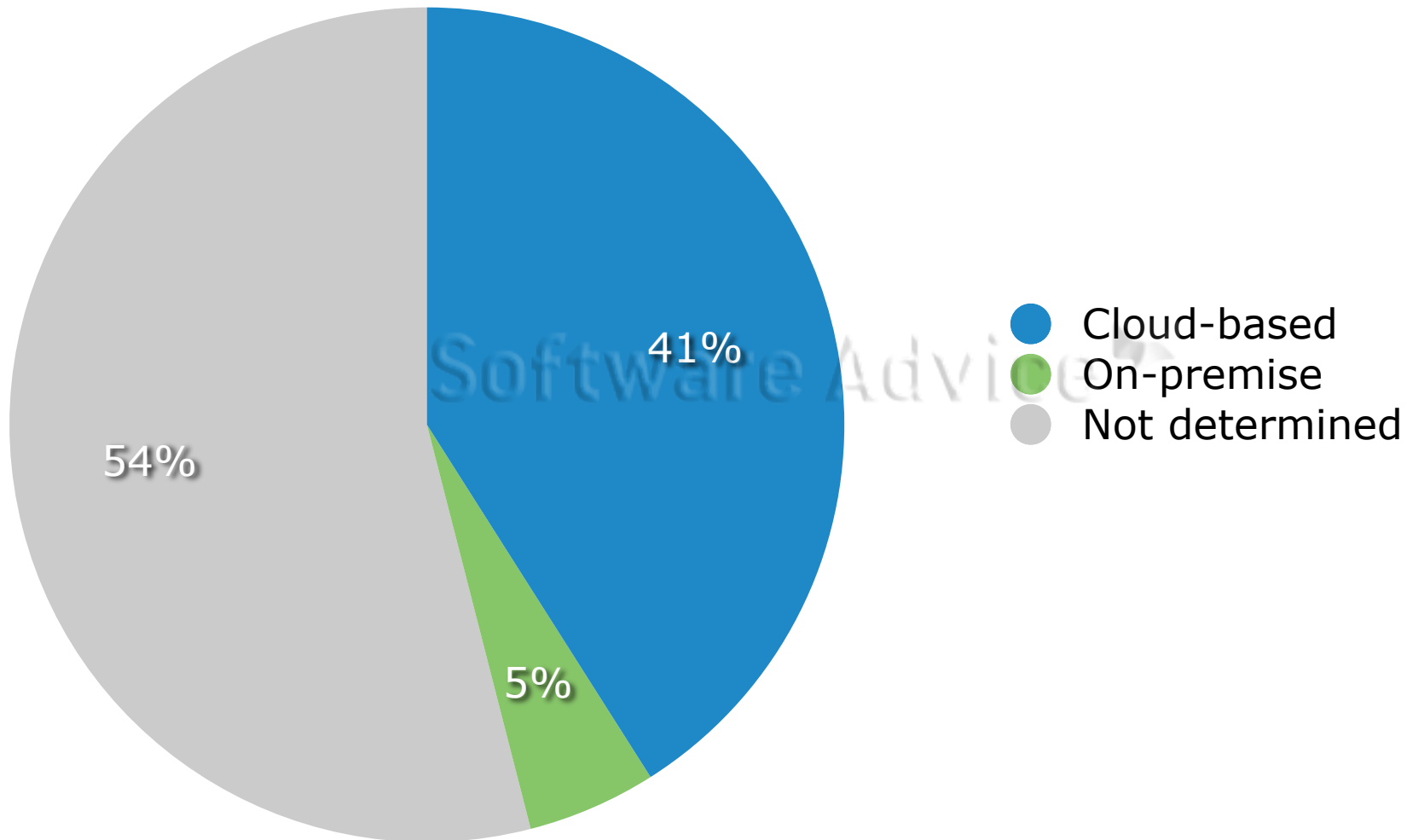
- What percentage of buyers were replacing a system, versus buying one for the first time;
 - The primary reasons why these organizations wanted to purchase a system; and,
 - What features and capabilities are required most often by these buyers.
- 

Buyers' Existing Customer Support Systems



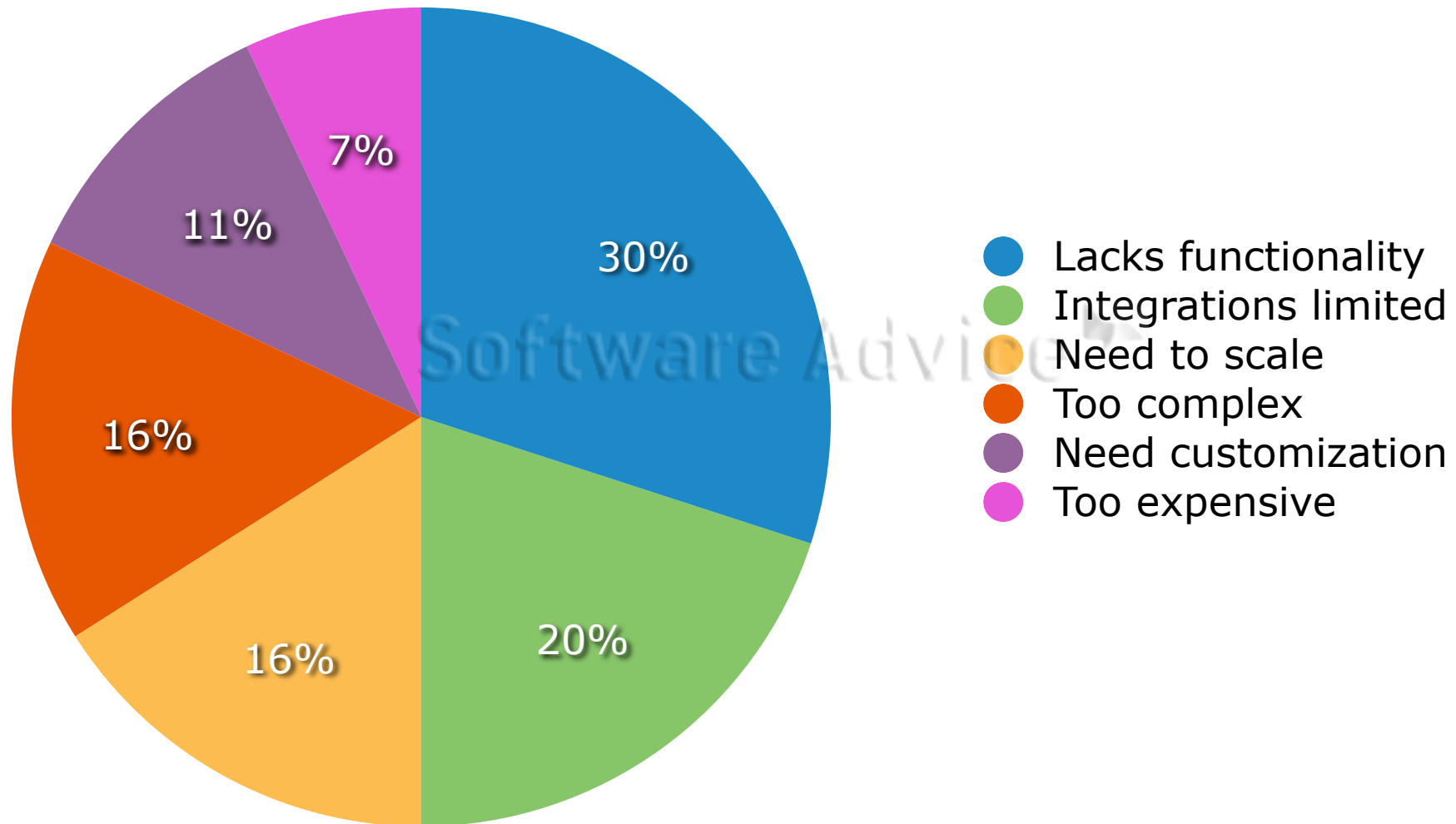
While most of the companies in our sample were seeking to replace an existing system, a surprising 42 percent were buying a system for the first time.

Top Evaluated Deployment Model Among Buyers



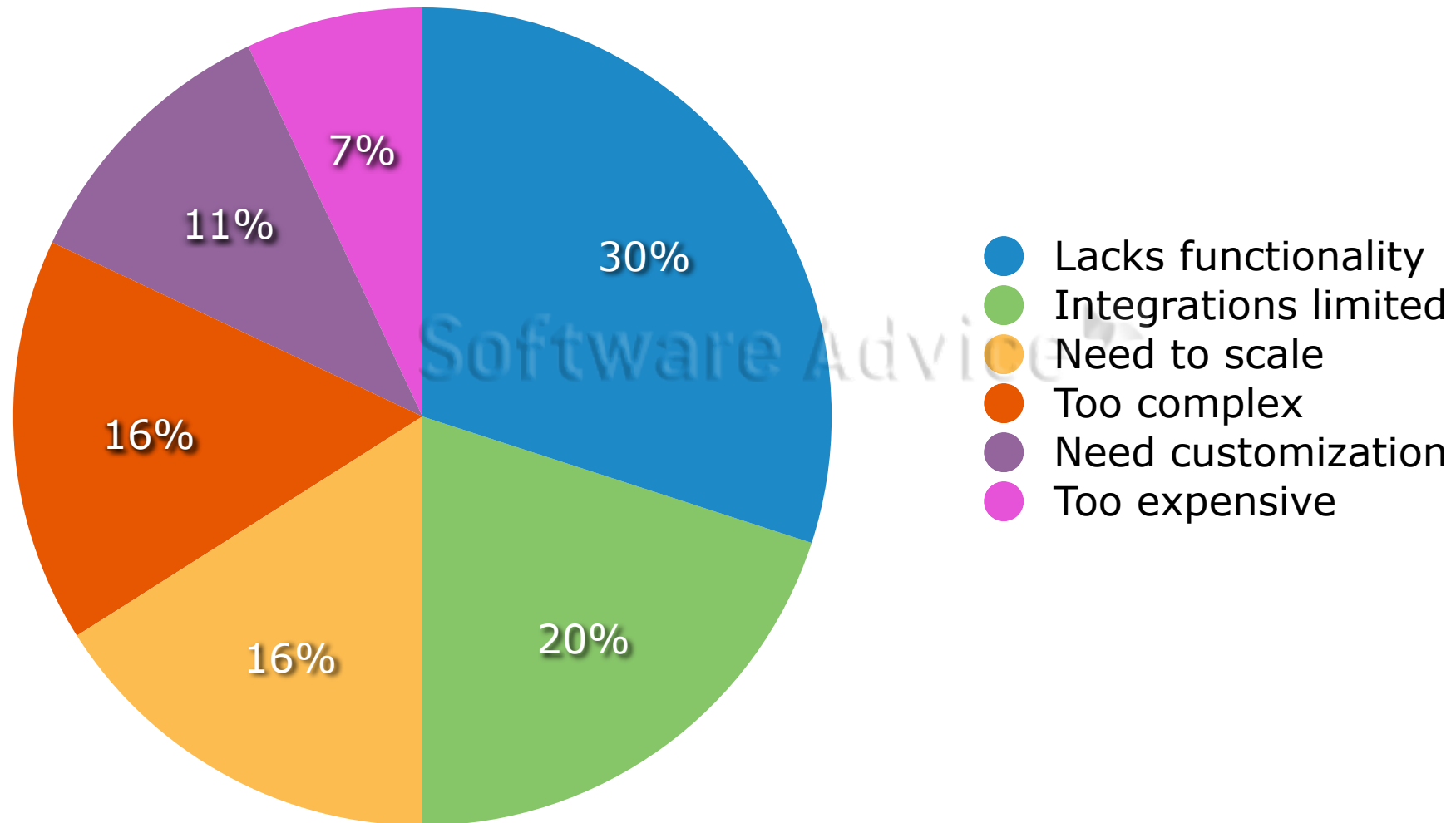
Of buyers who evaluated one specific deployment model over another, the vast majority were open to a cloud-based system when compared to on-premise.

Top Reasons for Replacing Customer Service Systems



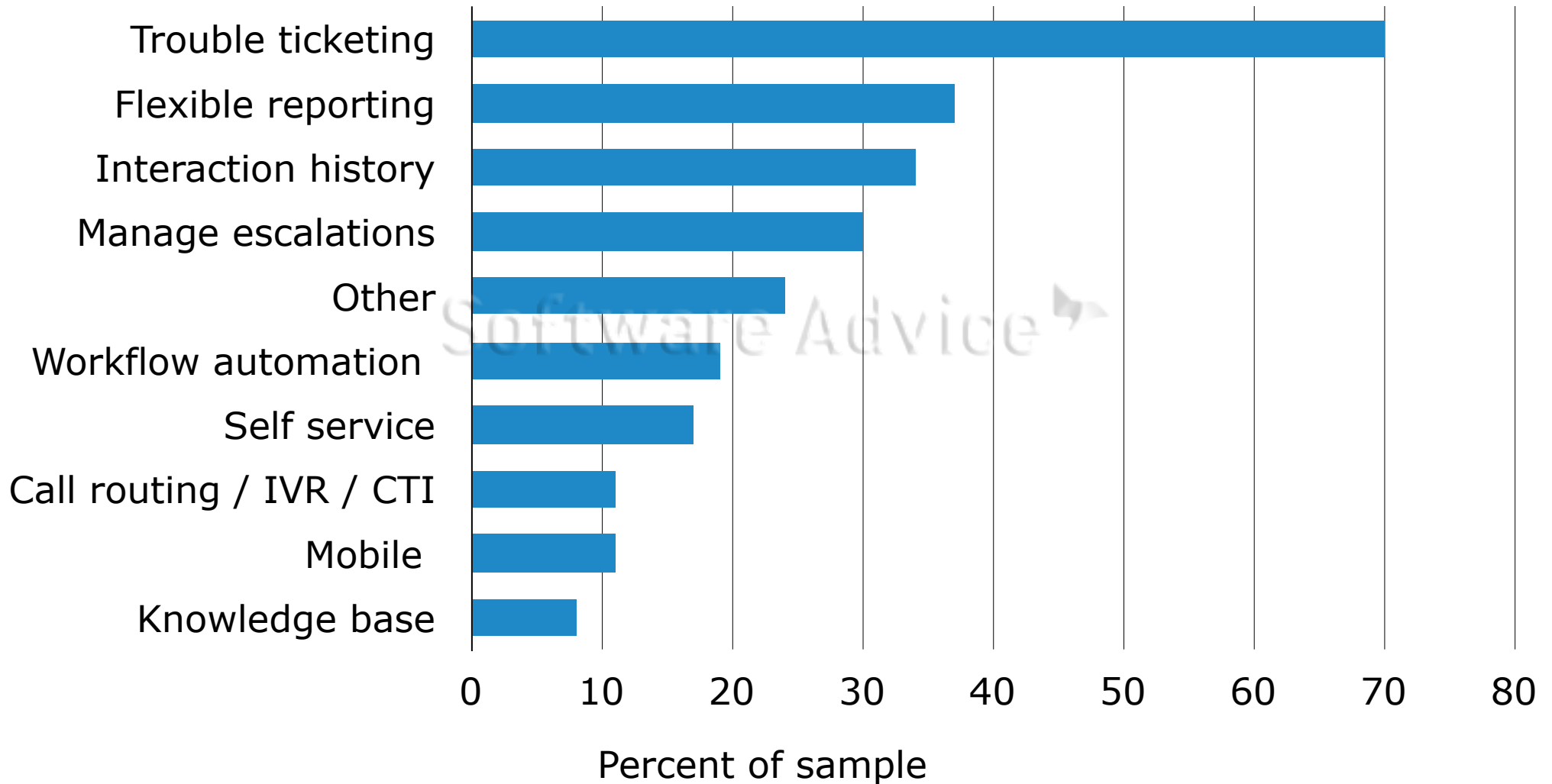
Buyers that were replacing an existing system said they needed more customer specific features, as well as more robust integrations.

Top Reasons for Purchasing a System for the First Time



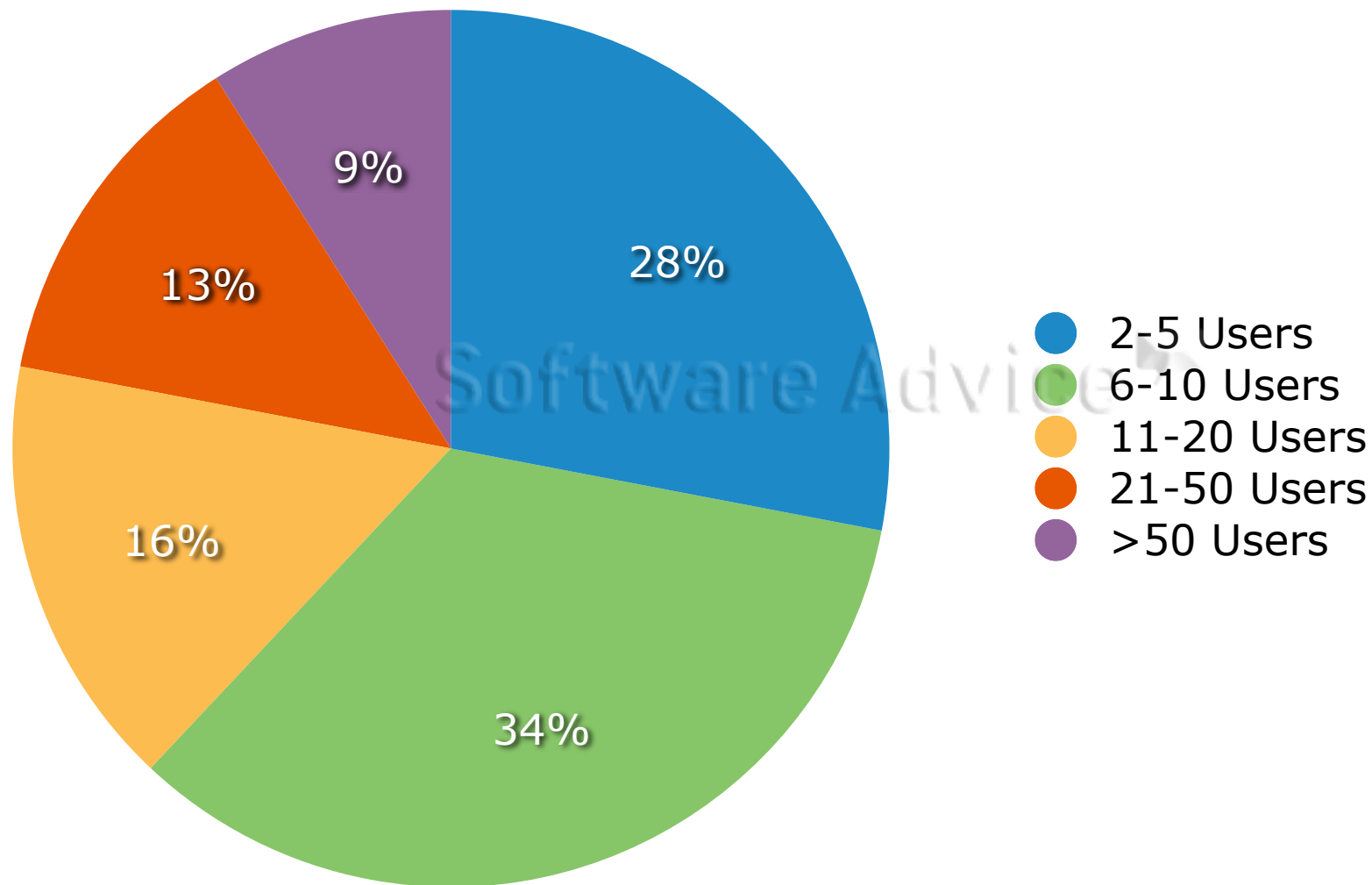
More than half of the companies we spoke to that were using manual methods to manage customer service said they needed more organization and efficiency.

Top Requested Customer Service Software Features



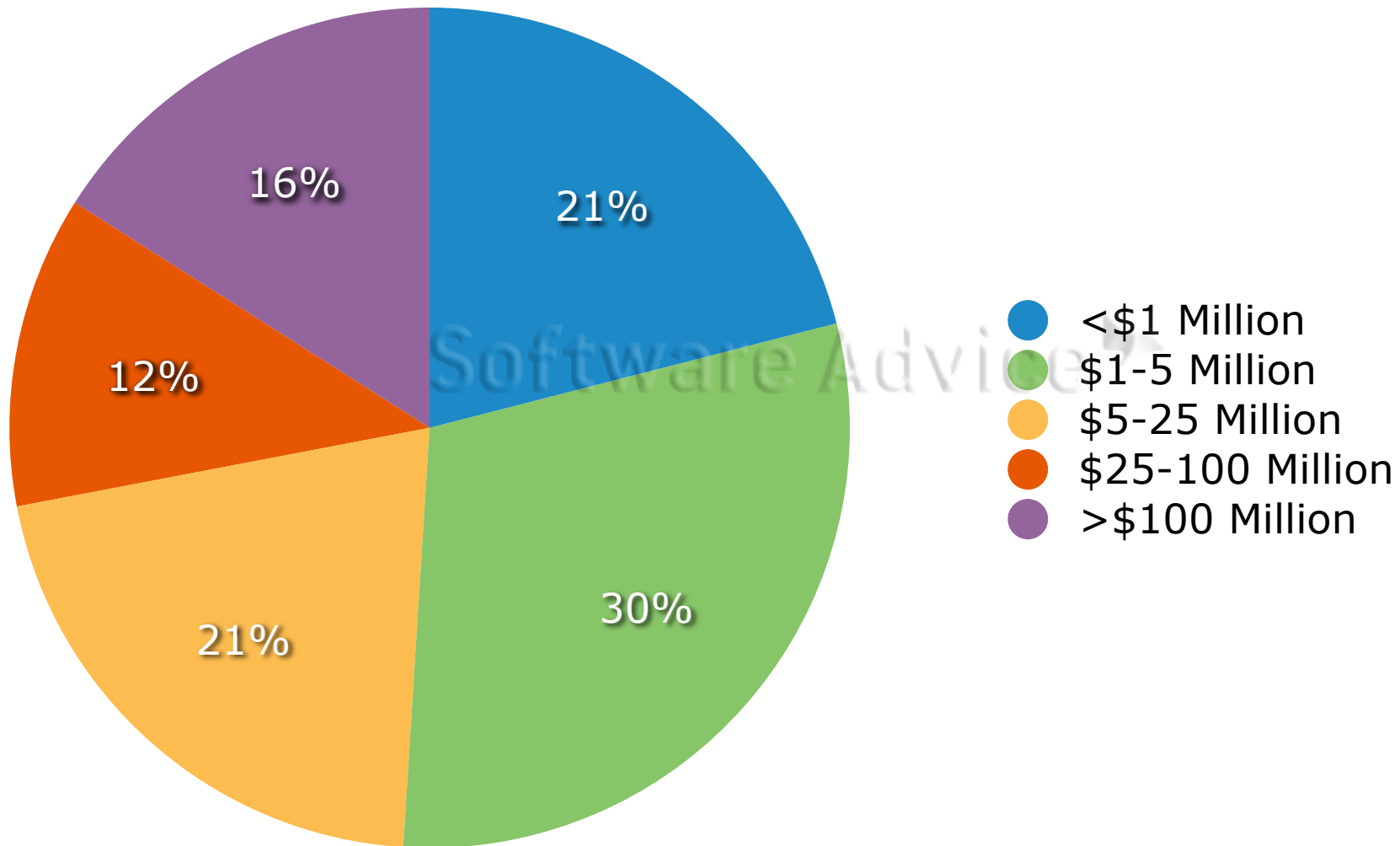
Trouble ticketing, sometimes called issue resolution tracking, was the most desired feature among buyers in this category.

Number of Software Users in the Buyers' Companies



More than three fourths of the companies we spoke to (78 percent) needed software for 20 or fewer users.

Annual Revenue of Software Buyers' Companies



Most of the small businesses in our sample (51 percent) generate less than \$5 million in annual revenue. Another 21 percent make less than \$25 million.

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