

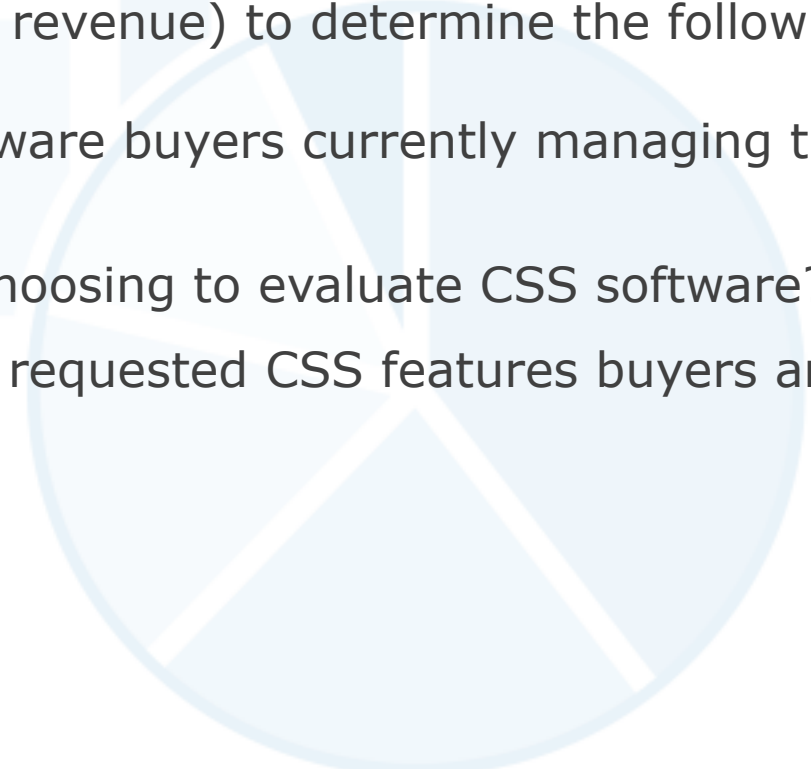
# Software Advice BuyerView: CSS Software Report | 2014

Insight into today's small-business software buyer

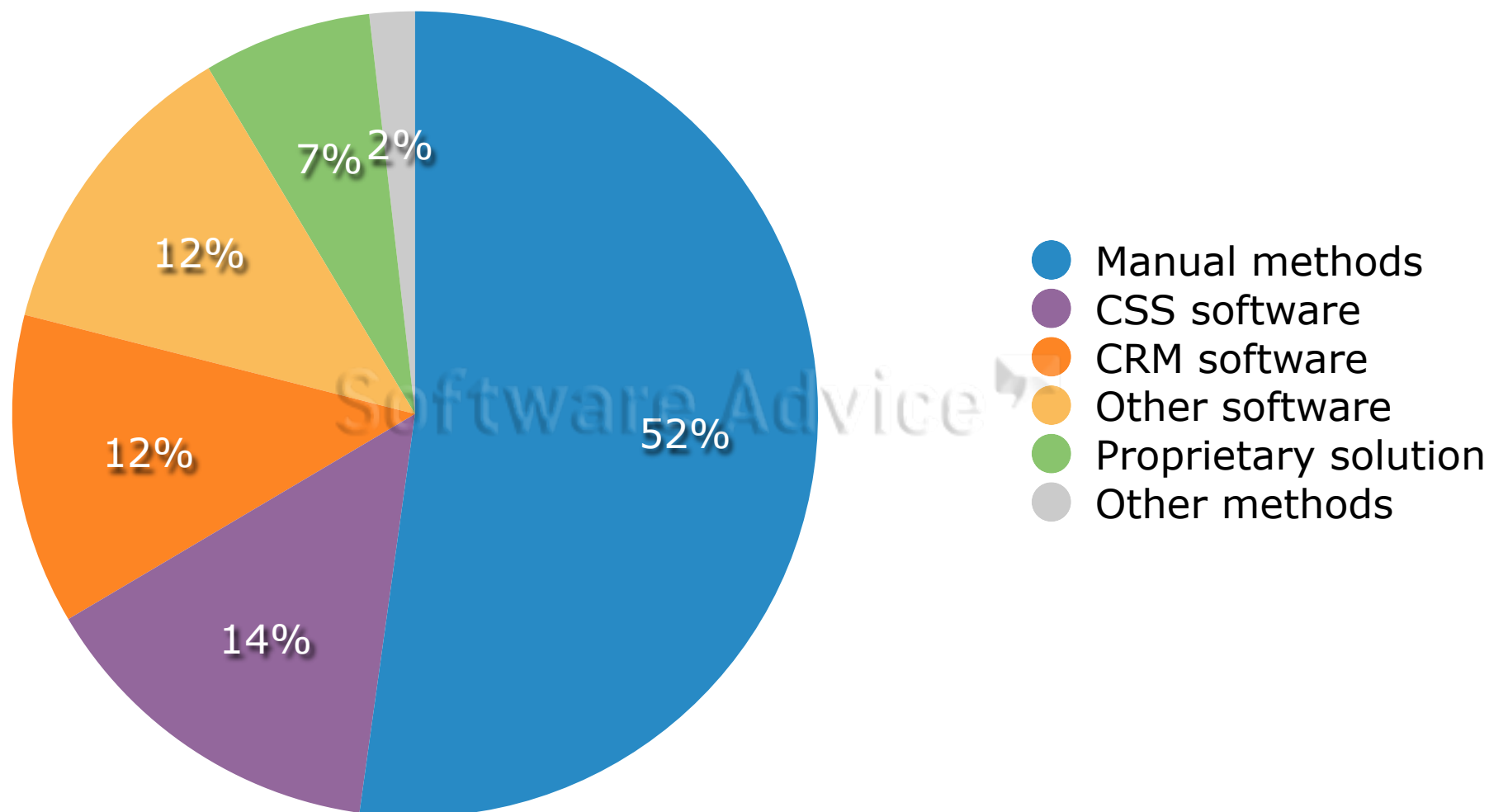
# Abstract

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Every year, Software Advice talks to thousands of businesses considering a customer service and support (CSS) software purchase. We recently analyzed a random selection of 385 interactions with small businesses (companies earning less than \$100 million in annual revenue) to determine the following:

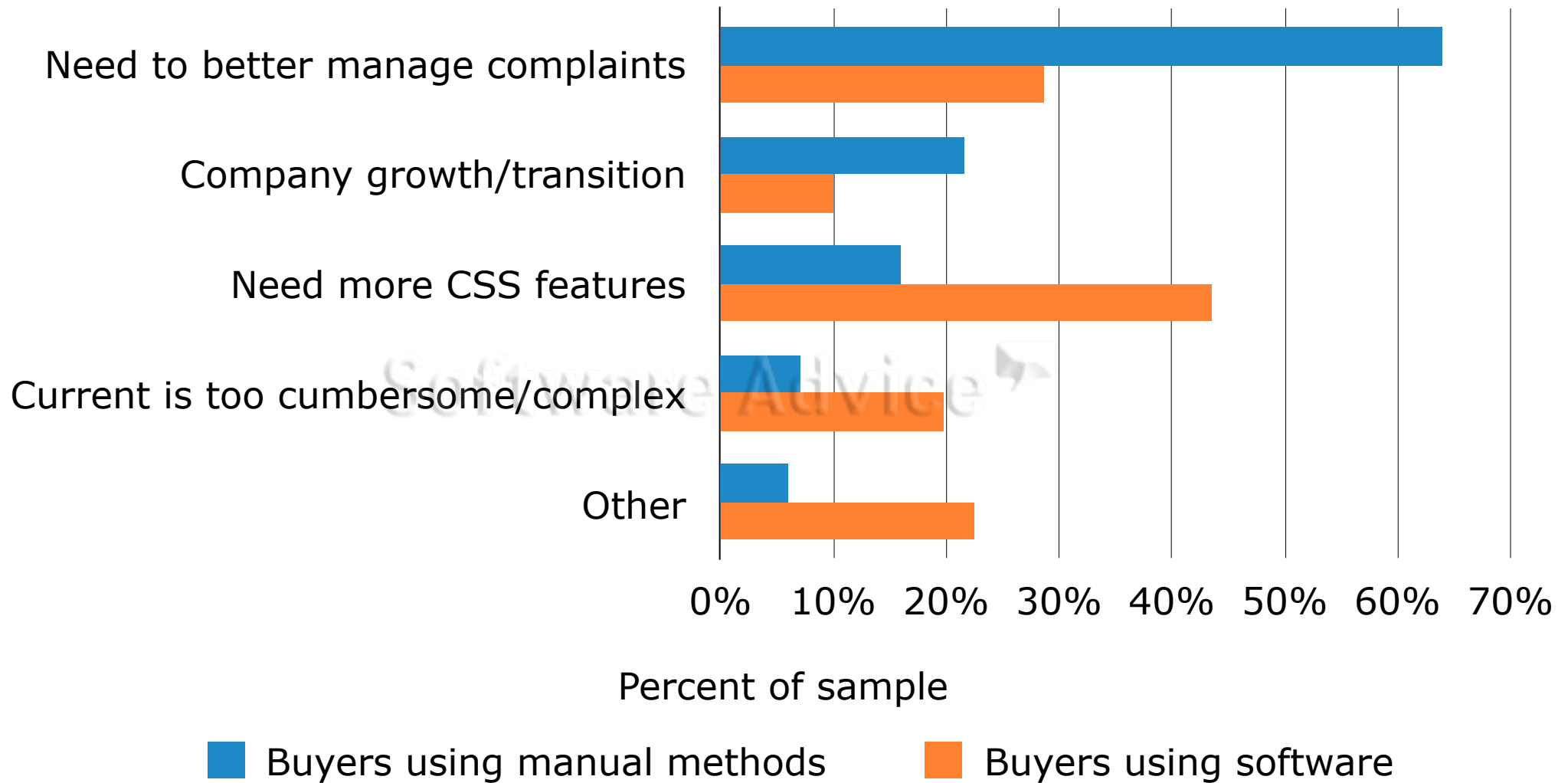
- How are prospective CSS software buyers currently managing their customer support activities?
  - Why are prospective buyers choosing to evaluate CSS software?
  - What are the most commonly requested CSS features buyers are looking for?
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## Prospective Buyers' Current Methods



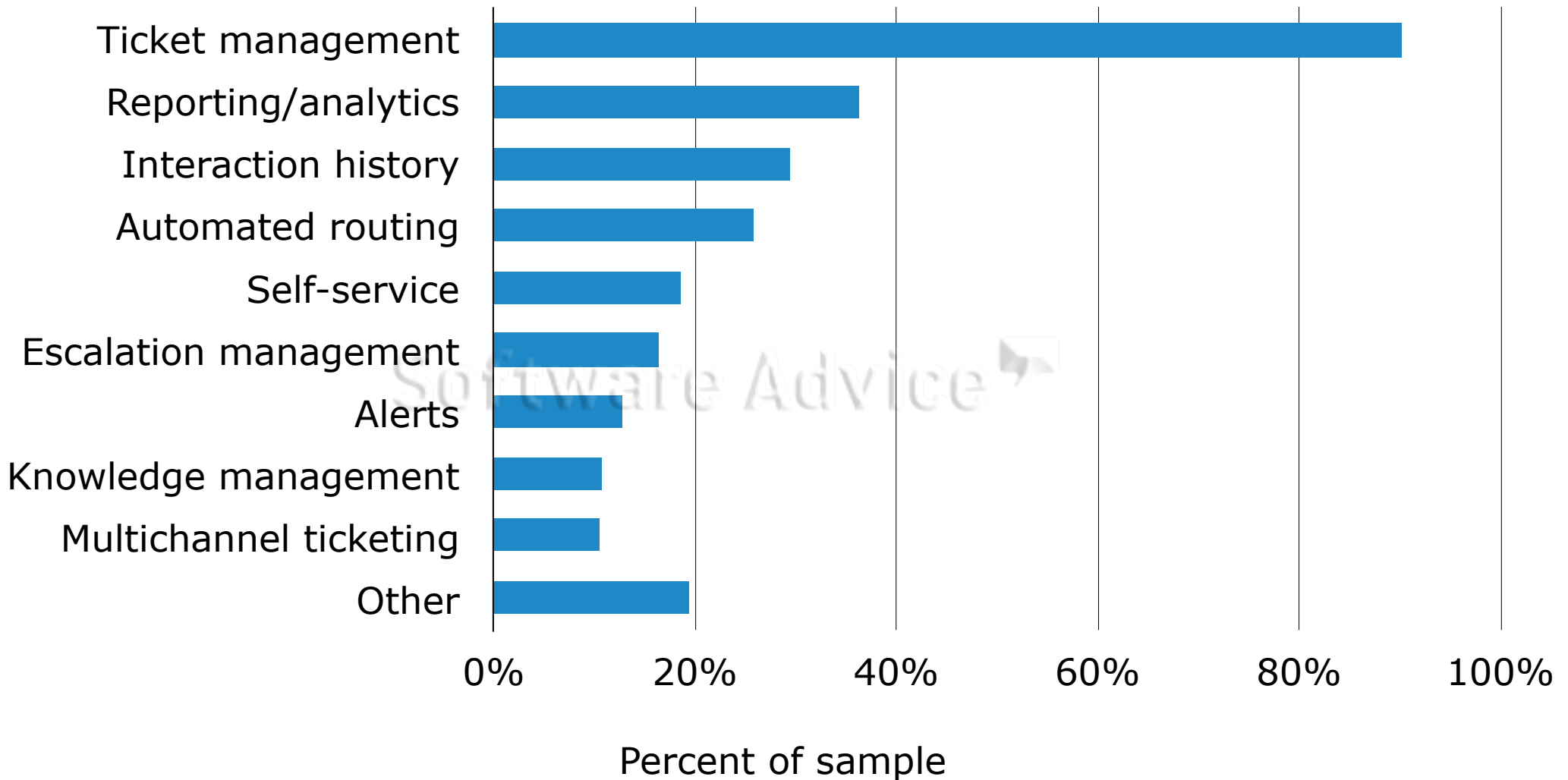
Over half of buyers in our sample (52 percent) were using manual methods such as spreadsheets and email to manage their customer support functions.

# Top Reasons for Software Purchases



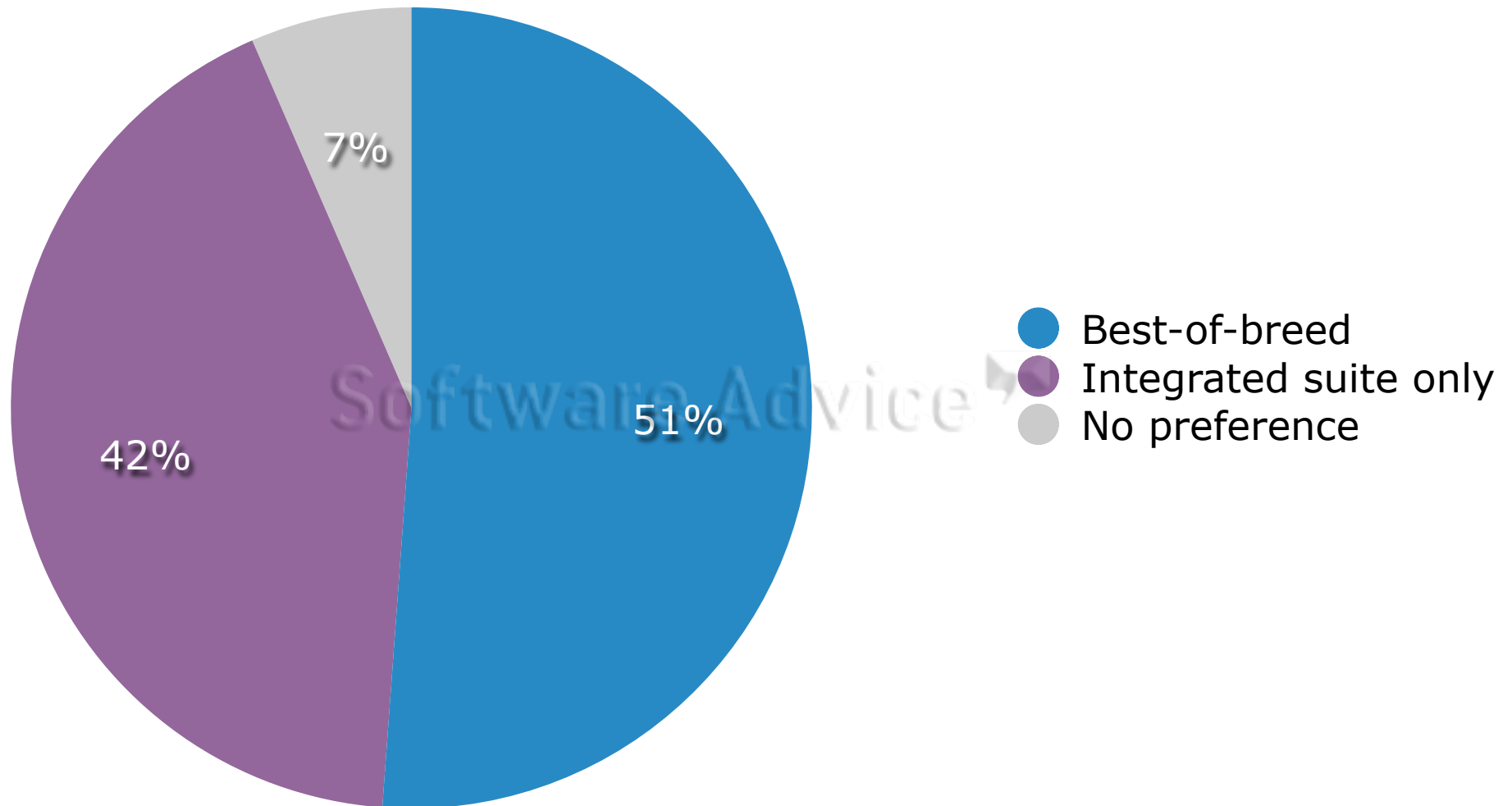
Most small businesses using manual methods (64 percent) cited a general need to better manage customer complaints as a primary reason for evaluating software.

## Top-Requested CSS Features



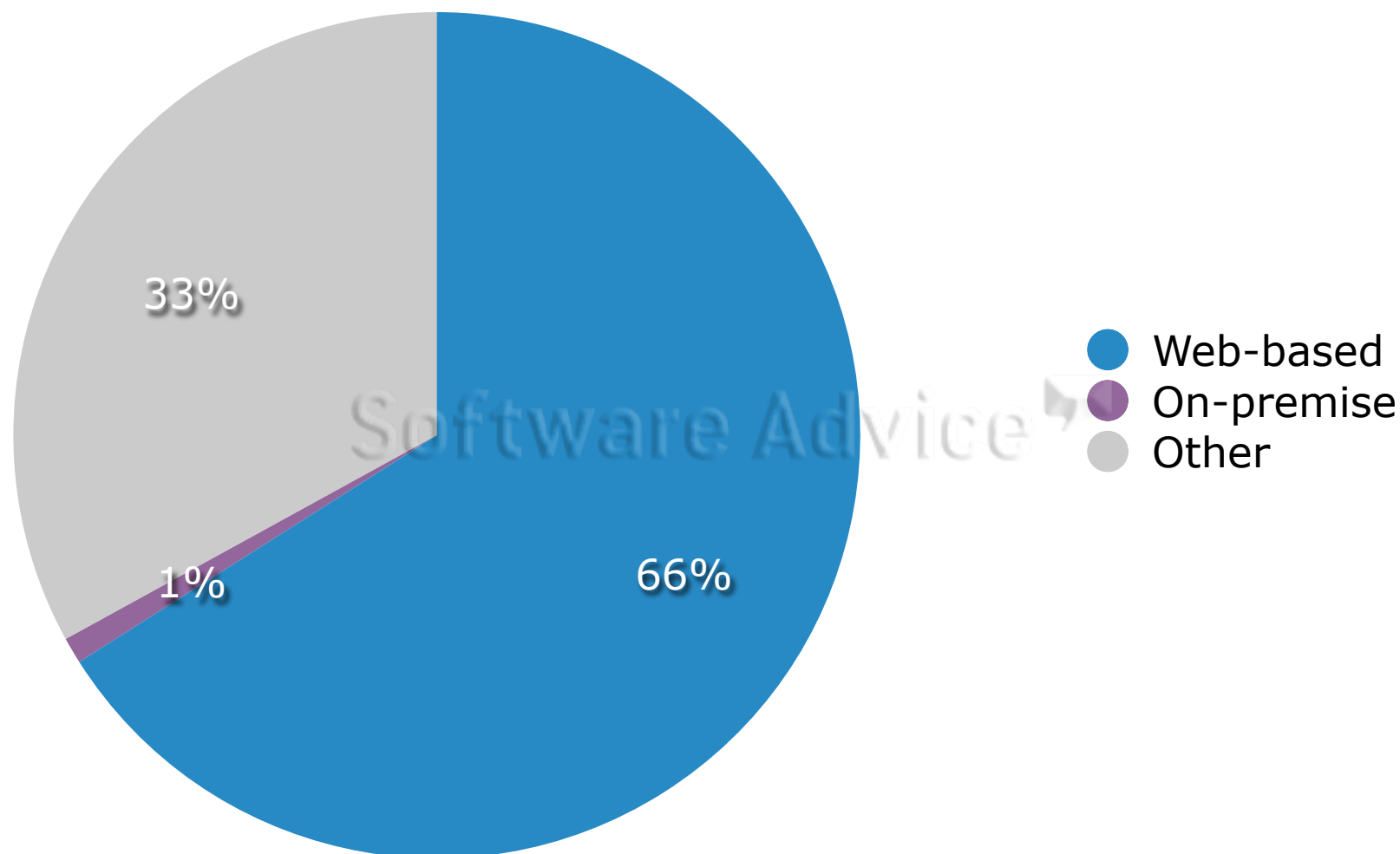
Nearly all small-business CSS software buyers (90 percent) requested ticket management functionality to consolidate and manage customer inquiries.

# Integration Preference



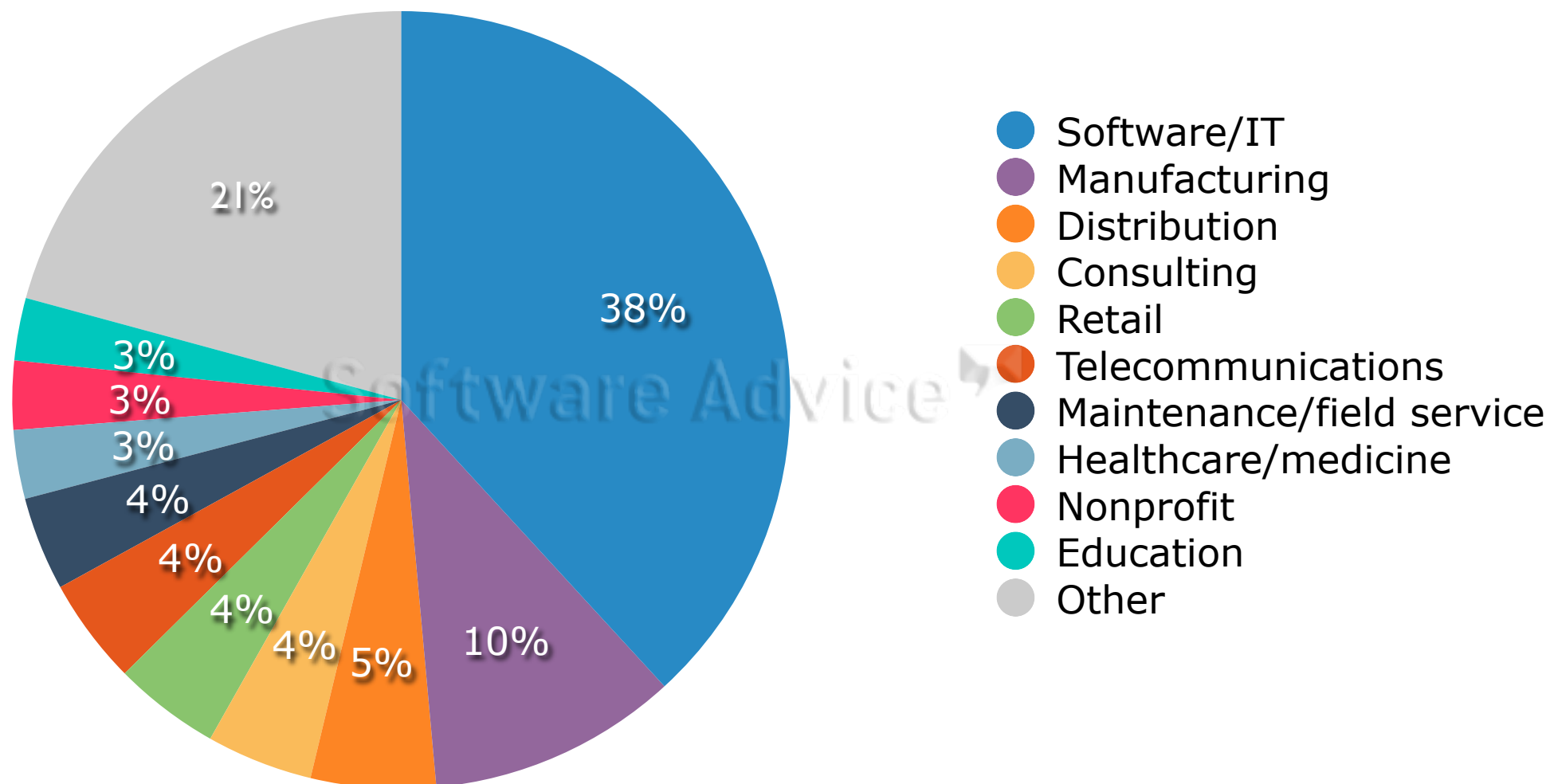
Slightly more buyers (51 percent) requested a “best-of-breed” CSS solution as opposed to an “integrated suite” with additional functionality such as CRM.

## Deployment Preference



Sixty-six percent of small-business buyers requested Web-based software (hosted in the cloud), with only 1 percent asking for an on-premise deployment.

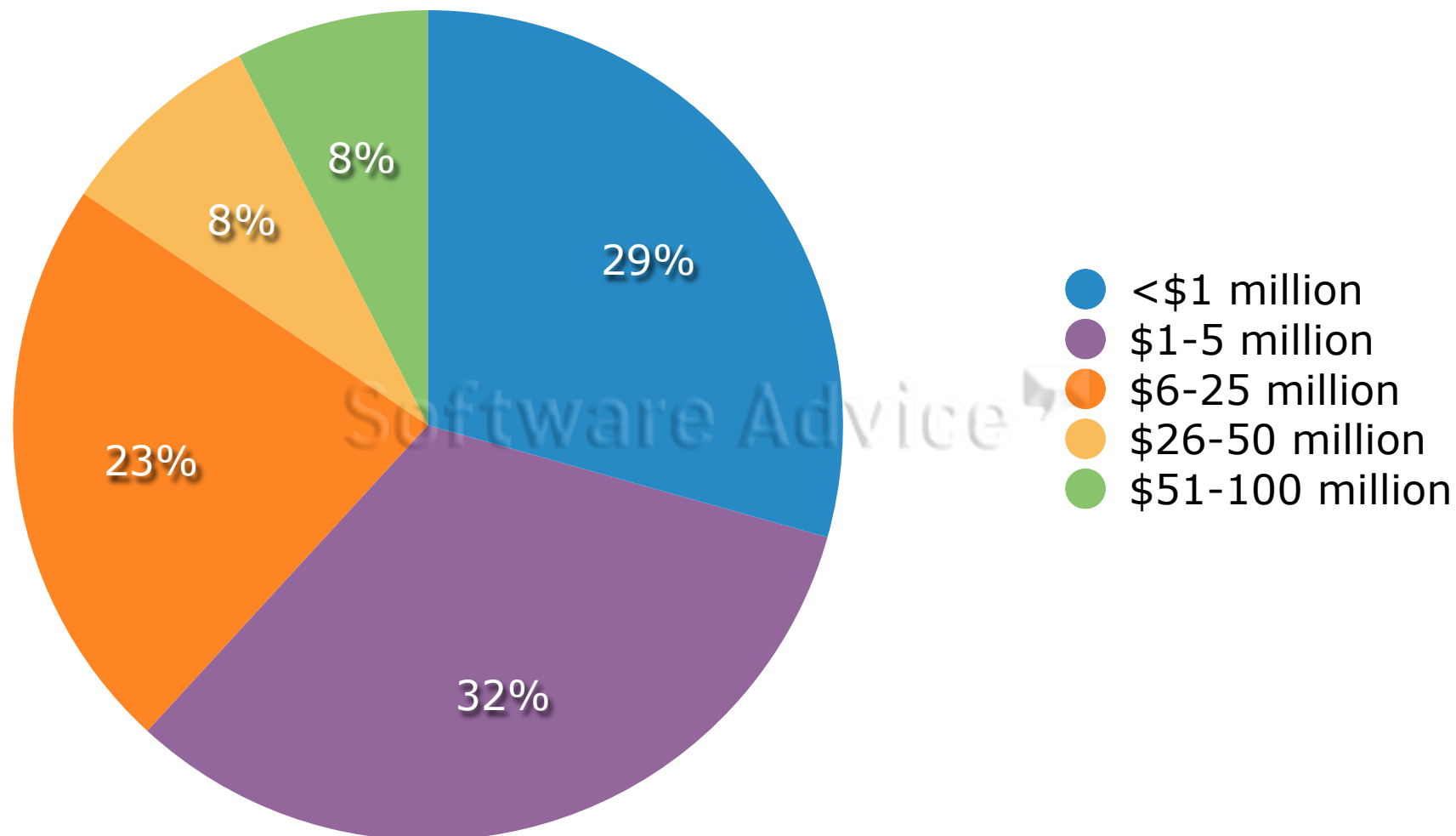
## Demographics: Prospective Buyers by Industry



Many of the buyers we spoke with represented small software or IT companies, followed by a diverse range of other industries such as manufacturing and retail.



## Demographics: Prospective Buyer Size by Annual Revenue



Of the small businesses we included in our analysis, 29 percent earned less than \$1 million per year, and 32 percent earned between \$1 million and \$5 million.

# Learn More About Customer Service Software

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