SaaS CSAT Award

Report and Findings:

IDC's SaaS CSAT Award for Professional Services Automation

Presented to:

Ruddr, September 2026

Based on ratings collected in IDC's *SaaS & Agent Path Survey,* Ruddr placed in the highest scoring group for vendors serving the Professional Services Automation (PSA) market and has been awarded IDC's 2026 SaaS Professional Services Automation (PSA) 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 *SaaS & Agent Path Survey.* SaaS & Agent Path is a global survey of approximately 2,900 organizations across all geographic regions and company sizes, where customers are asked to rate their vendor on more than 30 different customer satisfaction metrics.

See how customers rate Ruddr on the next page.

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How customers rate Ruddr

Figure 1 (below) shows how Ruddr 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 Ruddr scores.

Figure 1

Ruddr customer satisfaction ratings versus average ratings for Professional Services Automation (PSA) vendors

n = 2845; Source: IDC's *SaaS & Agent Path Survey,* 2026

Professional Services Automation (PSA) market: Spending priorities, value realization, and additional needs

Businesses using PSA software around the world (provided by all PSA vendors, not just Ruddr), were asked about their PSA application spending. When asked how they expect their organization's SaaS PSA spending to change over the next 12 months 57% of companies stated they expect their spending to increase and 37% expect it to remain unchanged. Only 5% of respondents expected a decline in spending.

Of those companies planning to increase their spending, the three most likely areas of additional spending include adding more agentic AI (autonomous) capabilities, more GenAI capabilities, and adding more net-new innovative capabilities (non-AI, such as IoT, AR/VR, analytics, etc.).

PSA vendors are delivering substantial value to their clients and continue to innovate to meet evolving customer expectations. When asked about the value derived from their SaaS PSA applications relative to the price they paid, 34% of companies said the value fully met their expectations, and 41% said their PSA application exceeded or significantly exceed them. While 25% of customers did say the value realized was less than expected, less than 1% of those customers stated they plan to switch PSA vendors as a result. However, some of the areas that these customers state they seek improvements include ease of integration, ease of implementation, built-in analytics to support better decision making, and availability of training. PSA vendors can take note of these areas and self-evaluate whether these are capabilities they could double down on to deliver even greater value to their customers.

What's behind IDC's SaaS Award Program

SaaS & Agent Path 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 22 functional application markets, including Accounts Payables (AP), Asset Lifecycle Management (ALM/EAM), Collaboration, Contract Life-Cycle Management (CLM), Core Human Resources (HR), Enterprise Asset Management (EAM), Employee Experience (EX), Enterprise Resource Planning (ERP), Facility Management (FM), Finance, Learning Experience Management (LXM), Payroll, Procurement, Product Lifecycle Management (PLM), Professional Services Automation (PSA), Supply Chain Management (SCM), Subscription Management (SM), Talent Acquisition (TA), Talent Management (TM), Tax, Travel and Expense (T&E), and Treasury & 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 22 functional application markets.

The SaaS & Agent Path survey is conducted across all geographic regions of the world, all company sizes, and includes roughly 44% IT leaders and 56% 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 on 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 the 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 **18 customer satisfaction metrics and 14 vendor vulnerability categories.** 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 assessments examining the product's usage and value. All these satisfaction and vulnerability metrics are aggregated and analyzed on more than 300 different software providers to identify the vendors with the highest overall customer satisfaction scores in each application market.

Customer satisfaction metrics

- Trusted brand
- Overall value delivered
- Ease of implementation
- User experience
- Superior features/functionality
- Frequency of new feature releases
- Product roadmap visibility
- Enterprise-level customer support/service
- Robust data security
- Specializes in my industry
- Ease of integration
- Availability of training
- Built-in analytics/insights for decision support
- Data management capabilities
- Ease of renewal process
- Strength of ecosystem
- Cloud-native architecture (microservices and containers)
- AI-driven capabilities

Vendor vulnerabilities

- Data loss or breaches
- New functionality released too infrequently
- High cost and fees
- Poor customer service
- Poor configurability
- Difficulty migrating services and data
- Poor availability and uptime
- Price increases not accompanied by increased value
- Unpredictable cost (e.g., consumption pricing)
- Poor implementation experience
- Roadmap transparency
- Roadmap misalignment/relevancy
- Unfair or overly complex contracts
- Insufficient global footprint

About the IDC analysts

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Eric runs IDC's research division on SaaS, Enterprise Apps, CX and Workplace Solutions, and leads IDC's Path product portfolio, including Industry AI & Cloud Path, SaaS & Agent Path, Services Path, and CX Path.

More about Eric Newmark

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Nadia leads IDC's research service on Industry Clouds, Solutions and Verticalization Strategies, providing in-depth analysis, strategy, and guidance to both technology and industrial companies, and helps direct IDC's Path product portfolio.

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