



# The difference between customer satisfaction and the Research In Action Recommendation Index

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Every year, Research In Action surveys 10,000+ enterprise IT and business decision makers in order to gain insights on strategy, investments and ongoing challenges of technology innovation in the IT and marketing automation realm. These surveys feed our Vendor Selection Matrix™ reports and give us access to a wealth of direct and unfiltered feedback from the buyers. It also helps us to understand how buying decisions are made in today’s business environment.

In contrast to most other offerings that rank vendors, the Vendor Selection Matrix™ research process begins with a survey of leading enterprise IT or business decision makers which provides 62.5% of the comparative vendor evaluation. This provides a true outside-in view that is built on the most important benchmark available – the voice of the customer. An analyst subject matter expert then adds input via a combination of intensive interviews with software or services vendors and their clients to finalize the vendor evaluation. The final result is an informed and independent study including independent points-of-view and perspectives on vendors all combined into the Research in Action Vendor Selection Matrix™. This approach is a one of the key differentiators of Research In Action in market research.

## VENDOR SELECTION MATRIX™: EVALUATION CRITERIA

STRATEGY		
Vision And Go-To-Market	30%	Does the company have a coherent vision in line with the most probable future market scenarios? Does the go-to-market and sales strategy fit the target market and customers?
Innovation And Differentiation	30%	How innovative is the company in this market? Does the solution have a unique selling proposition and clear market differentiators?
Viability And Execution Capabilities	15%	How likely is the long-term survival of the company in this market? Does the company have the necessary resources to execute the strategy?
Recommendation Index	25%	Would customers recommend this vendor in this market to their peers?
EXECUTION		
Breadth And Depth Of Solution Offering	30%	Does the solution cover all necessary capabilities expected by customers?
Market Share And Growth	15%	How big is the company's market share and is it growing above the market rate?
Customer Satisfaction	25%	How satisfied are customers with the solution and the vendor?
Price Versus Value Ratio	30%	How do customers rate the relationship between the price and perceived value of the solution?

**NOTES:**  
62.5% of the evaluation is based on the survey results, 37.5% is based on the analysts' assessment.  
 • 40% of the evaluation is based on the survey results: (1) Recommendation Index (2) Customer Satisfaction, (3) Price Versus Value.  
 • 15% of the evaluation is based on the analysts' assessment: (1) Viability And Execution Capabilities, (2) Market Share And Growth.  
 • 45% of the evaluation is based on a combination of survey results and analysts' assessment: (1) Vision And Go-To-Market (2) Innovation And Differentiation (3) Breadth And Depth Of Solution Offering.  
 The Research In Action Recommendation Index (RI) is collected and calculated by asking the survey participants:  
 "Would you recommend this vendor in the market to your peers - Yes or No?"



The Vendor Selection Matrix™ evaluation criteria include two items directly related to customer retention: (1) Customer satisfaction and (2) The Research In Action Recommendation Index.

While customer satisfaction is defined as a measurement that determines how happy customers are right now with the product or solution evaluated and is therefore part of the execution axis of the Vendor Selection Matrix™, the Recommendation Index is measuring something different.

The Research In Action Recommendation Index is collected and calculated by asking the survey participants on simple question: “Would you recommend this vendor in this market to your peers – Yes or No?”. The Recommendation Index therefore encapsulates longer-term, more strategic elements than customer satisfaction – essentially it is a measurement of customer loyalty, hence part of the strategy axis of the Vendor Selection Matrix™. Our Research In Action recommendation Index differs from a Net Promoter Score evaluation because we only interview actual current customers of a given vendor.

## OUR MARKET IMPACT OVER THE LAST 12 MONTHS

**Customer base:**  
150,000 IT Automation  
100,000 Marketing Automation

10,000+ enterprise survey participants



400 vendors evaluated  
30+ research reports  
15,000 clicks on average

17 press releases  
1,200 clicks on average

To infinity...and beyond!

Thomas Mendel