



# CUSTOMER SATISFACTION WITH COLLABORATION SOLUTIONS

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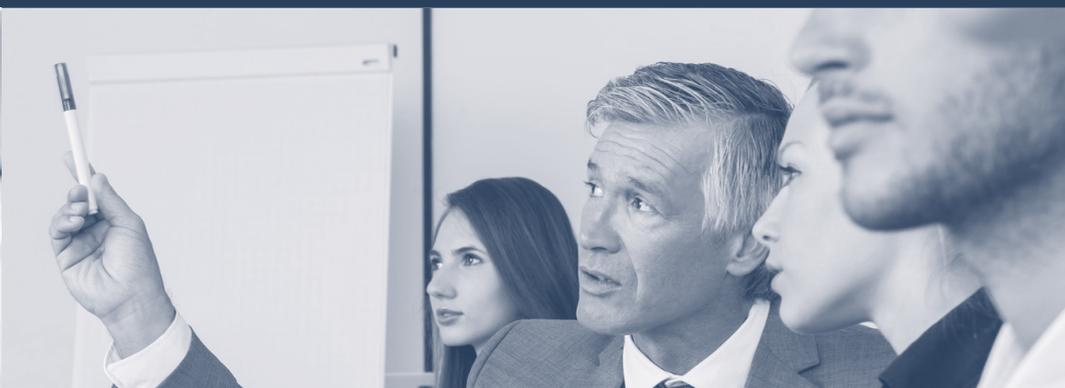
Research conducted by Satmetrix

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Commissioned by LogMeIn

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January 2015



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# Introduction

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Businesses demand collaboration solutions that are built for modern employees, and a new, more agile and connected workforce. Technology is driving the evolution of the global economy at an unprecedented speed and, as businesses and their workforces evolve with it, they demand collaboration solutions that can keep up.

These evolutions have transformed the way we work – and changed our expectations about our in-person and virtual meetings.

Meetings used to be formal gatherings in large conference rooms, but that stereotype has become outdated in today's always-connected era. Today, meetings are ad-hoc. They happen in a variety of locations such as the traditional conference room, at your desk, at home, in a coffee shop or hotel, while traveling and even at the gym.

This report examines the underlying factors that determine an end user's satisfaction with their online meeting tool and which tools rank the highest.

# Market overview

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## An increasingly connected workforce

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The modern business demands ultra-high productivity and instant connectivity with people in or out of the office, across the globe. It's essential that businesses can react quickly, communicate securely and reliably, to be more productive. According to a report conducted by Ovum research and LogMeIn in August 2014, 91% of knowledge workers state that the number of meetings they're having is static or rising.

## Bring-your-own-app (BYOA)

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Given the rapidly changing collaboration styles of the modern workplace, it's no wonder that the tools companies have in place are no longer sufficient. Knowledge workers are looking for tools that can easily fit into their mobile, connected and highly collaborative lifestyle. In a recent study conducted by Ovum, 70% of companies reported active use of employee-introduced collaboration apps in the workplace.

## The death of the traditional web conference

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Despite existing solutions in place, the findings of 'Death of the web conference (as we know it)' suggest workers are making swift moves around their IT departments to adopt apps of their own choice for individual or team use. The primary reason employees are forced to choose other collaboration apps is because the tools that are provisioned by IT are not simple and intuitive.

Satmetrix conducted a Net Promoter® score benchmarking survey to understand what end users are looking for in collaboration solutions and to identify buyer's criteria for what a solution should be.

# About NPS

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NPS® is the most popular and proven metric for measuring and acting on customer loyalty data. It's based on the fundamental perspective that every company's customers can be divided into three categories: Promoters, Passives, and Detractors by asking one simple question — How likely is it that you would recommend [company] to a friend or colleague?

To calculate NPS, take the percentage of customers who are Promoters and subtract from the Detractors.

Satmetrix, who conducted the research for this report, developed the industry- leading Net Promoter methodology along with Bain & Company and Fred Reichheld.

# Methodology

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The research and analysis contained here is based on original, independent research by Satmetrix, commissioned by LogMeIn. Surveyed were 1,282 respondents who currently use online technologies or tools to conduct meetings and presentations. Respondents are based in North America and are either the end user of these technologies or involved in the decision making process.

This includes IT employees, senior managers and C-level executives in major industry categories, including:

- Advertising, Marketing and Design
- Consulting
- Financial Services and Insurance
- Hardware, Software and Technology
- Professional Services

## Benchmarking top collaboration tools

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Respondents were asked to rate their experience with the top tools in the collaboration industry:

- Citrix's GoToMeeting
- join.me by LogMeIn
- Microsoft Lync
- Cisco Webex

The survey looked at critical impact drivers for customer satisfaction in choosing and implementing collaboration software, including:

- Ease of use
- Speed to host a meeting
- Speed to join a meeting
- Reliability and quality of audio sharing
- Reliability and quality of screen sharing
- Ability to run from mobile devices

# Collaboration benchmark results

## Overall NPS results

join.me has the best **overall NPS score** of 48, compared to GoToMeeting at 31, Microsoft Lync at 25 and WebEx at 19.

join.me scores better in every key driver, with 84% and 79% of promoters for overall ease of use and speed of application loading, an average of +3% vs the competitive average. join.me's promoter base is strong, with a 29 point lead against lowest scoring.

## NPS results for people who have used multiple products

The survey showed that join.me's NPS at 64 far exceeds its competitors when professionals have experienced multiple online meeting tools.

This result is derived from people who use more than one product. When someone uses join.me as their main (or primary) tool, but also uses and experiences another brand/s, **join.me's NPS** is considerably higher than its competitors.

FIGURE 1: Overall NPS results

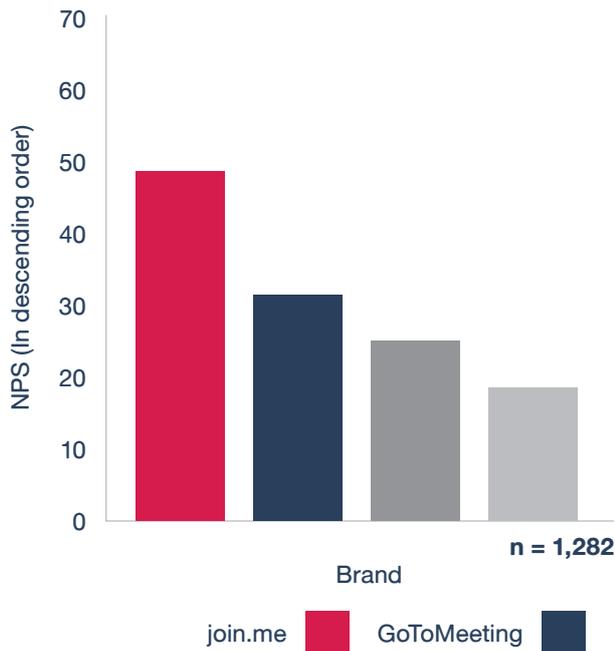
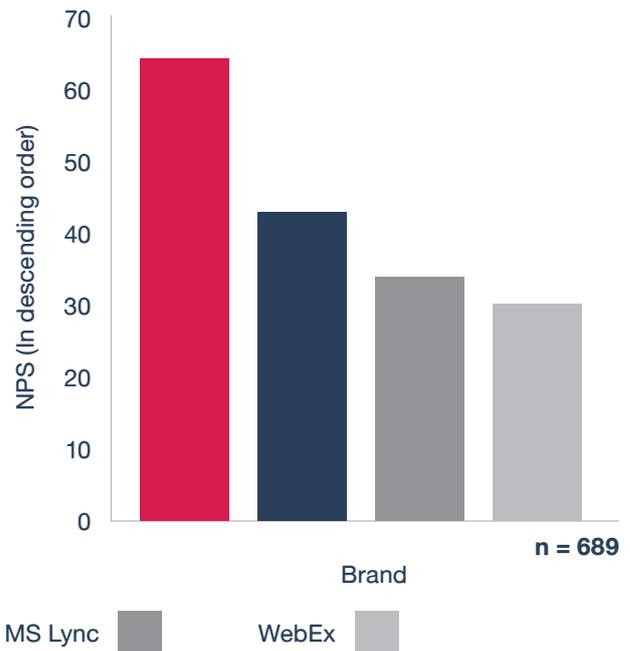


FIGURE 2: NPS scores for people who have used multiple products



# Loyalty drivers

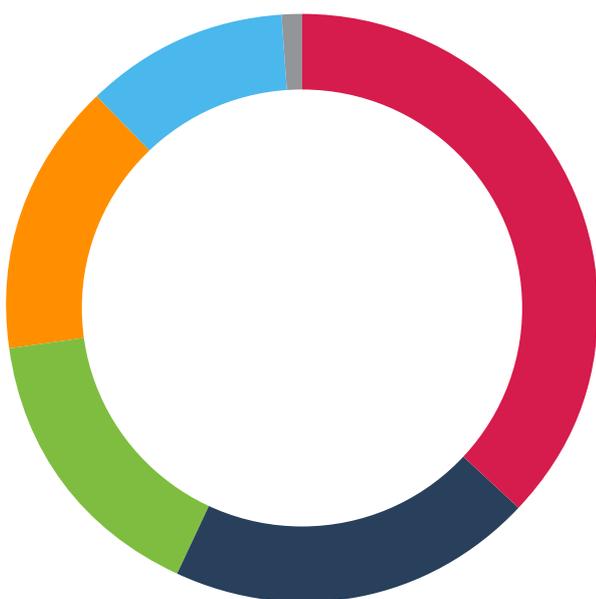


As part of this study the key aspects of online meeting tools that have the most impact on whether a user will be loyal to a product and recommend were identified. In a world where speed and productivity are everything and time is scarce, it is no surprise that the research showed that overall ease of use and speed of application loading were considered

by end users as two of the key impact drivers for a high NPS, respectively at 37% and 16%.

Reliability and quality of screen sharing is among the key drivers at 20%.

join.me leads the competition on all drivers, when used alongside at least one other brand.



n = 1,282

**FIGURE 3: Loyalty drivers**

- 37%** Overall ease of use
- 20%** Reliability and quality of screen sharing
- 16%** Speed of application loading (to join a meeting as a participant)
- 15%** Reliability and quality of call audio
- 11%** Speed of application loading (to host a meeting)
- 1%** Ability to run meetings from my mobile device(s)

# Why did customers rate join.me higher?

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Survey respondents show an extremely strong emotional connection with join.me because it is easy to use, simple to learn, convenient, and starts so quickly.

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## Customer quotes on why they prefer join.me

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Some users have cookies restrictions that prohibit starting a WebEx meeting promptly. join.me overcomes these.

GoToMeeting costs more and is complicated to join as a presenter or participant.

join.me works better and is easier to understand. Microsoft Lync is slightly more difficult.

It works well and is easy to join a conference in seconds.

Very user friendly, easy to explain how to navigate to non-technical clients.

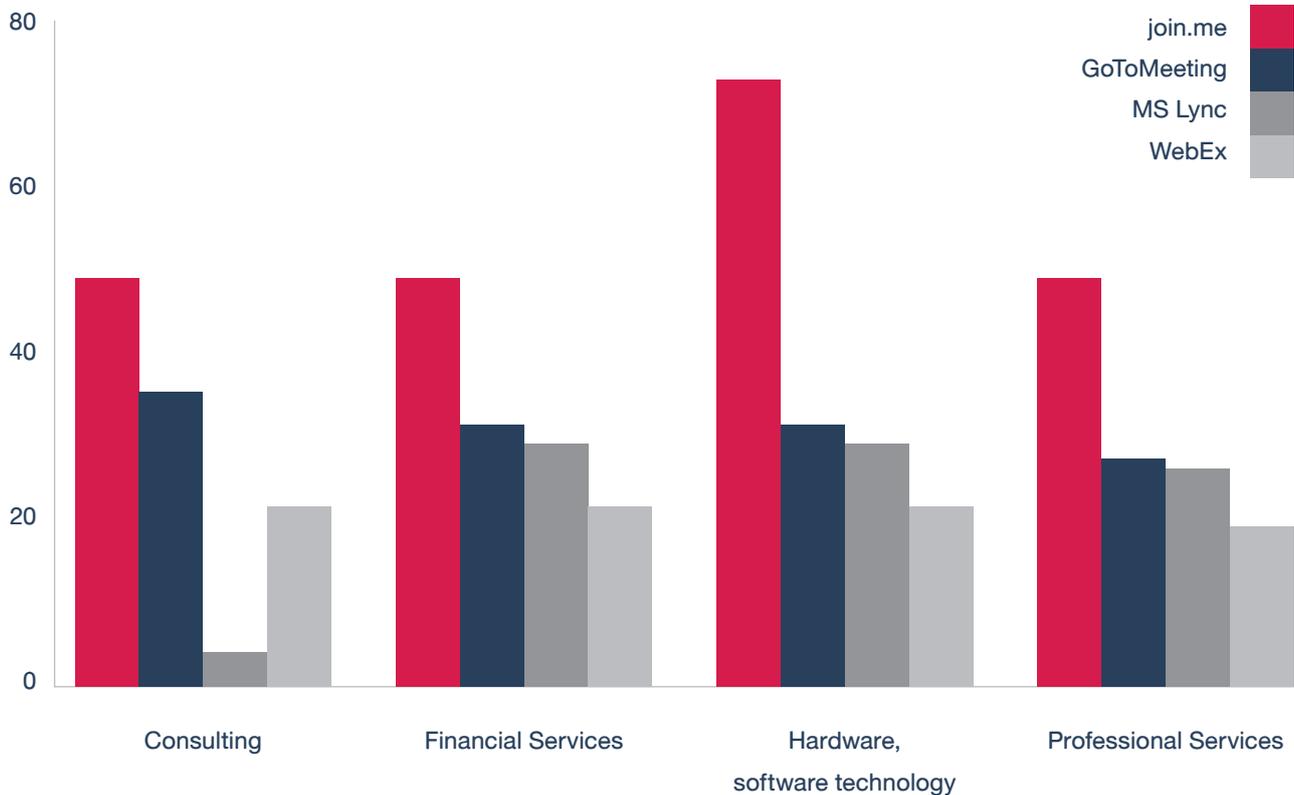
Ease of use. Unlike WebEx there is no set-up or installation verification required before the recipient can join the online meeting.

# join.me is the best-of-breed collaboration app for businesses in key sectors



Employees from organizations in the consulting, financial services, hardware and professional services industries gave join.me the highest NPS compared with the three best-known players in the collaboration industry.

**FIGURE 4: Different areas of business rate collaboration tools**



n = 1,282

## Decision makers rate join.me even higher

FIGURE 5: Decision makers rate collaboration tools

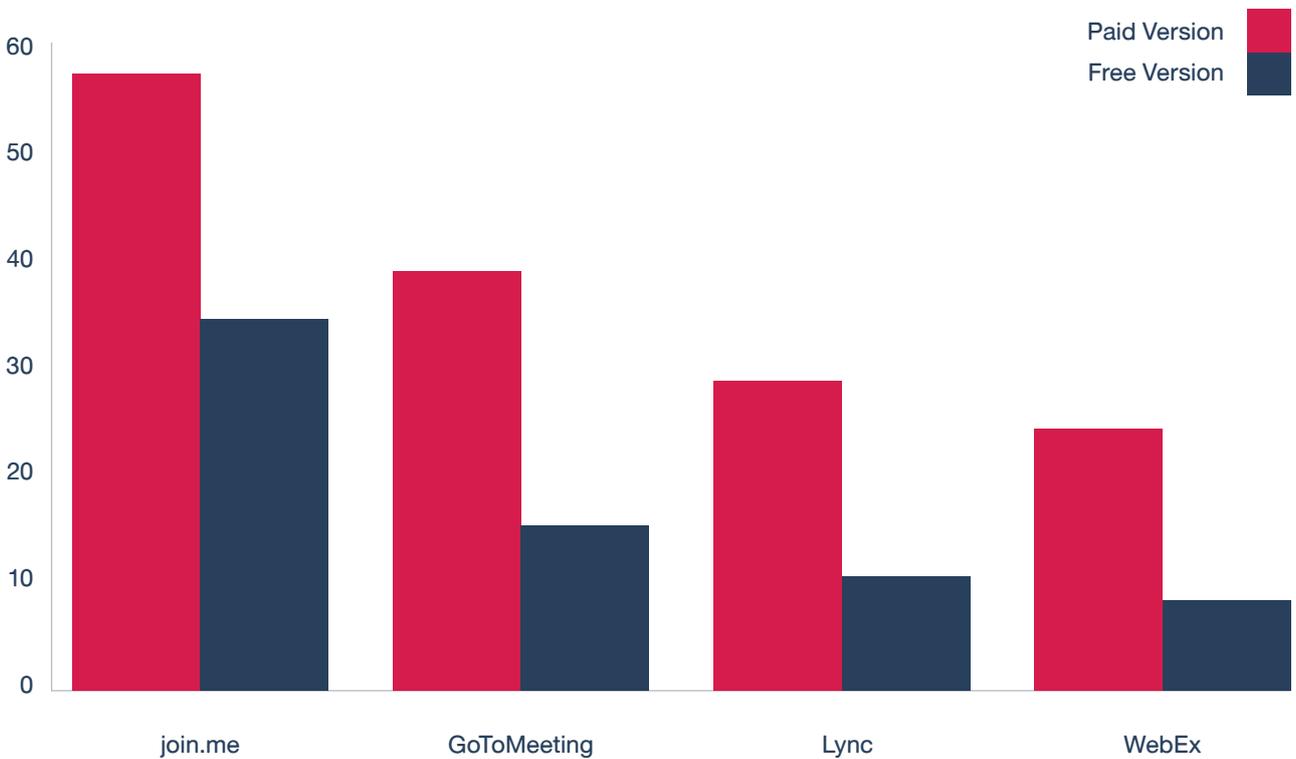
Respondents who identified themselves as responsible for purchasing collaboration software rate join.me higher than the competition.



## And paid users do too

FIGURE 6: Paid users rate join.me higher

Respondents using the paid version of collaboration tools rate join.me higher than the free version.



n = 1,282

# Conclusion

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## It comes as no surprise that 90% of Fortune 500 companies use join.me.

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Collaboration tools are now a mainstay of today's businesses. The modern workplace is increasingly connected which causes a rise in mobile working and an increase in virtual meetings. Companies demand collaboration tools that are built for today's agile and connected workforce.

Based on the NPS scores in this survey, join.me offers the strongest online meeting tool. With an NPS of 48, compared with GoToMeeting (31), Microsoft Lync (25) and WebEx (19), **join.me is the best-in-class collaboration tool.**

It also scores highest for overall ease of use, reliability and quality of screen sharing, and speed of joining a meeting – all critical drivers for satisfaction.

join.me is considered by business users as the best-of-breed collaboration app for the consulting, financial services, hardware and professional services markets, and rated higher than average by decision makers.

Designed for instant, intuitive collaboration, join.me provides today's businesses with the online meeting tool they need for an agile, securely connected, more productive workforce.

# Appendix

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## About join.me

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Built for today's fast-paced, highly mobile workplace, join.me is the instant online meeting app that makes collaborating easier than ever.

Powerful yet simple for anyone to use, join.me is great for ad-hoc meetings, formal presentations and anytime you need to share ideas and get work done. To start your own free trial, visit [www.join.me](http://www.join.me).

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