



AWARD REPORT AND FINDINGS

IDC 2025 CX CSAT Award for Content and Experience Management
Presented to Hyland Software, November 2025

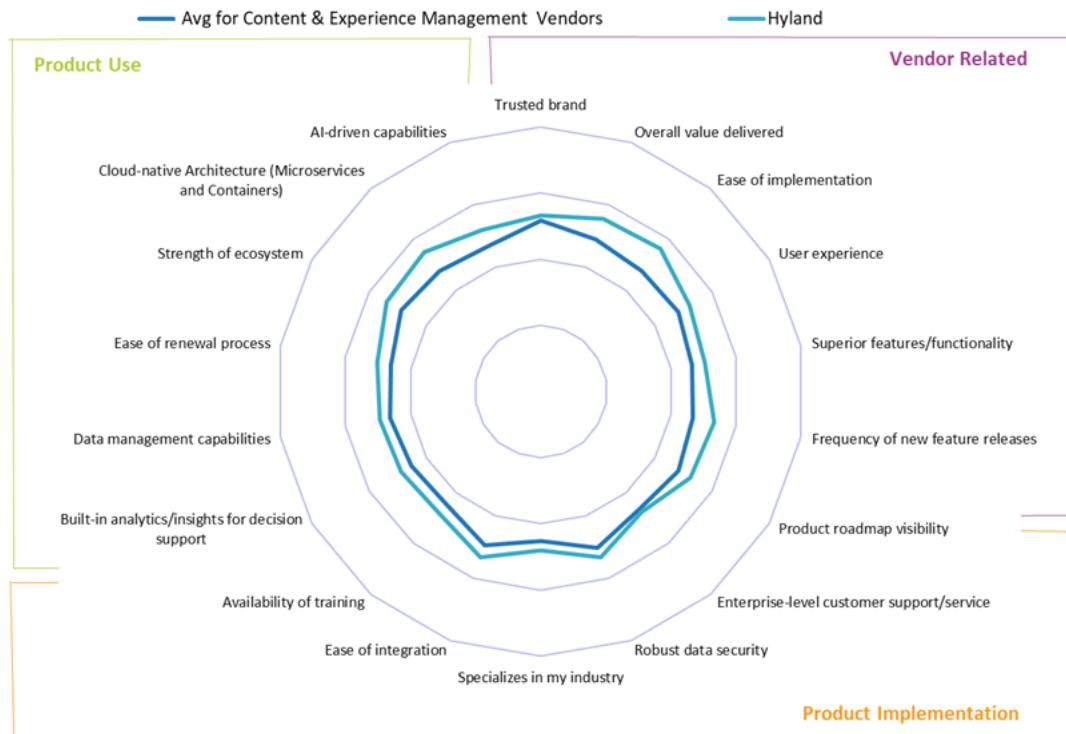
Based on ratings collected in IDC's 2025 CX Path Survey, Hyland Software placed in the highest scoring group for vendors serving the content and experience management application market and has been awarded IDC's 2025 CX Content and Experience Management Customer Satisfaction Award.

IDC's customer satisfaction award program, the CSAT Awards, recognizes the leading software-as-a-service (CX) vendors in each application market who receive the highest customer satisfaction scores based on IDC's CX Path survey. CX 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.

How Customers Rate Hyland Software

Figure 1 shows how Hyland Software 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 Hyland Software scores.

FIGURE 1: Hyland Software Customer Satisfaction Ratings vs. Average Ratings for Content and Experience Management Vendors



Source: IDC CX Path Survey, 2025

Content and Experience Management Market: Spending Priorities, Value Realization, and Additional Needs

Businesses using content and experience management software around the world (provided by all content and experience management vendors, not just Hyland Software), were asked about their content and experience management application spending. When asked how they expect their organization's CX content and experience management spending to change over the next 12 months 72.4% of companies stated they expect their spending to increase and 22% expect it to remain unchanged. Only 5.2% of respondents expected a decline in spending. Of those companies planning to increase their spending, the three most likely areas of additional spending included adding new features (UI, reporting, OCR, etc.), more innovative capabilities (AI/ML, analytics, etc.), adding additional modules, and increased spending with my vendor's ecosystem partners.

Content and experience management vendors are delivering substantial value to their clients and continue to innovate to meet evolving customer expectations. When asked about the value being derived from their CX content and experience management applications, relative to the price they paid, 55.2% of companies said that the value delivered met their expectations, and 41.4% even said that their content and experience management application exceeded their expectations. Only 1.7% of customers said the value realized was less than expected. However, some of the areas that customers state they seek improvements include more frequent releases of new functionality, improved product roadmap transparency, simpler pricing models, less complex contracts, and higher levels of customer support. Content and experience management 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 CX Award Program

CX Path is IDC's premier CX-specific benchmarking survey, providing demand-side guidance on the mind and journey of CX buyers, including a deep dive into 13 functional CX markets, including Advertising, Marketing, Sales, Digital Commerce, Configure-Price-Quote (Contact Center), Product Information / Experience Management (PIM/PXM), Contact Center, Voice of Customer (VoC), Customer Experience Orchestration, Content and Experience Management, Customer Data Platforms, Customer / Product Analytics, and Aftermarket Service Operations

Coverage includes application adoption, deployment models, budget plans and replacement cycle timing, purchasing preferences and attitudes toward buying channels, application migration strategy, drivers and inhibitors, packaging and pricing options, AI/ML inclusion and in-depth vendor reviews, ratings, spending, and advocacy scores for most leading vendors in each of the 13 functional markets.

The CX Path survey is conducted across all geographic regions of the world, all company sizes, including roughly 55% IT leaders and 45% 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 39 different metrics, including 23 customer satisfaction metrics and 16 vendor vulnerability categories (listed below). These 39 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 assessment examining

the product's usage and value. All these satisfaction and vulnerability metrics are aggregated and analyzed on more than 200 different software providers to identify the vendors with the highest overall customer satisfaction scores in each application market.

Customer Satisfaction Metrics

Q. Based on your experiences, rate [Vendor X] as a CX content and experience management vendor. Please use a 0-10 scale where 0 is 'Poor' and 10 is 'Excellent'.

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

Q. Which of the following issues has your organization experienced with [VENDOR X] as your CX content and experience management vendor? Select all that apply.

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
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