

# Buyer Insights and Satisfaction with Robotic Process Automation (RPA) 2021

December 2020: Complimentary Abstract / Table of Contents



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## Background of the research

### Background of the research

Robotic Process Automation (RPA) has been one of the fastest growing markets in the enterprise automation segment in the past decade. It is seeing wide adoption across industries and geographies, as more enterprises become aware of its benefits. It has been a key enabler for organizations in reduction of costs, greater operational efficiency & quality, increased workforce productivity, and enhanced customer & employee experience. Encouraged by a growing number of success stories and positive word of mouth, many enterprises, Global Business Services (GBS), and service providers are investing in RPA. Selecting the right enterprise-grade RPA technology partner(s) is critical to success. However, RPA is a burgeoning market, rapidly evolving in terms of product features, deployment options, product architecture, training & support, partner ecosystem, and commercial models. The technologies, along with the delivery models, are evolving, with an expanding feature set and increasing richness of functionality.

### In this study, we analyze the RPA technology market and buyer insights across various dimensions

- Impact of COVID-19 on enterprises and automation initiatives
- Adoption drivers and vendor selection criteria
- Buyer satisfaction with the products/vendors in meeting objectives
- Buyer satisfaction with the products'/vendors' capabilities
- Buyers' future engagement plans with their current vendors

### Scope of this report:



**Products**  
Robotic Process  
Automation (RPA)



**Geography**  
Global



**Sample size**  
Feedback from over 65  
buyers of 21 leading RPA  
technology vendors

## Overview and abbreviated summary of key messages

This report analyzes the RPA technology market across various dimensions, such as the impact of COVID-19 on enterprises and automation initiatives, key drivers for enterprises to adopt RPA, buyers' vendor selection criteria, buyer satisfaction with vendor capabilities, and key strengths and areas of improvement according to buyers.

Some of the findings in this report, among others, are:

### Impact of COVID-19 on enterprises and automation initiatives

- Enterprises are experiencing demand fluctuations and challenges in business continuity due to COVID-19. In response, they are looking to accelerate their automation initiatives to reduce their heavy reliance on manual processing
- Enterprises have expressed high satisfaction with the support provided by their RPA vendors during the COVID-19 crisis

### Adoption drivers and vendor selection criteria

- Although cost savings continue to be an important factor, there is increased enterprise focus on leveraging RPA to improve operational efficiency, enhance customer experience, and ensure business continuity
- The top three criteria for RPA vendor selection are ease of use, product functionality & roadmap, and product cost

### Buyers' assessment of RPA products/vendors

- Buyers have highlighted high overall satisfaction over the last three years; while satisfaction levels declined in 2019, they increased in 2020
- Most buyers cited customer success and support services, ease of product use, and core product capabilities as key strengths; they pointed out partner ecosystem and product training & documentation as improvement areas
- Buyer feedback indicates that analytics & dashboards, ease of software maintenance, and the ability to automate complex use cases are the most differentiated capabilities in the RPA market

### Outlook

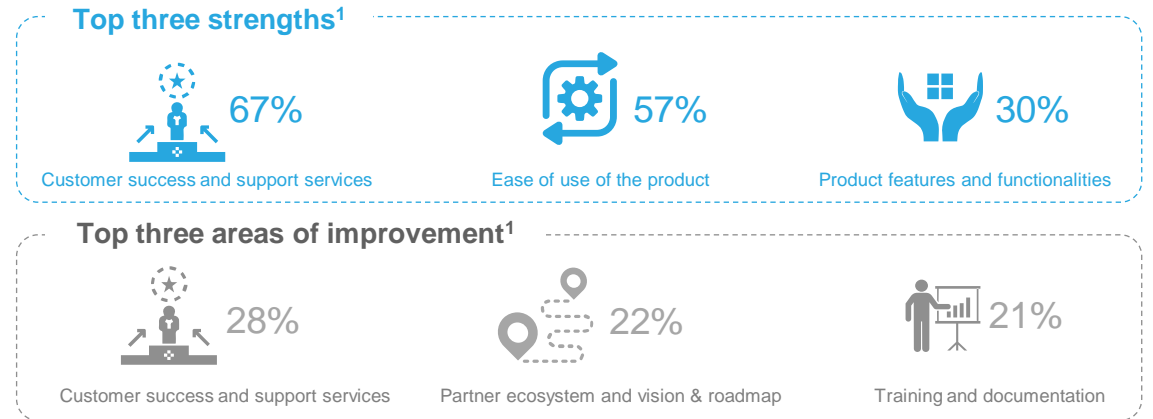
- Most buyers plan to increase the scope of engagement with their current vendor, while less than 15% of buyers plan to reduce the scope of engagement

# This study offers four distinct chapters providing a deep dive into key aspects of RPA technology market; below are four charts to illustrate the depth of the report

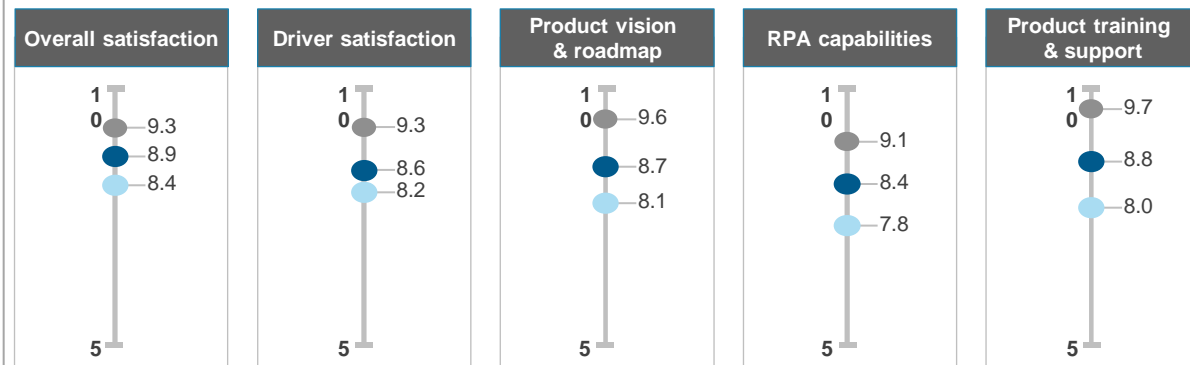
## Key factors driving RPA adoption

	2019	Subdimensions	Relevance of the driver for clients (2020)	2020
Operational impact	8.9	Improve operational efficiency and quality	9.5	8.8
	8.8	Increase employee productivity and experience	8.9	
	-	Improve process governance and compliance	7.9	
Cost impact	9.3	Cost savings	8.7	8.7
Business impact	7.2	Enhance customer experience	8.1	7.1
	-	Business continuity planning	6.8	
	6.5	Top-line growth or disrupt the industry	6.5	

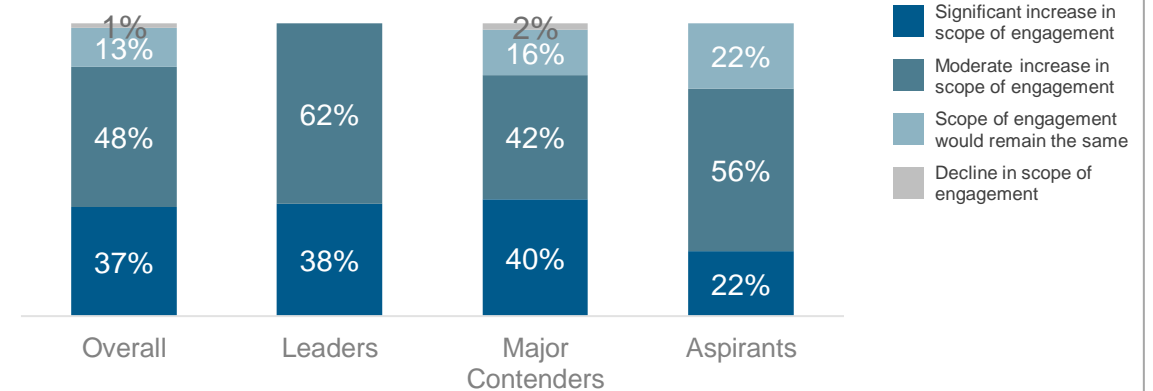
## Key strengths and areas of improvement cited by buyers



## RPA vendor KPIs



## Buyers' future engagement plans with their current vendors



# Research calendar

## Service Optimization Technologies

Published
  Planned
  Current release

### Flagship SOT reports

	Release date
Process Mining – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	February 2020
Intelligent Automation in Business Processes (IABP) Solution Provider Landscape with PEAK Matrix® Assessment 2020	March 2020
Intelligent Document Processing (IDP) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	March 2020
Intelligent Virtual Agents (IVA) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	March 2020
Intelligent Virtual Agents (IVA) State of the Market Report 2020 – Conversing with AI	June 2020
Robotic Process Automation (RPA) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	September 2020
Robotic Process Automation (RPA) – Technology Vendor Compendium 2021	October 2020
<b>Buyer Insights and Satisfaction with Robotic Process Automation (RPA) 2021</b>	<b>December 2020</b>
Robotic Process Automation (RPA) State of the Market Report 2020	Q4 2020

### Thematic SOT reports

	Release date
Who Takes on the RPA Mantle?	June 2019
Intelligent Document Processing (IDP) Playbook	September 2019
Accelerated Intelligent Automation (AIA) in Enterprises	May 2020
The 360-degree Enterprise Automation Playbook	May 2020
Practitioner Perspectives – Mastering Efficiency and Innovation with Intelligent Automation	May 2020
Buyer Satisfaction with Intelligent Document Processing (IDP) – Are Buyers Delighted or Disenchanted?	July 2020
AI Trailblazers 2020 - AI Startups Redefining the Business Process Services	Q4 2020

Note: For a list of all of our published Service Optimization Technologies reports, please refer to our [website page](#)





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