WHY CLIENTS CHOOSE AND STAY WITH LASERFICHE

ANALYST

Barbara Z. Peck

THE BOTTOM LINE

Nucleus Research analyzed the experiences of several Laserfiche clients to understand why they chose that vendor's enterprise content management (ECM) software solution, and what factors contributed to the continued relationship. Our research found that customers selected Laserfiche for three key reasons over its ECM competitors: user friendly interface, sophisticated functionality, and superior customer support. Nucleus also determined that the Laserfiche client retention rate for this survey was greater than 90 percent.

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OVERVIEW

As the market for ECM becomes more competitive with new providers, additional offerings from existing vendors, and on-going acquisitions, selecting the right application has become more difficult. Strategic acquisitions and client retention have replaced organic growth and become a prominent factor in ECM business. Customers are looking for solutions that are easy to set up, easy to learn, and can grow with their business needs.

Laserfiche is a privately-owned software company that develops solutions for document capture, workflow, forms, e-signatures, and case management, delivered through its solution. Founded in 1987 by Nien-Ling Wacker, its headquarters are in Long Beach, California, with other offices Shanghai, and Canada.

As a part of its on-going research into the area of ECM solutions, Nucleus Research interviewed a number of customers who selected Laserfiche over competing

software from other vendors. The survey consisted of a variety of questions, including why Laserfiche was chosen, which applications were utilized, how long the relationship has lasted, and the best and least favorite features of the application.

WHY LASERFICHE

Nucleus interviewed customers to determine where they are receiving value and how they think Laserfiche differentiates itself from the competition. Customers noted that Laserfiche was quick to react to customer input and improve processes as needed.

USER INTERFACE

Ease of use was stated by more than 75 percent of respondents as a factor in remaining with the Laserfiche application. Nucleus found that a majority of the clients were satisfied with the user interface (UI) and because it is simple to navigate. Some clients noted that the "learning curve" was longer than expected, but emphasized that Laserfiche support was collaborative during the implementation process, and provided assistance whenever necessary. A customer said: "*Laserfiche was easy to use and has an intuitive interface; our employees are fans.*"

Laserfiche has continued to invest in making its product easy to use. In 2016.the company focused on Business Process Automation and improved analytics. Clients noted that user interface enhancements were substantial and improved the user experience, identifying the business process library and industry specific processes. The library contains almost 100 templates that are configurable and address much of business functions. Additionally, the industry specific processes include preconfigured templates for government, financial services, and education. Laserfiche's investments are paying dividends for customers as reflected in the retention rate.

FUNCTIONALITY

Nucleus found that Laserfiche delivered a high degree of functionality that allowed users to benefit from greater productivity and fewer errors in their document management. Customers get value from the ability to use metadata to tag, organize, and search for files with Laserfiche. Customers gained value from being confident that a user is working with the most current data available, reducing the potential for errors and providing consistency. Laserfiche, delivered as a cloud solution is easy to implement and updates are simple to apply, helping clients to devote more time to value adding asks. In addition, Nucleus has found that the

cloud delivers 2.1 times more ROI than on premise solutions, on average (Nucleus Research, *Q65 - Cloud Delivers 2.1 Times More ROI,* April 2016*)*. Several users noted that the Laserfiche application delivered robust security and compliance capabilities necessary in the current business environment. A customer said: "*Excellent search capabilities, easy to customize, and efficient*."

CUSTOMER SUPPORT

The survey revealed consistent, positive responses regarding customer support for Laserfiche users. Most clients surveyed indicated that a strong client support culture and network has maximized the potential of the application and r3taind them as long term customers. One client said: "*Customer support has been excellent, we have been with Laserfiche for more than seven years and the support has always been responsive."*

AREAS FOR IMPROVEMENT

Nucleus found a few areas where Laserfiche could improve based on customer feedback. It was noted that several of the modules seem to provide similar functions which can be confusing to users. Several clients said that Laserfiche was more expensive than the competition and might be financially more appropriate for larger enterprise users. Lastly, the learning curve to proficiency was noted to be longer than expected by a few users.

CONCLUSION

Laserfiche provides integrated enterprise content management solutions and continues to invest in functionality enhancements. The recent release included industry specific templates and analytical advances that allow users to evaluate insights drawn from monitoring, reporting, and analysis of the business process.

Customers point to a number of ways in which they get value from their Laserfiche deployments, Users are more productive because of the intuitive and industry-tailored user interface, broad functionality, all with robust security features. Although customers pointed to a few areas for improvement, Laserfiche's support and service ensure that clients will continue to leverage its for their content management needs.