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Low-code workflow automation tools - Market research 2024

Published on 29 January 2024

Low inventory - Reorder and ten

Stock management 🏭

Workflow

Notify category manager

Ask for approvals

Reorder SKU from supplier

Temp. price increase Shop & Amazo
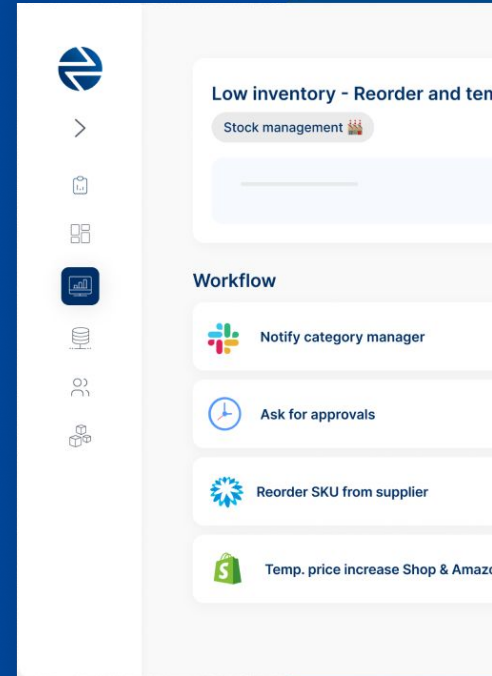
Based on our research, low-code process automation tools lack transparency, monitoring, and reliability

We researched the process of **automating operational workflows with low-code / no-code technology** with the 'Job-to-be-done'[1] methodology.

300
interviews

75
research participants

33
job steps defined

105
outcomes analysed

Power Automate	4.0
workato	3.9
zapier	3.5
make	3.3

general satisfaction of key tools

Strengths of current tools

Number of integrations   Cost

Speed   Simplicity

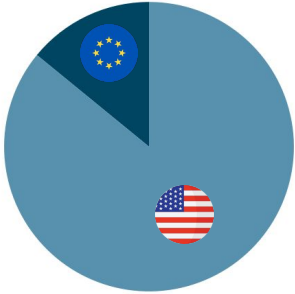### Weaknesses of current tools

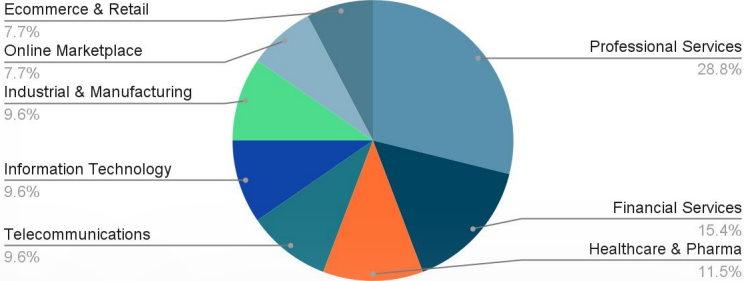Robust monitoring   Reliability

Transparency   Security

For successful process automation, it is important that you **understand your needs** and **search for innovative tools** that meet your requirements.

1 https://anthonyulwick.com/jobs-to-be-done/

Most participants work in tech or operations role, live in the US and work in professional or financial services

Participants per geography
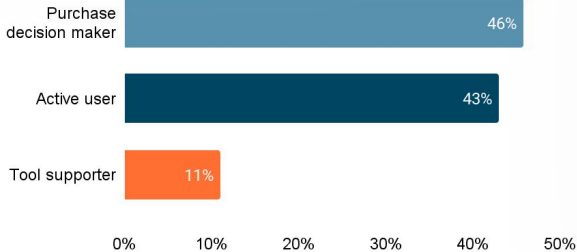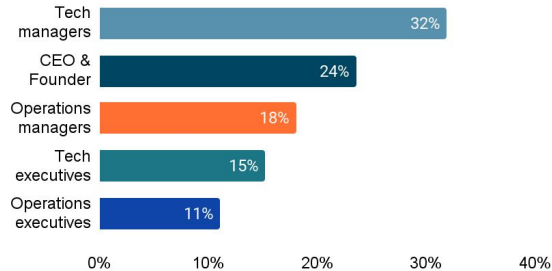

Participants per industry

Ecommerce & Retail
7.7%
Online Marketplace
7.7%
Industrial & Manufacturing
9.6%
Information Technology
9.6%
Telecommunications
9.6%

Professional Services
28.8%

Financial Services
15.4%

Healthcare & Pharma
11.5%

Participants per involvement in the tool

Purchase decision maker	46%
Active user	43%
Tool supporter	11%

0% 10% 20% 30% 40% 50%

Participants per persona

Tech managers	32%
CEO & Founder	24%
Operations managers	18%
Tech executives	15%
Operations executives	11%

0% 10% 20% 30% 40%

Among participants, Zapier was the most popular tool - integrated mostly with CRMs, ticketing or comms tools

Top automation tools used by participants

Top apps integrated with automation tools
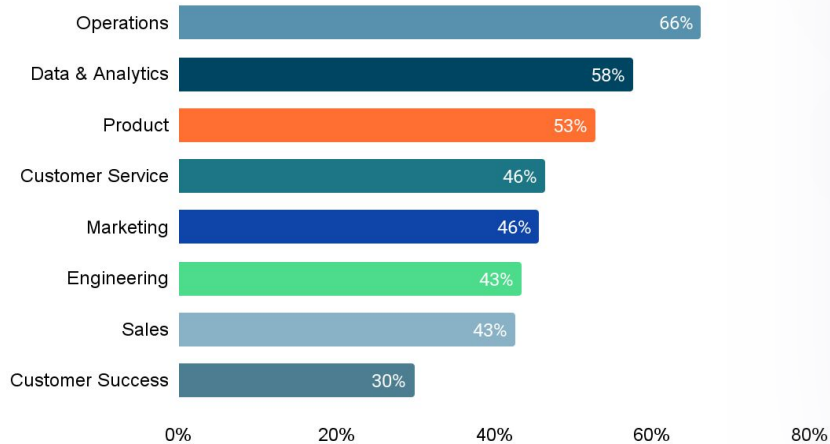
Workflow automation tools are used across multiple departments

Departments using the tool (% of participants)

Department	%
Operations	66%
Data & Analytics	58%
Product	53%
Customer Service	46%
Marketing	46%
Engineering	43%
Sales	43%
Customer Success	30%

Examples of automation use cases mentioned

"Syncing data across different platforms"

"Sales lead flow"

"Aggregating customer reviews to act on"

"Invoice generation and delivery"

"New hire onboarding"

"Returns management"

Users are the most satisfied with Power Automate and least happy with Make

| x | General satisfaction (avg. rating) |

zapier — 3.5

Strong in:
Ease of use

Weak in:
Transparency and reliability

Power Automate — 4.0

Strong in:
Reliability and security

Weak in:
Usability

workato — 3.9

Strong in:
Performance

Weak in:
Customizing 3rd party integrations
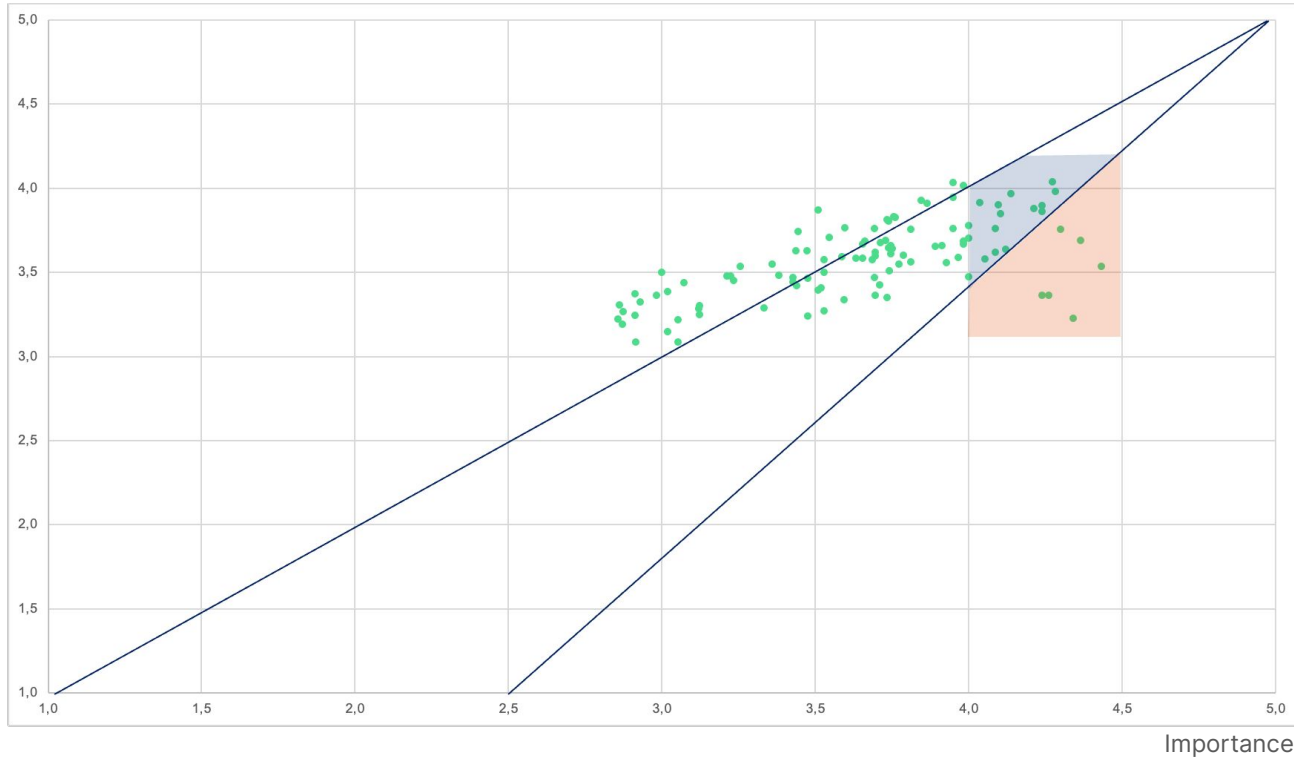
make — 3.3

Strong in:
Customizable workflow setup

Weak in:
Workflow maintenance experience

The respondents evaluated all 105 outcomes from the perspectives of importance and satisfaction

Opportunity map

Satisfaction / Importance

- Outcomes
- Important outcomes **well served** by current solutions
- Important outcomes **not fulfilled** by current solutions

Buyers & users seek high number of integrations, simplicity and transparency - thereby not well served now

Important outcomes well served by current solutions

- **Quick and easy process to integrate** a high number of applications
- **Simplicity in creating and editing workflows** (mostly basic ones with single actions)
- **Performance** (**speed**) of regularly & automatically running workflows
- **Cost** of automations

Important outcomes not fulfilled by current solutions

- **Reliable integrations** with current tools (especially with databases and 3rd party apps)
- **Robust workflow monitoring** with alerting and root cause analysis
- **Transparency over processes**, such as workflow and task statuses or impact analyses
- **Security of integrations**, especially for own databases and APIs

Our recommendations

Understand your needs

As presented before, all workflow automation tools are different. In order to find the right one, you need to first understand your needs that may depend on your company size, industry, available resources, use cases or the tech stack that you use.

It can easily happen that you don't find a mainstream solution that fits all your needs. Be open to searching for and trying out new up-and-coming solutions that often not only better suit your requirements but also offer an improved customer experience.

Search for innovative tools

Pick a few use cases for test

In order to be ready to test new tools, have a few use cases ready. Define the objectives of the workflow, the stakeholders and applications needed and the steps needed. With that you can jump start your trials and get feedback early on.

The advantage of working with startups is not only finding more innovative solutions, but also getting more support from them. Use that opportunity if you miss features or see improvement areas - and be surprised about their responsiveness!

Collaborate with the provider

What Eversync can do for you

Sync all your relevant data sources - databases, apps, emails, CSVs, we got you!

Automate even complex workflows - define multi-triggers, mix in manual tasks and more.

Be aware of what's happening - check statuses, create reports, get alerted for issues.

Sit back knowing everything is in order - reliability and security are at our fingertips!
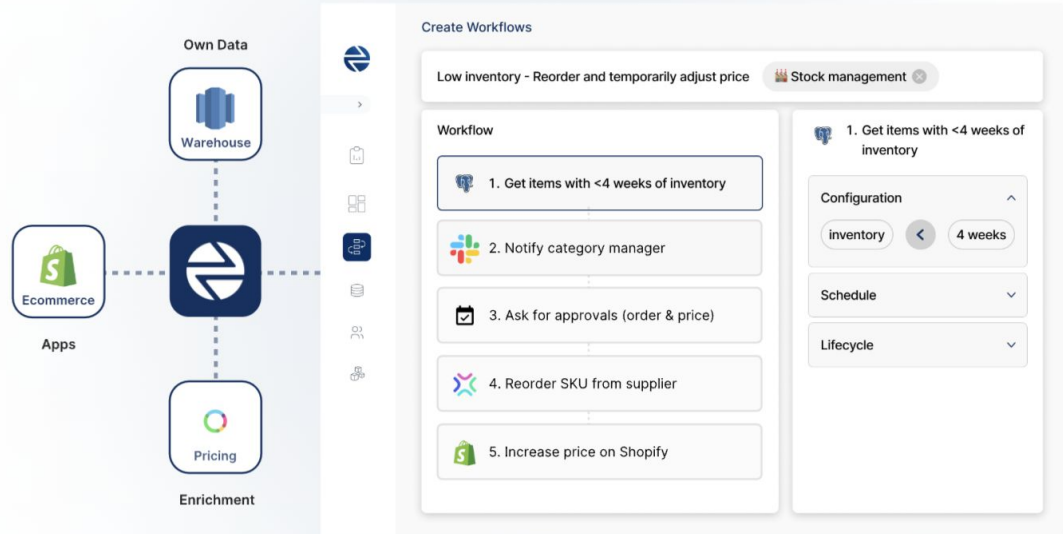
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SMS & WhatsApp messages	—	1000 /month	Unlimited
Premium destinations (3rd party tools, webhooks)	1	3	Unlimited
Users	10	30	Unlimited

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Get in touch

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