Saaskly publishes study of customer review scores across 162 business software products

One in four of the 98 ranked products scores under 2 out of 5 with its own customers. Figures were read on 25 September 2026 and each row links to its source.

LONDON, UNITED KINGDOM, September 29, 2026 /EINPresswire.com/ -- Saaskly, a UK review site for business software, has published The Trust Gap, a study of the public customer review scores of the 162 products it covers. Every profile was read on a major public customer review platform on a single day, 25 September 2026, and the 98 products with 50 or more reviews were ranked. Across those 98 products, the median score is 3.8 on 782,016 reviews. Twenty-three score under 2.0, 33 under 3.0 and 43 at 4.0 or above.

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>
> *Tim Meredith, founder of Saaskly*

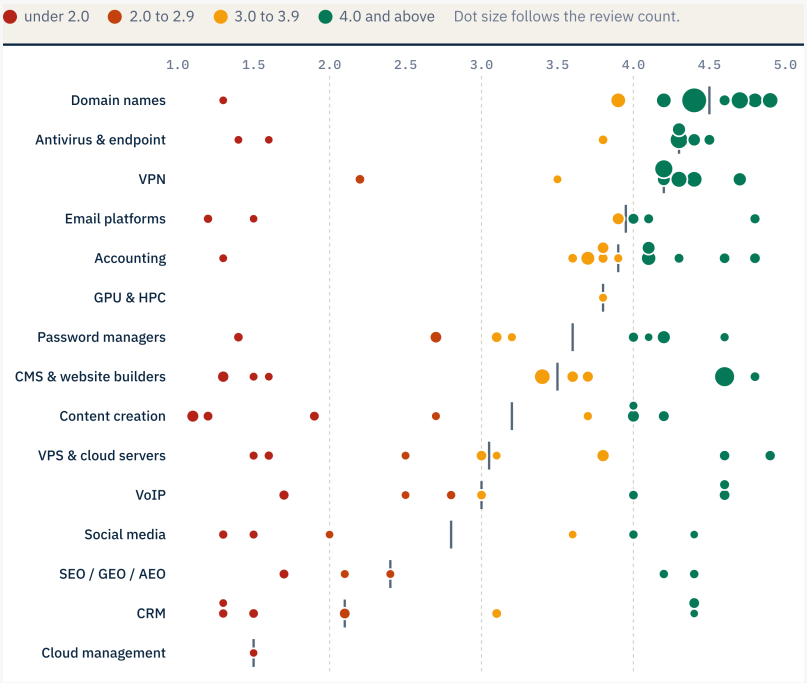
The highest score in the ranking is 4.9 and the lowest is 1.1. Two of the ten lowest scores belong to products with more than 5,000 reviews, and three of the ten highest belong to companies with fewer than 3,000. All scores are those displayed on each company's public profile on the date read, and the study names the platform and every product and links to every profile.

The study also reports a difference by review practice. The platform marks each profile according to whether the company invites its customers to review. The 47 ranked products whose companies do so have a median score of 4.0; the 51 that do not have a median of 2.7. By category, domain registrars have the highest median at 4.5, followed by antivirus at 4.3 and VPN at 4.2. Customer relationship management software has the lowest median among categories with more than one ranked product, at 2.1, followed by SEO tools at 2.4 and social media management at 2.8.

Saaskly publishes its own verdict on each product, scored on function, pricing, reliability and vendor conduct, and the study places the two scores side by side. The correlation between the customer review score and the Saaskly verdict across the ranked products is 0.18. The study lists the largest differences in both directions and states what each is about.

The Trust Gap includes an interactive chart of every ranked product by category, a sortable table with a link to each profile, and a description of the method. Profiles that cover a whole corporation rather than the product are shown separately, and products with fewer than 50 reviews are listed but not ranked. Saaskly will re-read all 162 profiles each quarter and publish the changes. The dataset is available to journalists on request.

Tim Meredith, founder of Saaskly, said: "We test what a product does and what it costs. Customers report how the company treats them after the sale. When those two scores disagree, that is the warning a buyer needs."



Every ranked product by customer review score, one row per category, ordered by median. Source: Saaskly, The Trust Gap, profiles read 25 September 2026.

About Saaskly.

Saaskly publishes independent reviews and rankings of business software across fifteen categories, scored on function, real pricing, reliability and vendor conduct. There is no pay-to-rank, and vendors cannot buy a placement or a score. Saaskly is a trading name of Next Generation ICT Ltd, registered in England and Wales (company 08641452), 86-90 Paul Street, London EC2A 4NE.

Tim Meredith
Saaskly
help@saaskly.com
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