

ROI Service Calculator

Scenario 1

Context of Use

- 247 currently servicing this journey completely through voice calls
- This models a potential new deal
- Expired/expiring credit card update
- We are proposing serving these customers instead through outbound Vivid Speech call.

Traffic Values

- Monthly voice volume: **1.25 Million**
- Assuming 50% mobile
- Web not active for this journey, traffic = 0

Product Inputs

1. Voice (current and future)
 - **\$11.60 cost per interaction**
 - Value comes from: \$1.20 per minute (assuming \$30/hour for agent = \$.50 per minute, plus overhead cost) x 10 min
2. Vivid Speech (future only)
 - **\$2.50 per interaction**
 - **20% containment**

Summary Tab:

Shows cost breakdown per channel for current and new plan

- Total Savings = **\$1,187,500 per month**
 1. Voice Agent
 - Current cost \$15,000,000
 - New cost \$13,500,000. Savings = \$1,500,000
 2. Vivid Speech
 - Current cost \$0
 - New cost \$312,500. Savings = (\$312,500)

Bar Charts: comparison of cost to volume of interactions per channel

- Costs: Here you can see that the total savings is a little over \$1M, coming from a reduction in voice agent costs.
- Volume: Consistent across both solutions. Vivid Speech handles a greater percentage of volume when compared to spend.

Journey Map: shows summary of customer experience.

- Customers can connect through landline or mobile phone. Through our platform, smart phone users are given the option to complete the journey via Vivid Speech (self service – i) or through voice agent.

Scenario 2

Context:

- Currently Company2 has voice agents, IVR and web chat.
- Today When a customer can't find the information they are looking for on the web, they will call in.
- If we can keep customers in the digital channel this is a cheaper way to serve them.
- Proposal is to keep existing channels the same and add Virtual Assistant.
- This model is a more system wide look at the interplay of web and voice.

Traffic Values

- Monthly voice volume: **24 M**
 - Default assumption **50%**
- Monthly web volume: **15 M**
 - **40% mobile**

Product Inputs

1. Voice Agents - Current & future same
 - **\$9.60** cost per interaction
2. IVR - current and future numbers the same
 - **\$1.00 per interaction**
 - **60% containment**
3. Web Chat - current and future numbers the same
 - **\$4 per interaction**
 - **5% containment**
4. Add Virtual Assistant
 - **\$3.00 per interaction**
 - **10% containment**

Summary Tab: Shows cost breakdown per channel for current and new plan

- Total Savings = **\$9,648,000 per month**
3. Voice Agent
 - current cost \$231,840,000
 - new cost \$217,872,000. Savings = \$13,968,000
 4. IVR
 - Cost remains \$14,400,000
 5. Web Chat
 - current cost \$1,800,000
 - new cost \$1,620,000. Savings = \$180,000

6. Virtual Assistant

- current cost \$0
- new cost \$4,500,000. Savings= (\$4,500,000)

Bar Charts: Shows a comparison of cost to volume of interactions per channel

- **Costs:** Here you can see that the total savings is close to \$10M per month, coming from a huge reduction in voice agent costs.
- **Volume:** Consistent across both solutions. Virtual Assistant handles a greater percentage of volume when compared to spend.

Journey Map: shows summary of customer experience.

- As an overall customer service system, CapOne offers customers many ways to connect with them.

Summary

- Adding Virtual Assistant helps customer's service themselves, diverts traffic from web chat, and contains more traffic in the web channel reducing voice agent call volumes.