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by LogMe**in**

Value Assessment for: logmein bold 360

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Link to the ROI

Executive Summary

Based on the information provided, with the use of Bold360 over the next 2 years, your organization has the potential to realize a total return on investment of:

$7,400

ROI Statistics

ROI	57%
NPV	$7,155
Payback Period	15.3 months

	Year 1	Year 2	Total
Cost Management	$10,200	$10,200	$20,400
Incremental Revenue	$0	$0	$0
Customer Satisfaction	$0	$0	$0
Strategic Benefits	$0	$0	$0
Total	$10,200	$10,200	$20,400
Costs	($8,000)	($5,000)	($13,000)
Net Total	$2,200	$5,200	$7,400

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Cost Management Savings

Shifting engagements from high-cost channels, like phone and email, to lower cost channels, like live chat and self-service, can drive significant cost savings. We used your existing engagement rates across channels, plus standard industry data, as a benchmark to determine the expected engagement rate for self-service. This will vary based on the type of self-service implemented - dynamic search bar, conversational chatbot, etc.

$20,400

Phone Engagement Savings	$7,200
Email Engagement Savings	$3,000
Live Chat Savings	$0
Other Messaging (social, text, app-based, etc.)	$0

Just six weeks after implementing Bold360 ai, ICICI bank reported a 55% reduction in agent chats and a 61% reduction in call volume.

JustFab experienced 17% fewer clicks to the Contact Us page among desktop users, and nearly 66% among mobile users, indicating that customers were self-serving.

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Incremental Revenue

There is the potential to drive additional revenue from implementing self-service and a conversational chatbot on your website, mobile app, messaging or social channels. Using your existing engagement data, digital conversion rate and average order value, we have calculated the uplift that can come from implementing Bold360 ai.

$0

Current number of digital engagements	10,000
Projected number of digital engagements	11,300
Increase in annual engagements	-2,700
Additional revenue from increased engagements	$0

â€œBold360 ai automatically answers more than 13,000 questions per month and frees existing agents to use their time and expertise more efficiently. The solution allows our reps to focus more on the high-value chat requests and the ones who are more likely to convert.â€

Customer Satisfaction

A.I. and self-service can also have an impact on CX metrics like Customer Satisfaction (CSAT) and Net Promotor Score (NPS). By leveraging your specific benchmarks, or through industry benchmarks, we have measured the potential increase in revenue from an improvement in customer satisfaction.

$0

Current customer satisfaction score	0
Projected customer satisfaction score	0
Estimated financial impact of improvement	$0

"We believe that the key to driving customer satisfaction and repeat purchases is having good self-service processes in place, which Bold360 ai is helping us achieve. It's all about making life simpler for your customers."

"Bold360 ai extended the reach of the Voice of the Customer for us, whereas before I had to rely only on customer care engagement data. With Bold360 ai I get a clearly communicated story for these customers, whose voices had previously been silent. I can now understand why the flow may be abandoned at a certain time, because Bold360 ai is a sort of 'mind reader' for our customers, helping us provide a greater customer experience."

Strategic Benefits

Implementing A.I. can provide additional benefits in both customer facing and agent facing applications. This can include areas such as reallocating agents from customer service to customer acquisition roles or reducing agent onboarding costs.

$0

Importance of reallocating support labor to revenue generating activities: **Somewhat**

Financial impact of support reallocation: **$50,000**

Annual agents lost to attrition	0
Cost to onboard a new agent	$0
Current cost of onboarding	$0
Savings by reducing attrition rate by 10%	$0

"Bold360 ai diminished our call center volume by almost half, freeing up our account managers to focus on revenue generating projects as opposed to resolving repetitive issues that were easily solvable with Bold360 aiâ€™s platform. Implementing Bold360 ai into the most sensitive part of our websiteâ€"our payments pagesâ€"reveals our trust in their services."

"A.I. reduces load on mundane queries, which gives our agents more time to handle higher quality queries. While we may not be able to recruit more people, we are certainly not laying off people due to this â€" there is a lot of redeployment happening."

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Engage smarter.

Deliver value, instantly, with a more human AI, platform and interface.

Bold360 is an intelligent customer engagement solution that provides businesses with actionable customer insights to efficiently deliver richer and more personalized experiences in real time. We provide the digital channels and tools needed to engage and support consumers as they seamlessly move across self-service and agent-assisted channels like chat, email, messaging and social.

Visit www.bold360.com to learn more.

NOTE: The Bold360 ROI calculator produces only estimates and is for informational purposes only. The calculator uses information you supply, or industry averages, and generates an estimate based on several assumptions, including contact volume offset to self-service, projected engagements with self-service, self-service engagement rate, customer value, and deployment strategy. Your actual savings may vary from the calculations and estimates generated. The results produced do not constitute an actual quote, promise, guarantee or contract. For more information, please contact your LogMeIn sales representative.

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