



What is the Forrester Total Economic Impact™ of IBM's Tealeaf Customer Service Optimization (CSO) Suite?

Forrester worked with IBM Tealeaf to analyze the total economic impact that the Customer Service Optimization (CSO) Suite has on a number of its customers, who shared these business challenges and objectives:



“Diagnose issues faster, **reducing call handle times.**”



“Resolve callers’ issues faster, **decreasing call escalations.**”



“Help customers complete transactions, **capturing incremental revenue.**”



“**Improve employee and customer satisfaction** through positive call experiences.”

Through interviews and data aggregation, Forrester concluded that the CSO Suite has the following financial impact on a representative organization:



**ROI:
407%**

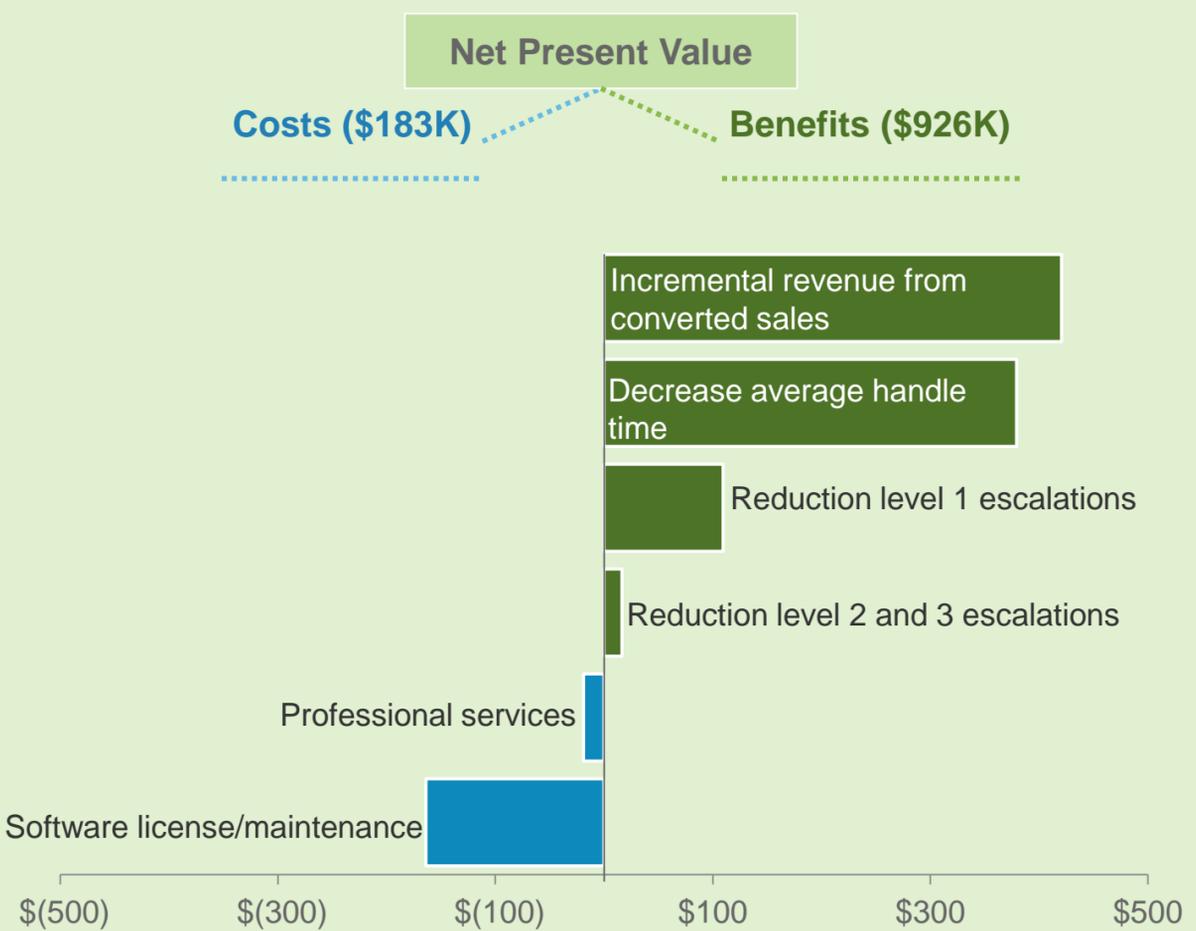


**Payback:
3.9 months**



**NPV:
\$743,386**

More importantly, TEI quantified specific benefits, costs, and metrics that mattered to customers:



**In thousands. Based on three-year risk-adjusted figures. Values of costs and benefits are representative of a composite organization constructed from aggregated feedback based on interviews with IBM Tealeaf customers.*

IBM Tealeaf CSO Suite by the Numbers

30

Decrease in average handle times of 30 seconds.

50%

Reduction in web-related escalations.

2,250

Number of calls converted to a sale due to Tealeaf, representing .25% of total calls.

4,590

Total escalated calls avoided per year, levels 1 through 3.

Disclosures

The reader should be aware of the following:

- This document is an abridged version of a full case study: The Total Economic Impact Of IBM's Tealeaf Customer Service Optimization Suite, December 2013. The study was commissioned by IBM Tealeaf and delivered by the Forrester Consulting group.
- Forrester makes no assumptions as to the potential return on investment that other organizations will receive.
- Please read the full case study for additional disclosures.

TEI Methodology

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility. (<http://www.forrester.com/marketing/product/consulting/tei.html>)