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

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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:
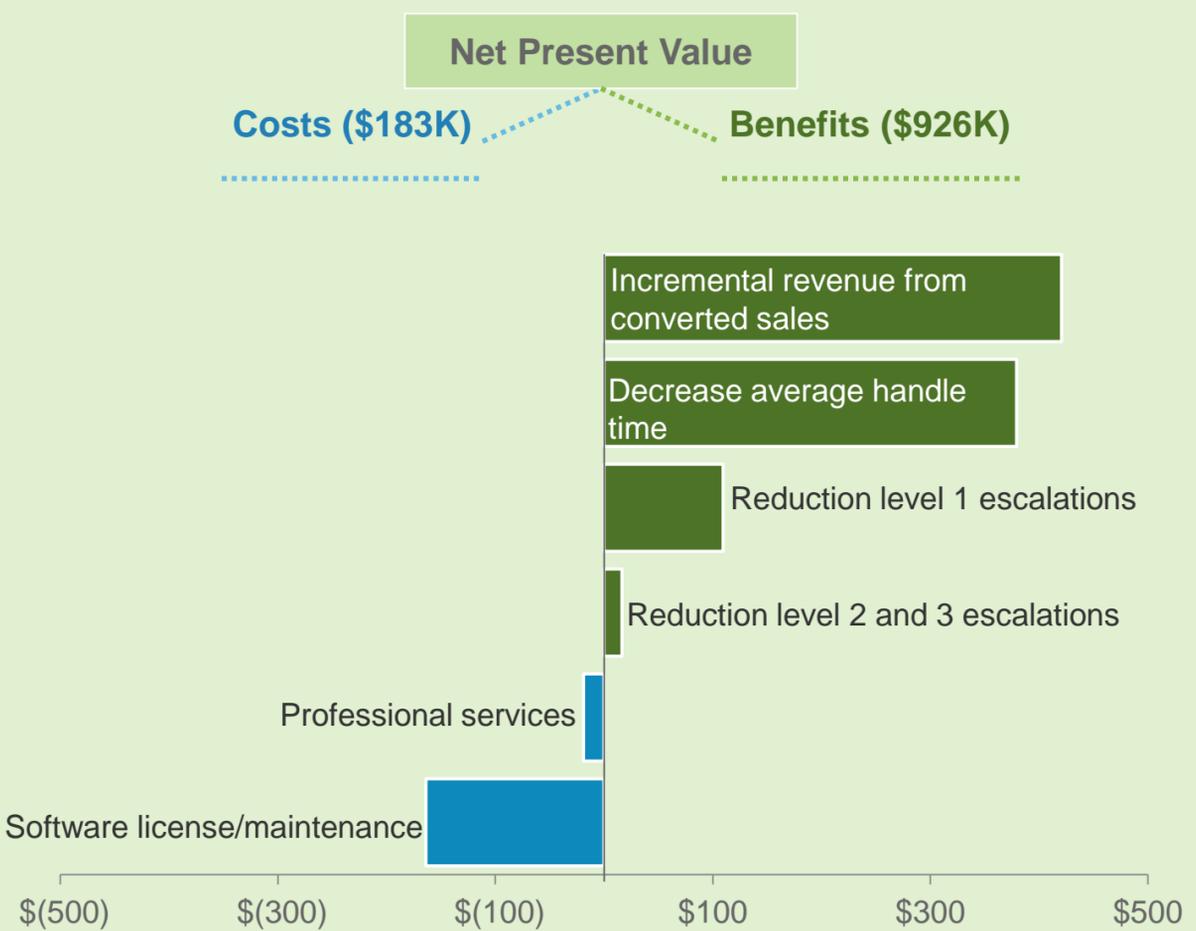
ROI: 407%

Payback: 3.9 months

NPV: $743,386

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

Net Present Value

Costs ($183K) .... Benefits ($926K)

Incremental revenue from converted sales

Decrease average handle time

Reduction level 1 escalations

Reduction level 2 and 3 escalations

Professional services

Software license/maintenance

$(500) $(300) $(100) $100 $300 $500

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.