

# ROI detailed calculator

Check the Numbers to See Why Fluid Topics  
Makes Great Business Sense

Fluid  Topics

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# Evaluate your ROI

Fluid Topics capabilities translate into measurable cost reduction and revenue benefits. Efficient information search and customer satisfaction gains can make a huge difference to your bottom line. We've included a detailed calculator to help you quantify Fluid Topics cost savings across three areas:

- customer and partner service,
- employee productivity,
- client satisfaction.

Determine how long it will take to achieve a return on your investment by customizing the calculator's numbers to fit your situation.

## 💡 How to use this PDF

This PDF embeds the calculation formulas and the ROI figures will update automatically when you input your numbers. However, this works only with the Adobe Acrobat Reader.

🍏 Mac OS users, do not use Mac OS Aperçu to open this PDF since it breaks the formulas and the rendering (empty input boxes). If you experience the issue, download the PDF again and use Adobe Acrobat.

## Transform customer and partner service

Relevant content drives greater support efficiency and cost savings.

### Reduce Cost of Tech Support Calls

Transform users into self-reliant customers:  
Users who can't find the information they need constitute a significant percentage of technical support calls and emails. But, by providing them with a vast new world of usable content that they can control, Fluid Topics helps you turn frustrated users into self-reliant customers that solve problems by themselves.

According to a study published by the Association of Support Professionals ([www.asponline.com](http://www.asponline.com)), the theoretical cost of a single customer transaction is \$36.14. We'll be conservative and use \$30 per transaction.

— Assumptions and average values based on market studies —

Cost of a customer transaction per call

Percentage of transactions avoided with Fluid Topics

Number of support transactions (calls, emails, etc.) per day

Formula (with default values):  $12\% \text{ call reduction} \times \$30/\text{calls} \times 150 \text{ calls/day} \times 350 \text{ days/year}$

**Annual savings from reduced tech support calls =**

## Customer Support Productivity Gains

A major consumer of company technical information is your customer support organization. To answer user questions effectively, your technical support agents must frequently sift through dozens of different files, paper documents, emails and other disparate bits of information that are difficult to track and file for future use. Fluid Topics gives support techs access to needed information rapidly and in context from one convenient location. Giving your support techs the best information search tools and unlimited source materials significantly reduces support call resolution time.

— Assumptions and average values based on market studies —

Average yearly burdened salary for support agents

Transaction handling efficiency improvement

Number of tech support agents in your company

Formula (with default values):  $15\% \times \$60,000/\text{year} \times 20 \text{ employees}$

**Annual savings from improved customer support =**

## Partner Support Cost Savings

Business partners typically require a higher level of support. The cost savings here stem from a lower number of support calls as well as transaction reduction time. The calculation assumes that partner support techs have many responsibilities, and might take just one or two cases per day.

— Assumptions and average values based on market studies —

Average yearly burdened salary for partner support agents

Percentage of partners cases avoided with Fluid Topics

Transaction time reduction

Average partner case handling duration before FT (in hours)

Number of cases per month

Formula:  $(20\% \text{ deflection} + (1-20\%) \times 25\% \text{ reduction}) \times 200 \text{ cases/month} \times 12 \text{ months} \times 1 \text{ hour duration} \times \$50/\text{hour salary}$

**Annual savings from improved partner support =**

# Enhance employee productivity

High-quality search and information access brings significant productivity gains and cost savings.

## Knowledge Worker Productivity Cost Savings

According to studies by industry analysts IDC, Forrester and Gartner, the average time spent per knowledge worker searching for information is 9.5 hours per week, plus 8.3 hours gathering content and 3 hours recreating existing content. IDC estimates that up to 20 hours per week in information discovery and incorporation time could be reduced by 53% by implementing high-quality search and information access tools.

Average the two analyst's figures and say that employees spend only 27% of their time searching for and incorporating information, and that one third of that time is related to product-specific searches. This is really where Fluid Topics changes your world and reduces that time by 50%.

— Assumptions and average values based on market studies —

Average yearly burdened salary per knowledge worker	<input type="text"/>
Percentage of time lost with no information tools	<input type="text"/>
Information handling efficiency improvement	<input type="text"/>

Number of knowledge-enabled employees

Formula (with default values): 9% product information search time x 50% efficiency savings x \$55,000/year x 100 employees

**Annual savings from productivity gains =**

## Technical Maintenance Cost Savings

Giving your engineering techs more efficient information search tools and access to unlimited source materials can significantly reduce maintenance and problem resolution times. Thanks to the Personal Book (PBK) feature, your maintenance techs can create their own working documents and save specific information for an unlimited range of maintenance operations.

— Assumptions and average values based on market studies —

Average yearly burdened salary of maintenance technicians	<input type="text"/>
Maintenance time reduction	<input type="text"/>

Number of maintenance technicians

Formula (with default values): 10% time improvement x \$45,000/year/tech x 8 techs

**Annual technical maintenance savings =**

## Technical Documentation Development Cost Savings

Your technical publications departments are major developers and consumers of product information. Digital content search and manipulation tools and easy access to a huge well of company data will cut content development time significantly while improving the quality and usefulness of your technical documentation.

— Assumptions and average values based on market studies —

Average yearly burdened salary of technical writers	<input type="text"/>
Reduction in content development time	<input type="text"/>
Number of technical writers	<input type="text"/>

Formula (with default values): 12% improvement x \$60,000 x 5 writers

**Annual documentation development cost savings =**

# Improve client satisfaction revenue

Providing clients with access to content they can control increases customer retention and future revenue.

## Client Satisfaction Revenue Impact

Industry analyst Forrester created the Customer Experience Index (CxPi) benchmark, noting that there is a high correlation between CxPi and the willingness to give an incumbent vendor additional business. Forrester found that for 81% of companies they surveyed, there was a high correlation (66%) between a positive customer experience and the willingness to consider additional purchases.

By providing your clients with a vast new world of useable content that they can control, Fluid Topics helps you turn frustrated users into fans. That means higher customer retention and more repeat business.

*Formula (with default values): 13% x 500 customers x \$50,000 average repeat sales*

— Assumptions and average values based on market studies —

Percentage of clients considering additional purchases

Number of existing customers

Average new business (upsell and cross-sell) per year and per client

### Incremental revenue from existing customer sales =

## Direct Sales Gain Revenue Impact

With Fluid Topics, prospective customers can successfully find the information they need on your product. Impressed by your product, the online support you provide and your outstanding social media and word-of-mouth referrals, prospects are inclined to take the next steps in their buyer's journey.

According to Forrester Research, 74% of B2B buyers review the user documentation as part of their purchase cycle.

*Formula (with default values): 4% x \$ 5,000,000/year new client revenue*

— Assumptions and average values based on market studies —

Increase in prospects conversion

Total new business revenue per year (from new clients)

### Increase in direct sales =

## Partner Increase Revenue Impact

Customers aren't the only people you attract with Fluid Topics. Prospective partners are also able to successfully find information they need on your products. They are also impressed by the online support you provide and the ability to find the information they need for developing their business and serving their customers more efficiently.

— Assumptions and average values based on market studies —

Gross sales margin

Number of new partners per year

Average revenue brought per year by a partner or reseller

Formula (with default values): 1 partner x \$ 500,000 revenue/year/partner x 55%

### Increase in indirect sales =

## Net Revenue Impact

With additional revenues of

and an average net margin of

Fluid Topics provides a net margin impact of

Formula (with default values): revenue gains/year x 16% net margin

### Increase in cash =

# Summary of Sample Cost Savings and Revenue Increase

Annual savings from reduced tech support calls

Annual savings from improved customer support

Annual savings from improved partner support

**Total customer and partner service savings**

Annual savings from knowledge worker productivity gains

Annual technical maintenance savings

Annual documentation development cost savings

**Total employee productivity cost savings**

Incremental revenue increase from existing customer sales

Increase in direct sales

Increase in indirect sales

**Total additional revenue**

**Margin increase**

## **FLUID TOPICS ROI**

Total productivity and margin gains