

# The Total Value Impact of Kapture

A practical ROI, TCO & savings model for a median enterprise.

## Executive Summary

Enterprises today face rising CX costs, fragmented tools, and growing customer expectations.

Kapture provides a unified, agentic platform that automates routine workloads, consolidates systems, and delivers measurable business outcomes.

**Key Results:**

**ROI (3 Years):**  
~225%

**Payback Period:**  
~8—9 months  
(within the first year)

**NPV:**  
~₹2.2 Cr\*

**3-Year Benefits:**  
~₹4.38 Cr

**3-Year TCO:**  
~₹1.35 Cr

\* (at a 10% discount rate)

## Solution Overview

Kapture's Total Value Impact is driven by a tightly integrated CX platform combining automation, intelligence, and human enablement:

**Voice & Non-Voice AI Agents**  
Always-available virtual agents that resolve routine queries autonomously across voice, chat, WhatsApp, and email channels.

**Advanced Ticketing Platform**  
A single workspace for agents across all channels — enriched with AI Agent copilots that suggest next actions, draft responses, and auto-fill case details in real time.

**AI Agents for QA**  
Agentic quality assurance applied on 100% of interactions, eliminating reliance on random samples and ensuring consistent compliance, accuracy, and training feedback.

Deflect repetitive work  
→ fewer tickets reach agents.

Accelerate live resolutions  
→ faster handle times for escalations.

Together, these components:

Improve quality & compliance  
→ higher CSAT, lower churn.

Consolidate the stack  
→ one platform replacing multiple point tools.

## Investment Profile

**Median Annual TCO:** ~₹45 lakhs

**3-Year TCO:** ~₹1.35 Cr

**Organization Make-up:** ~55 agents, 5,000—6,000 bot interactions per month, randomly sampled QA coverage

## Quantified Benefits

**1. Workforce Optimization**

Automation reduces live agent workload significantly:

- Average of 2 minutes saved per interaction.
- Equivalent to ~20—25 FTEs avoided.
- Annual savings:** ~₹1.03 Cr

**2. Tool Consolidation**

Kapture replaces multiple point solutions with a single CX suite.

- Annual savings:** ~₹11L

**3. Operational Efficiency**

100% Auto-QA and faster triage, lowering error correction, escalations, & overtime.

- Annual savings:** ~₹17L

**4. Retention & Growth**

Better resolutions reduce churn and enable contextual upselling.

- Annual savings:** ~₹15L

**Annual Benefits (steady state):** ~₹1.46 Cr

**3-Year Benefits:** ~₹4.38 Cr

## Financial Outcomes (3 Years)

Metric	Value
Investment (TCO)	~₹1.35 Cr
Benefits	~₹4.38 Cr
Net Present Value	~₹2.2 Cr
ROI	~225%
Payback Period	~8-9 months

## Beyond the Numbers

**Agent Experience:** Lower workloads and faster onboarding.

**Customer Loyalty:** Reduced churn and higher satisfaction.

**Brand Reputation:** Modern, AI-first CX leadership.

## Methodology

This analysis models a median enterprise deployment of Kapture CX.

**Fully Loaded Agent Cost:** Workforce savings are valued at ~₹12-13 lakhs per agent annually. This reflects a base salary of ₹8-10 lakhs, plus infrastructure, systems, training, and organizational overheads.

**Workforce Savings Capture:** Workforce optimization is calculated as avoided or reduced FTE equivalents from automation (~20—25 agents), valued at the fully loaded cost per FTE.

**Realization Ramp:** Benefits ramp over the first quarter due to implementation, training, and adoption. With this adjustment, enterprises typically achieve payback within 8-9 months.

**Other Benefits:** Tool consolidation, operational efficiency, and retention/upsell impacts are modeled as direct cost savings or revenue protection.

## In summary

For a median enterprise investing ~₹45 lakhs annually, Kapture delivers ~₹1.46 Cr in annual benefits. Over three years, this equates to ~₹4.38 Cr in quantified savings against ~₹1.35 Cr of costs, resulting in an ROI of ~225% and payback well within the first year.