

# 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:** 



~225%



~8—9 months (within the first year)

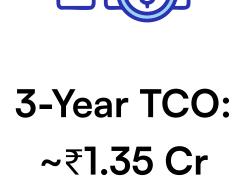


~₹2.2 Cr\*



~₹4.38 Cr

\* (at a 10% discount rate)





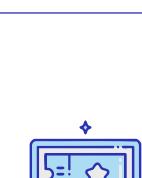


# combining automation, intelligence, and human enablement:

**Solution Overview** 

**Voice & Non-Voice Al Agents** Always-available virtual agents that resolve routine

Kapture's Total Value Impact is driven by a tightly integrated CX platform



# **Advanced Ticketing Platform**

email channels.

draft responses, and auto-fill case details in real time. Al Agents for QA

queries autonomously across voice, chat, WhatsApp, and

A single workspace for agents across all channels —

enriched with AI Agent copilots that suggest next actions,

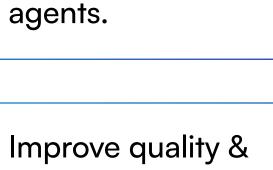
Agentic quality assurance applied on 100% of

interactions, eliminating reliance on random samples and

ensuring consistent compliance, accuracy, and training

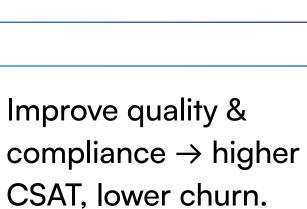


# feedback.



Deflect repetitive work

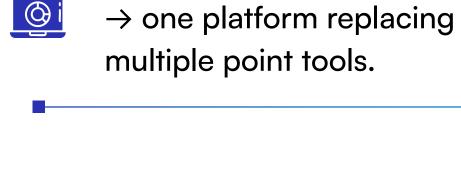
→ fewer tickets reach





Together,

these



escalations.

Accelerate live resolutions

→ faster handle times for

Consolidate the stack







bot interactions per month, randomly sampled QA coverage

**3-Year TCO:** ~₹1.35 Cr



1. Workforce Optimization Automation reduces live agent workload significantly:

Average of 2 minutes saved per interaction.

Equivalent to ~20—25 FTEs avoided.

Organization Make-up: ~55 agents, 5,000—6,000



#### 2. Tool Consolidation Kapture replaces multiple point solutions with a single CX suite.

Annual savings: ~₹1.03 Cr

3. Operational Efficiency

100% Auto-QA and faster triage, lowering error

correction, escalations, & overtime. • Annual savings: ~₹17L

4. Retention & Growth

Annual savings: ~₹11L



**Annual Benefits** 

### Better resolutions reduce churn and enable contextual upselling.

Annual savings: ~₹15L

(steady state): ~₹1.46 Cr ~₹4.38 Cr

Metric

Financial Outcomes (3 Years)

~225%

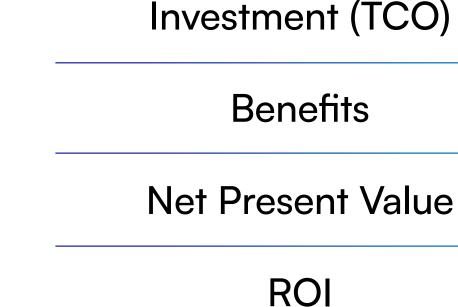
3-Year Benefits:

Value

~₹1.35 Cr

~₹4.38 Cr

~₹2.2 Cr



#### ROI ~8-9 months Payback Period

**Beyond the Numbers** 

aster

Methodology

per FTE.

Benefits



# This analysis models a median enterprise deployment of Kapture CX. Fully Loaded Agent Cost: Workforce savings are valued at

₹8-10 lakhs, plus infrastructure, systems, training, and organizational overheads.



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

~₹12-13 lakhs per agent annually. This reflects a base salary of

Workforce Savings Capture: Workforce optimization is

calculated as avoided or reduced FTE equivalents from

automation (~20-25 agents), valued at the fully loaded cost



revenue protection.



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.

