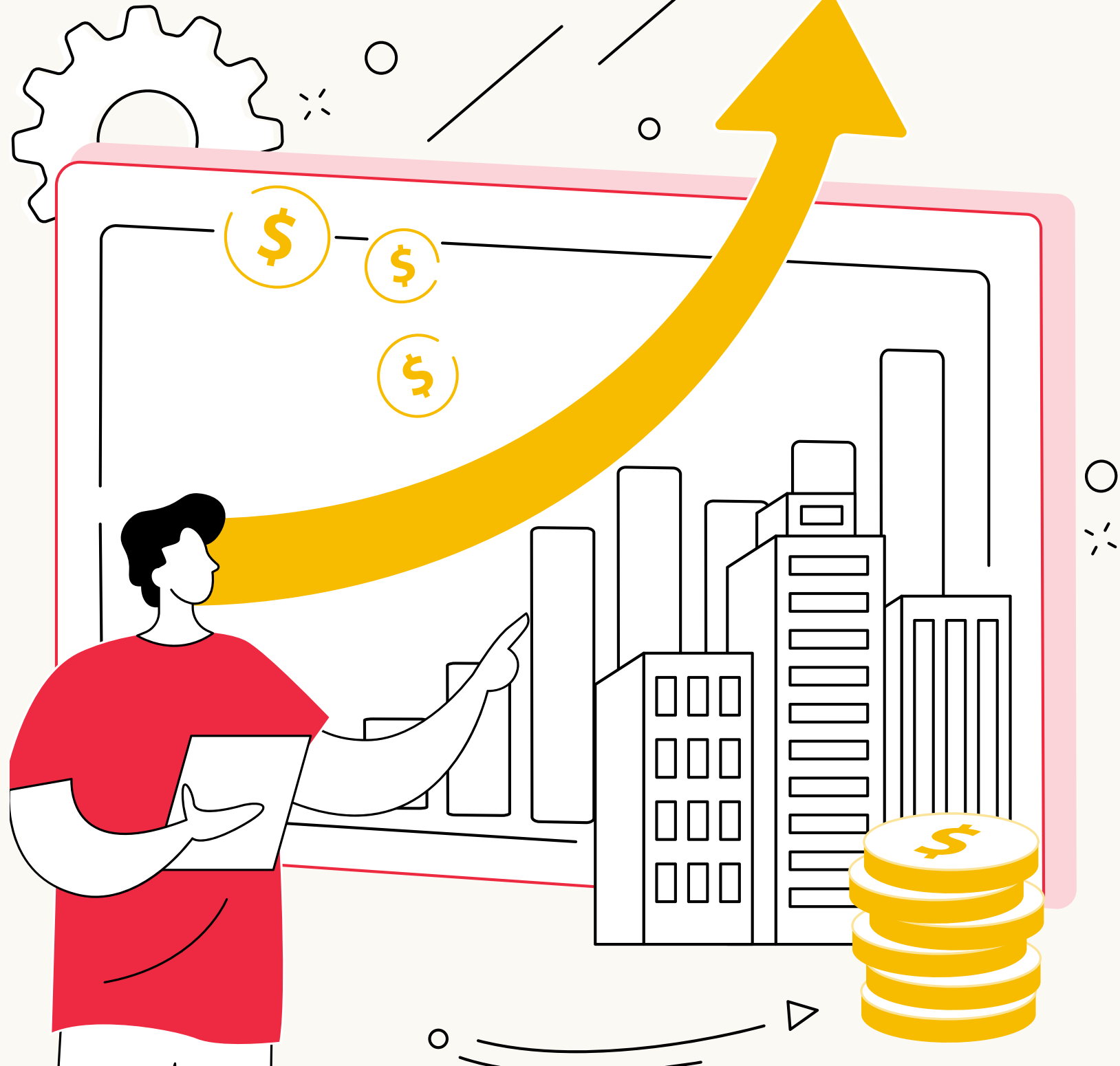


ROI: Turning CX Investments Into Tangible Returns



The total cost of ownership (TCO) for a CX solution can be attributed to 4 major factors -

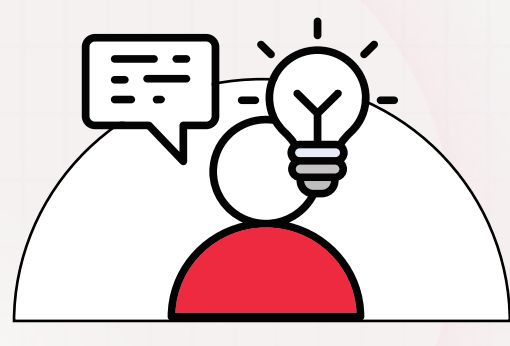
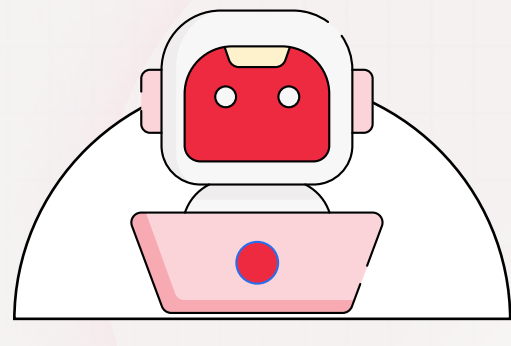
- One-Time / Fixed Implementation Costs
- Licensing Fees
- Training & Workforce Costs
- Cost of Change

The median TCO for a CX solution is **\$70000**, over **3 years**.

While the pricing may differ from organization to organization, and industry to industry...

...Here's how Kapture is best-suited to deliver performance and profits!

Kapture's CX suite includes the 4 cornerstones of customer experience - Self-service, Agent Assistance, Conversation Intelligence, and QA.



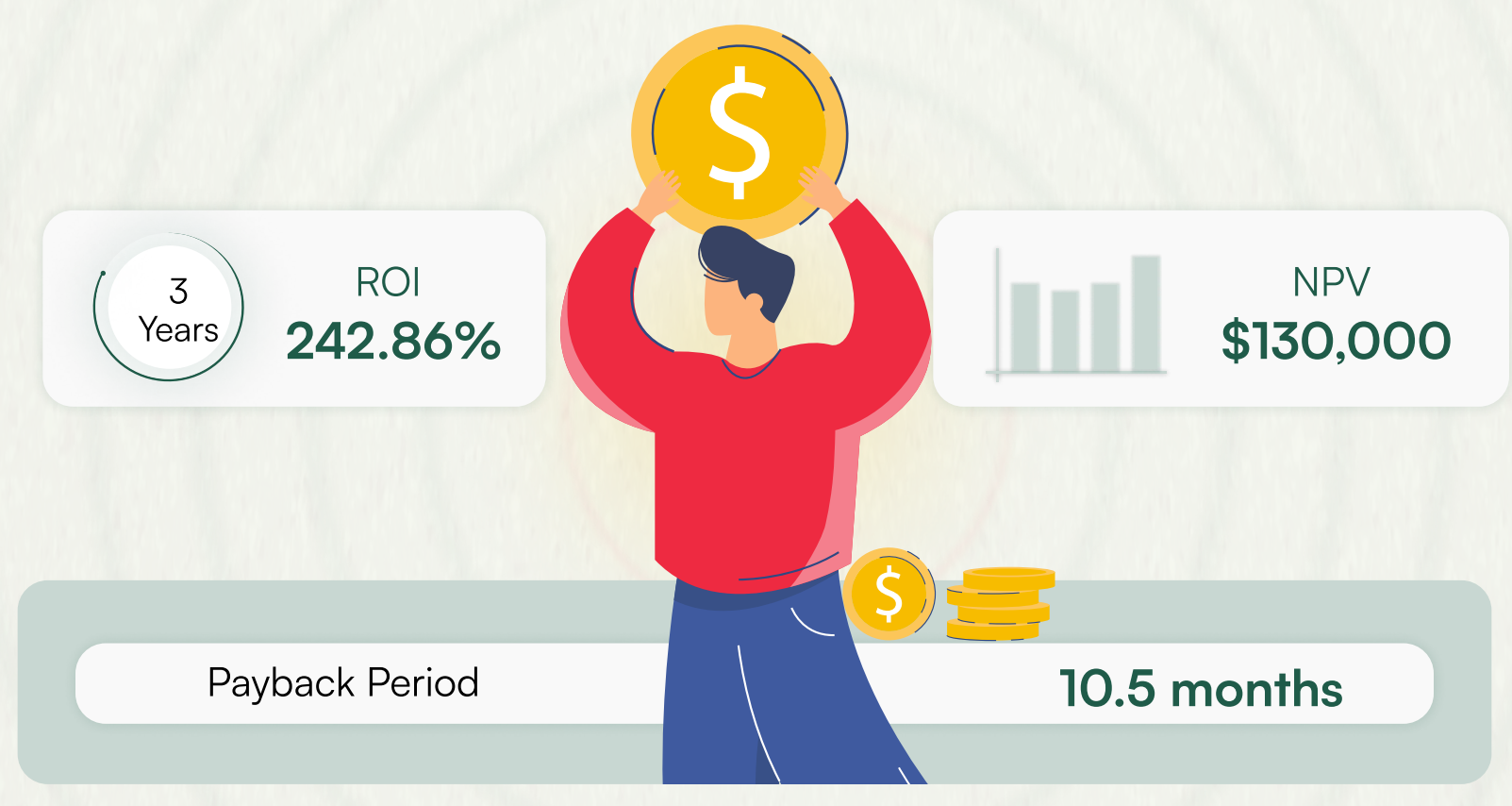
The best part?
It's powered by in-house
vertical LLMs, and
enriched by
Gen AI.



This enables Kapture to deliver-

Workforce Savings:	\$20,000/year
<p>Reduce agent workforce by up to 40% - most tickets are resolved by bots & ticket deflection tools, leaving only the most crucial/complex tickets to agents.</p> <p>CX Saas helps scale with no additional workforce additions too!</p>	
Unified Tool Savings:	\$10,000/year
<p>Don't use 5 different tools for CX - Embrace the powerhouse that Kapture is, and rationalize tools to one all-inclusive suite.</p>	
Operational Savings:	\$20,000/year
<p>By deploying state-of-the-art and user-friendly CX solutions, you can improve the speed and accuracy of resolutions, and lower training costs for your workforce.</p> <p>Savings manifest in the form of lower overtime work, reduced resources used for addressing queries/complaints, etc.</p>	
Reduced Customer Churn (Savings):	\$20,000/year (subject to industry & org. dynamics)
<p>The cost of customer acquisition for most enterprises is large in comparison to the cost of retaining them.</p> <p>Keep customers satisfied and retain them effectively with personalized & contextual resolutions.</p>	
Cross-Selling/Upselling Revenue:	\$10,000/year (subject to industry & org. dynamics)
<p>Contextual recommendations based on individual customer profiles, behavior, and history, lead to better chances of conversion, improving revenue.</p>	
Total Savings	\$80,000/year

Assuming a discount rate of 10%, the **Net Present Value** of investment of \$70,000 would be **~\$130,000** with a **Return on Investment** of **242.86%** over **3 years**.



This is notwithstanding the unquantified, yet vital benefits of -

Improved agent satisfaction - Reduced workloads and stimulating work means agents are more engaged at work, taking an active interest in resolving customer queries. Assisted by Gen AI & CoPilot workflows, their work has never been easier!

Positive brand reputation - With fewer vocal complaints & more satisfied customers, the reputation of your organization vastly benefits from a modern CX solution.



Want to know more about Kapture & how we can help transform your CX?

Get in touch today!