

The Forrester Total Economic Impact™ of Conconfirm Horizons™

Challenges and objectives

Forrester worked with Conconfirm to analyze the total economic impact that Horizons has on a number of its customers, who shared their business challenges and why Conconfirm was selected:

“We **lacked a good way to analyze all of the data** we received.”

“No other tool gives us the **range of capabilities** that Conconfirm Horizons does.”

“We use the results Conconfirm Horizons provides heavily in **our day-to-day decisions**.”

“The use of Conconfirm’s customized dashboard means that our people have the **right data at the right time**”.



Summary of benefits

Through interviews and data aggregation, Forrester concluded that Horizons has the following financial impact:



ROI
326%



TOTAL BENEFITS
\$4.85m

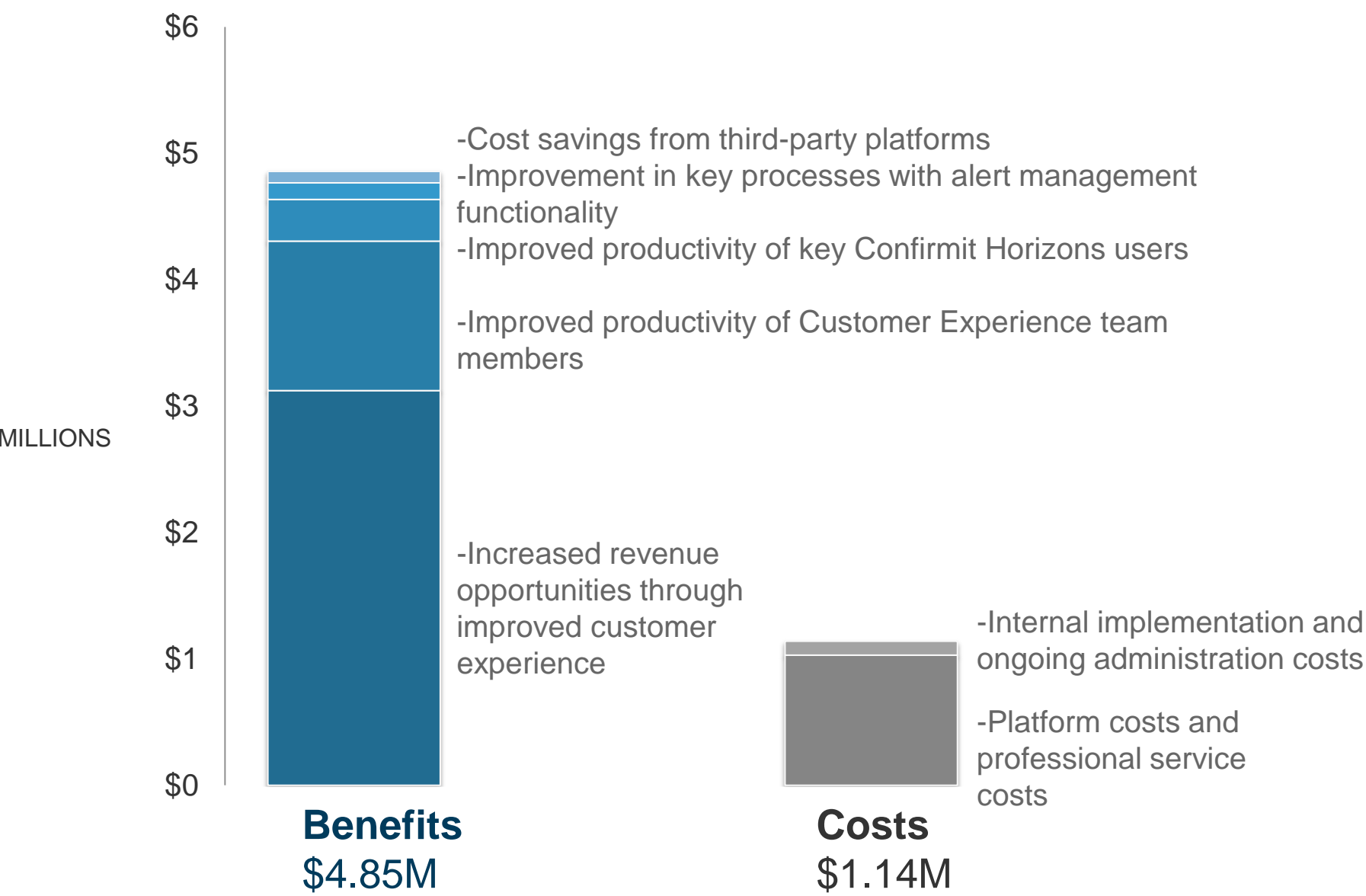


NPV
\$3.7M

More importantly, the TEI study quantified specific benefits, costs, and metrics that matter to customers:


Net Present Value*

THREE YEAR ANALYSIS



Horizons by the numbers


\$7M
Increased revenue potential per point of Customer Experience improvement (such as NPS)



25%
Improved productivity of Customer Experience Team Members



15%
Improved productivity of Key Conconfirm Horizons Users



70%
Reduction in time spent on key processes with Alert Management Functionality



Disclosures

The reader should be aware of the following:

- This document is an abridged version of a full case study: The Total Economic Impact Of Conconfirm Horizons, June 2015. The document can be found by contacting Conconfirm at info@conconfirm.com.
- The study was commissioned by Conconfirm and delivered by the Forrester Consulting group.
- Forrester makes no assumptions as to the potential return on investment that other organizations will receive.

Please read the full case study for additional disclosures.

TEI Methodology

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company’s technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility. (forrester.com/marketing/product/consulting/tei.html)

*Values of costs and benefits are representative of a composite organization constructed from aggregated feedback based on interviews with four Horizons customers.