

# The Total Economic Impact™ of a Conversational CX

iAdvize commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study to examine **the potential ROI** enterprises may realize by deploying a conversational CX throughout their customer journey. The purpose of this study is to provide readers with a framework to **evaluate the potential financial impact of a conversational CX** on their organizations through the quality and scalability of the conversations they can achieve.

iAdvize provides a conversational platform to identify frustrated online shoppers and ensures they receive a **personalized and authentic engagement in real-time**. iAdvize gives brands access to a community of experts in a specific topic to **provide their online shoppers with a premium customer experience**.

## Key Findings

**Present Value of \$8.3 million benefits over three years**

**Payback in less than 6 months**

*"iAdvize does not only allow us to optimize our call center volumes and improve our customer service, but the chats also generate additional sales. Basically, the service is not just paying for itself but generates incremental revenue for the company."*

Head of customer service,  
online retailer interviewed  
for the study

# Key Performance Indicators

**x3.25** uplift in conversion rate generating a present value of  
**\$5.6 million three-year benefit**

**+12%** uplift in average order value with an incremental profit of  
**\$981,000 present value**

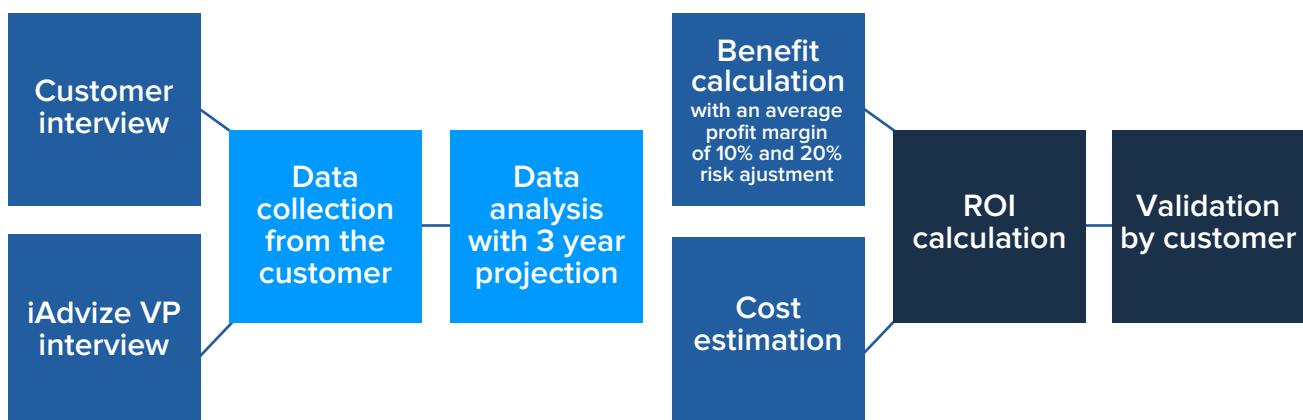
**x2.2** uplift in repeat purchases generating an estimated three-year benefit of **\$763,000 present value**

Estimated customer support **cost savings of \$864,000 present value**

*"We ran some value tests with iAdvize and soon realized that the incremental benefits were superior to the costs of the solution — meaning that we would gain money with each chat."*

Head of customer service,  
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## Forrester Methodology



Download the full TEI report here: <http://iadvize.news/FORRESTER-TEI-PreSales-Revenues>