

# ROI

**Estimating ROI** The financial benefits of DALBAR's call center programs are in four areas:

- Cost Control
- Efficiency Improvements
- Business Referral/Retention
- Corporate Image

The specific areas affected depends on the priorities and desired outcomes. These benefits can be measured in economic terms by identifying specific goals or by conducting an analysis before and after implementing a program are made.

The following table presents potential economic benefits that can be achieved in a call center operation. Assumptions are:

- Annual call center cost ~ \$5 million
- Cost escalation rate (annual) ~ 10%

	Method of Estimating	Estimated Value (Year 2)
Cost Control	Cost escalation rate is reduced by 50% to 5% in year 2 due to reduced repeat calls and greater use of online services.	\$250,000
Increased Efficiency	Duration of average call is reduced by 10% with positive effect on customer.	\$500,000
Referral /Retention	The value of the increases in the number of referrals and decrease in loss of customers.	Value to be assigned
Corporate Image	The economic value of the quality image is important but most difficult to estimate.	Value to be assigned