

## Chatbot ROI Report for

# An Organization Like Yours

An AI-powered chatbot is the right move for your customer engagement strategy – now you have the proof you need to build your business case. Based on the data you selected in our online calculator, this report paints the full financial picture of the impact a chatbot can have on your organization.



**\$140,160**

Savings with  
a chatbot



**111.1%**

ROI  
in year one



**172.9**

Payback  
period (days)



Virtually

**Unlimited**

future chat  
volume

## Benefits of an AI-powered chatbot



### Always on

It goes without saying that your chatbot can run 24/7/365 if it suits your customer service philosophy. In fact, you can configure your Comm100 chatbot to work precisely when, where, and how you want.



### Ready to serve

For a Comm100 chatbot, simple FAQs are the low-hanging fruit. When you integrate your chatbot with other business systems like CRM and your core operational backbone, it can do whatever you let it.



### Ready to grow

Just like human agents, your Comm100 chatbot will learn and grow from its experience serving your customers. Although you may start with a limited scope (as we suggest), you'll quickly find that it's capable of a great deal more.

## Your current operations

Here's a summary of what you shared with us about your contact center team in the online calculator. We used this information to calculate your live chat capacity and its labor-related costs on the next page. There's more that goes into the complete story than just labor, but this view gives you a good sense of your resources and associated expenses.

**25**  
# of agents

**\$40,000**  
Typical agent annual compensation

**\$1,000,000**  
Total team annual compensation

**8** hours/day  
Contact center hours

**5** days/week **52** weeks/year

**12 minutes**  
Average chat length

**3**  
Concurrent chats per agent



**20%** Anticipated chat volume growth

**Something to consider**

Some organizations may consider chatbots as an opportunity to reduce the size of their current human teams. The reality is that there's a bigger opportunity around reducing queues and wait times and ensuring that your human agents are free to focus on the more complex questions. If labor reduction is your goal, talk to a Comm100 associate about doing that without compromising on quality of service.

## By the numbers

### Your team's chat capacity:

**Before anticipated volume growth**

**780,000**  
Chats per year

**After anticipated volume growth**

**936,000**  
Chats per year

**156,000**  
Additional chats per year

### To meet this new demand, you will need:

**30**  
Original team + new agents

**25**  
Original team

**1**  
Comm100 Chatbot with virtually unlimited capacity

## Your total estimated operating costs:

|                     |   |                        |
|---------------------|---|------------------------|
| <b>Current cost</b> |   |                        |
| <b>\$1,000,000</b>  | + | <b>\$32,700</b>        |
| Labor costs         |   | Live Chat system costs |
|                     |   | =                      |
|                     |   | <b>\$1,032,700</b>     |
|                     |   | Total cost             |

### Anticipated costs with 5 new agents

**\$1,200,000**

Labor costs

**\$39,240**

Live Chat system costs

**\$1,239,240**

Total anticipated cost

### Anticipated costs with current team size plus Chatbot

**\$1,000,000**

Labor costs

**\$32,700**

Live Chat system costs

**\$66,380**

Chatbot system costs\*

\* Chatbot costs will vary based on conversation volume.

**\$1,099,080**

Total anticipated cost

You could save \$140,160 with live chat.

## The Comm100 Enterprise package includes



### Power

- Unlimited chats, messages, emails, and knowledge base articles
- Deeply configurable chat window and button
- Personalized onboarding and support
- 24/7 live support



### Scope

- Auto-translation for 100+ languages
- Audio/video chat
- Advanced routing and queue management
- Integrations and API access
- Powerful analytics



### Security

- MaximumOn™ uptime assurance
- IP restriction and SSO
- PCI DSS and HIPAA compliance
- Credit card masking

[Click here for a complete list of Comm100 Enterprise capabilities](#)

# Diving Deeper



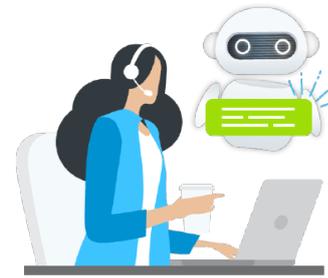
## Beyond Live Chat

Live chat is the broad tip of the digital customer experience sword; depending on your customer demographics, you should also consider other channels including text messaging, social media, and email – all of which can be managed with the Comm100 platform!



## Seek Self-Serve

Many organizations find that 80% of their customers ask the same questions 20% of the time. Offering a well-placed self-serve knowledge base can deflect these FAQs, and free up your team to focus on the harder and more interesting questions.



## AI is for your Agents too

Imagine a world where your human agents don't have to hunt for answers, resolving queries more quickly and consistently and handling more chats per hour? That's the power of Agent Assist. Ask us how.



## The Omnichannel Future is Here

Your customers expect agents to know their whole story, no matter the channel. So you need a system that shines light on every touch point and puts relevant information at your agents' fingertips. Don't settle for anything less.

## Talk to us

Ready to see how Comm100 can help elevate your customer engagement strategy? Let's start with a demo, where we can learn more about your unique needs and show you what we're all about.

[Request a demo](#)