

## Introduction

This brief article discusses the ROI organizations typically see as they increase end user adoption of Office 365 and reduce support costs by using CoreLearning.

## Productivity and ROI

For productivity ROI, we will take an average cost of employment for an information worker of \$60,000 USD. (You can plug in your own number if you like).

- Annual Cost: \$60,000 USD
- Hourly Cost of Employee (based on 8-hour day and 240 working days): \$31.25 USD
- Then take an estimated average cost of \$14 USD per user/per year for CoreLearning\*. Each user only needs to save 27 minutes of time **per year** by finding out how to do something quickly and easily before the customer breaks even. And of course, most users learn much more than that, which saves many hours per year.

*\*Note: This is more than most customers will pay, as the price decreases with scale, so the value and ROI are even greater for most organizations.*

## Support Cost Reduction and ROI

In addition to the Productivity ROI outlined above, there is another substantial contributor to ROI: namely reduction in support costs.

- In general, across *all* business software, up to 40% of help desk/service desk incidents are actually 'How do I...?' questions.
- For Office 365, this figure is 60% (according to Microsoft's own data)
- Such incidents fundamentally represent a lack of end-user training. So, for every dollar/pound saved by not providing training, the customer pays much, much more in support costs.
- Support staff often do not like answering these types of 'How do I...?' questions and become frustrated.
- Support staff are also not the best trainers in the world (otherwise they would be trainers, rather than help desk staff). As a result, the end user doesn't get a great experience anyway.

## How does CoreLearning help with this issue?

- A typical customer sees over 70% of their users who have access to CoreLearning using the product to solve their 'How do I...?' questions.
- As a result, that eliminates 70% x 60% of support costs (or in other words, 42% of support costs).

## Summary

The combination of improved productivity PLUS reduced support costs means that organizations will see a positive ROI as soon as they deploy CoreLearning.