

The Total Economic Impact™ Of Kronologic™

Through five customer interviews and data aggregation, Forrester concluded that Kronologic has the following three-year financial impact.



ROI
354%



SCHEDULERS TIME SAVED
15%



MORE MEETINGS (COMBINED)
376%



MEETING ACCEPTANCE GROWTH
10% to 25%

“I had a target of \$3M in pipeline. Using Kronologic, I ended up with \$5M - and it was because I was able to get in front of so many people so fast.”

Director of strategic alliances, telecommunications

“I think Kronologic is saving us weeks of time.”

VP, marketing, marketing services company

CHALLENGES *before Kronologic*

Setting meetings was complicated, laborious, and needed 12+ outreaches



Process inefficiencies, lack of follow-through, and lost momentum resulted in lost sales opportunities

Little visibility or control, which created a gap



INCREASE OF MEETINGS *with Kronologic*

Lead Management

1350 meetings

300 meetings

Account Management

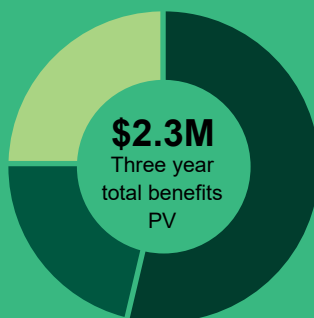
1750 meetings

350 meetings

BENEFITS *with Kronologic*

Labor cost savings for scheduling meetings

Increased margin from lead management sales



Increased margin from account management sales



Read the full study

This document is an abridged version of a case study commissioned by Kronologic titled: The Total Economic Impact Of Kronologic. August, 2022.

Commissioned by Kronologic