

The Total Economic Impact™ Of Kronologic Webinar

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September 2022

**BOLD
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WORK**

Agenda

Introduction

What is TEI?

Executive summary

Customer journeys

Study results

Question and Answer

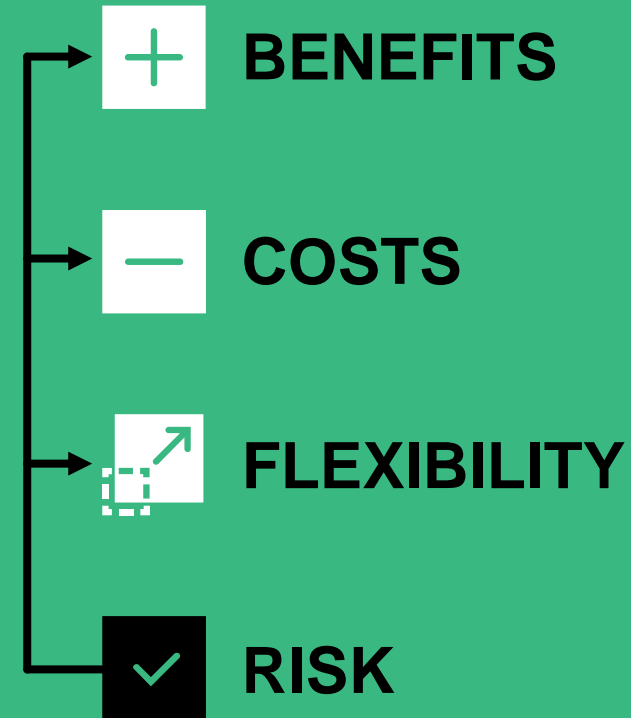
Please note:

This slide presentation is an abridged, graphical, and complementary representation of a case study.

For a full explanation of methodology and details on model calculations, please refer to the full case study (The Total Economic Impact of Kronologic, August, 2022).

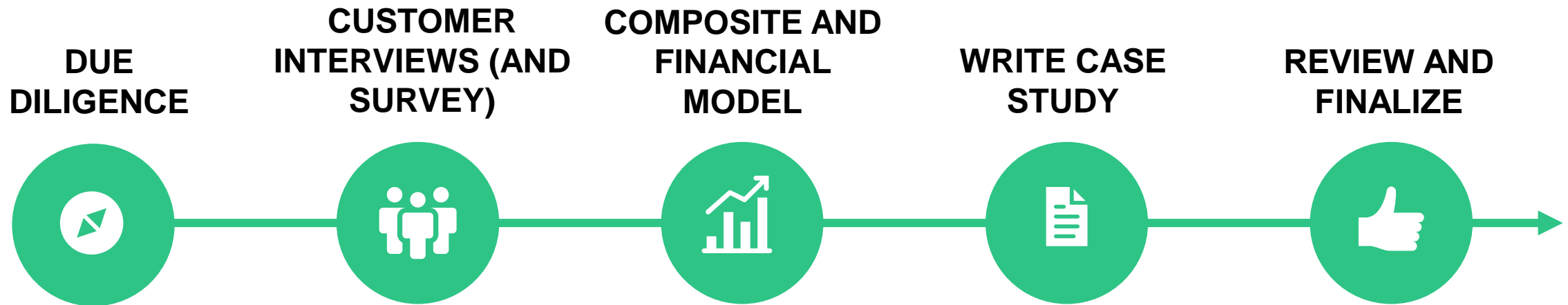
TEI™ is a proven,
consistent, repeatable
methodology to
justify technology
investments

TOTAL ECONOMIC IMPACT



Project approach

Forrester took a multistep approach to evaluate the impact of Kronologic



Source: A Total Economic Impact™ Of Kronologic, a commissioned study conducted by Forrester Consulting on behalf of Kronologic, August, 2022.

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Three-year impact



ROI
354%



BENEFITS PV
\$2.33M

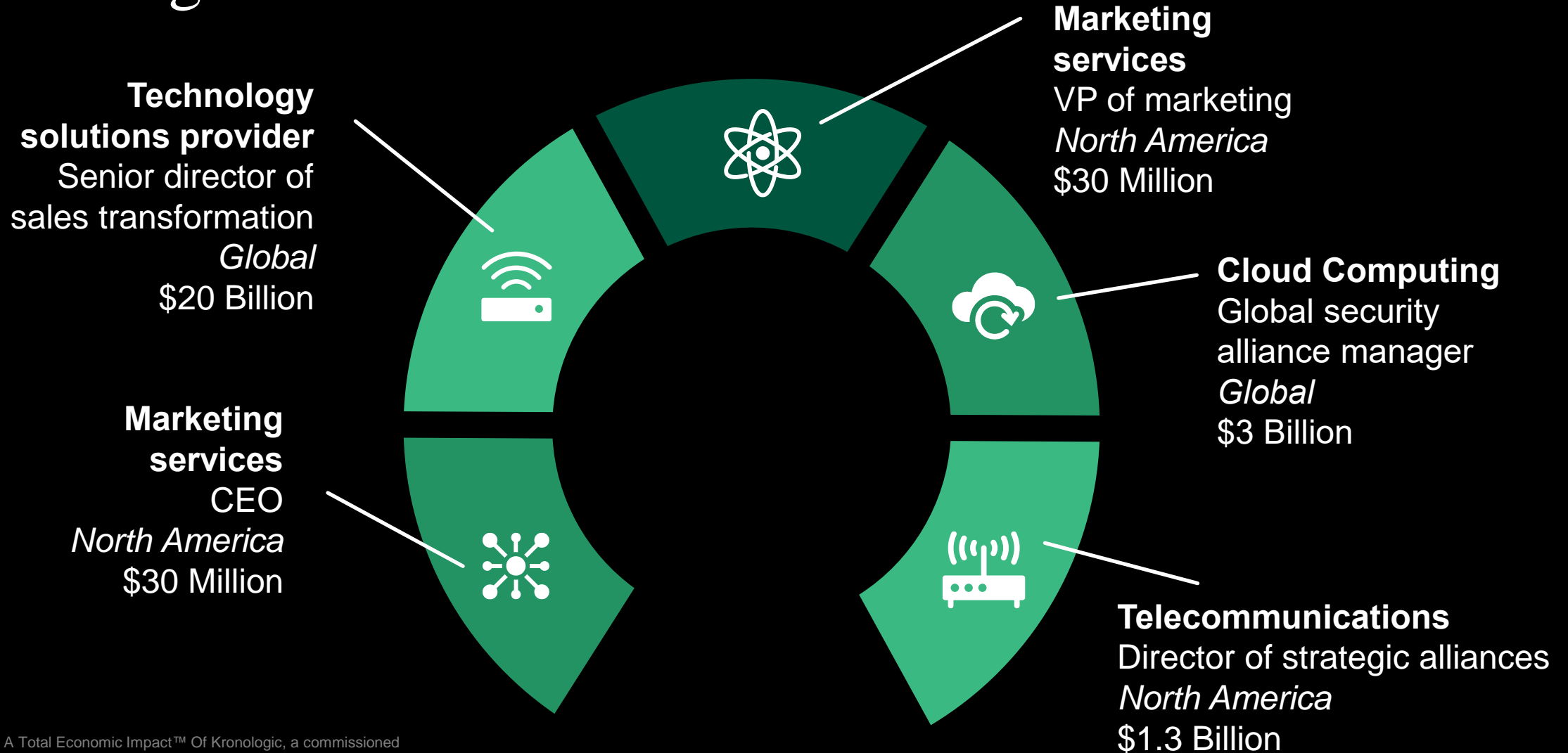


NPV
\$1.82M

Source: A Total Economic Impact™ Of Kronologic, a commissioned study conducted by Forrester Consulting on behalf of Kronologic, August, 2022.

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Forrester interviewed five Kronologic customers



Source: A Total Economic Impact™ Of Kronologic, a commissioned study conducted by Forrester Consulting on behalf of Kronologic, August, 2022.

Composite organization key assumptions



\$3 billion revenue



5,000 employees



200 sales FTEs, 30 primary schedulers

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Key challenges




Ineffective marketing campaign management and business development



Account teams that spent excessive time prospecting rather than closing



Little visibility or control, which created a gap



We have not encountered another tool out in the market that can automate call scheduling and do it in such a simple way.

– Global security alliance manager, cloud computing



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Financial summary

Three-year risk-adjusted results

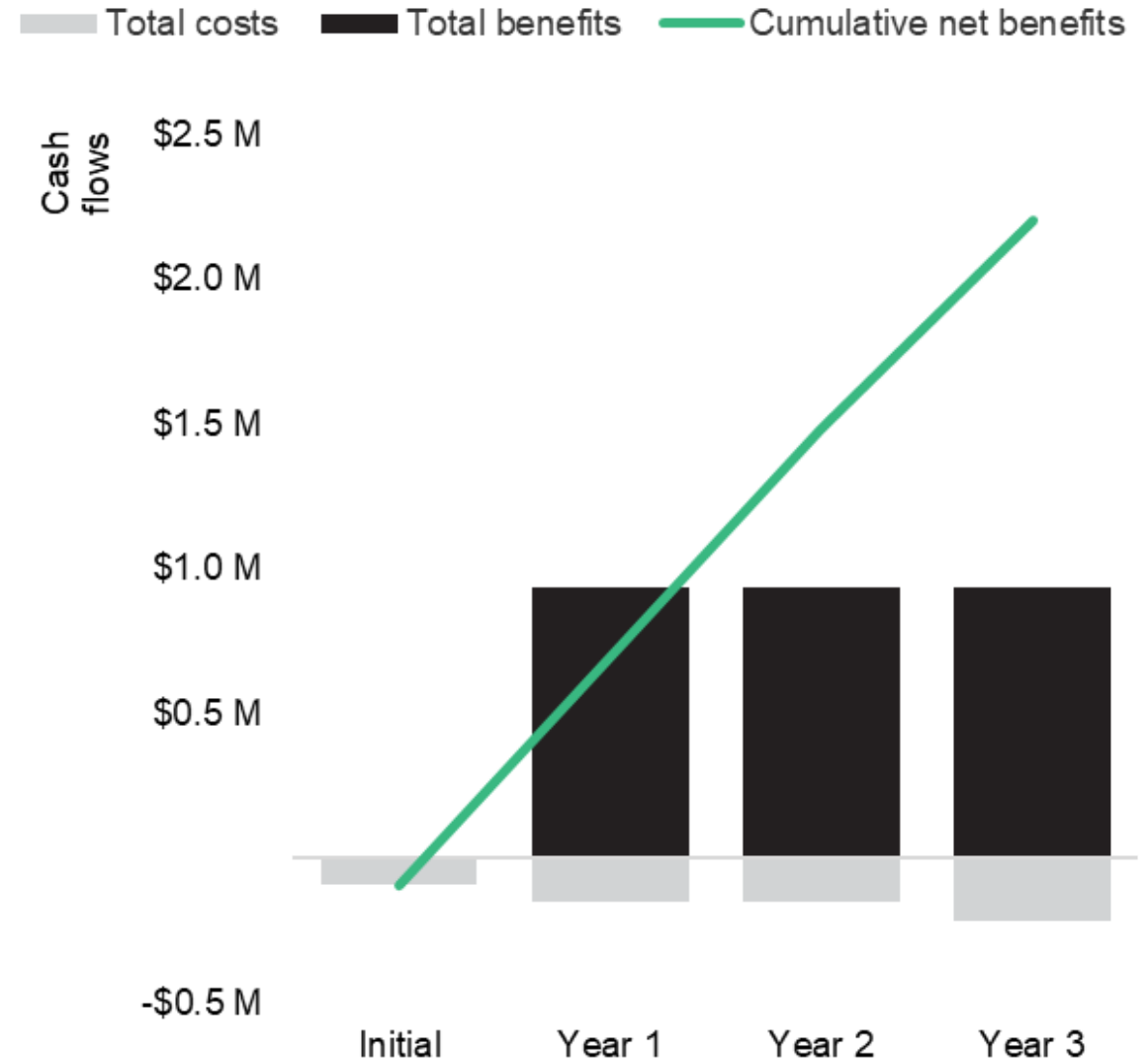
354%

Return on investment (ROI)

\$1.82M

Net present value (NPV)

Cash Flow Chart (Risk-Adjusted)



Source: A Total Economic Impact™ Of Kronologic, a commissioned study conducted by Forrester Consulting on behalf of Kronologic, August, 2022.




“That ability to engage customers proactively and sell additional services is the challenge that we have been able to squarely meet with the use of the Kronologic tool.”

*- Global security alliance manager,
cloud computing*

Increased margin from account management sales

FINANCIAL IMPACT

\$1.3M 3-year PV



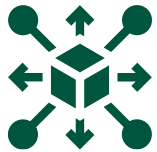
I had a target of \$3M in pipeline. Using Kronologic, I ended up with \$5M - and it was because I was able to get in front of so many people so fast.

– Director of strategic alliances, telecommunications

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“Kronologic helped us cover a lot more ground than what we could as individuals. No one had any idea that I was using an automation tool.”

- *Director of strategic alliances,
telecommunications*

Increased margin from lead management sales

FINANCIAL IMPACT

\$470K 3-year PV

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Meeting acceptance growth

“It’s really about the reach. We now get what we were never able to get before, and our meeting acceptance rate has increased so much.”

– Director of strategic alliances,
telecommunications

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**10% to 25% -
change in acct. mgmt.
meeting accept rate**

More meetings combined

“It’s the number of opportunities we’re getting that’s increased. That’s what Kronologic does. It gets us more at bats.”

- Senior director of sales transformation,
technology solutions provider

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376%

Interviewees said that meetings were now confirmed with an average of fewer than two outreaches.



“Kronologic saves time for the reps and customers because it makes it easy, we just put the meeting on their calendar, and then it’s in their hands to say yes or no.”

- VP of marketing, marketing services

Labor cost savings for scheduling meetings

FINANCIAL IMPACT

\$604K 3-year PV

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Schedulers time saved

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

– VP, marketing, marketing services company

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15%

There are benefits to using Kronologic that the customers couldn't quantify



Improved brand recognition with more strategic and proactive campaigns



Improved scheduling process efficiencies



Ability to design a repeatable formula with additional visibility and reporting



Faster ramping of sales employees



Getting to a quick “no”

Investment costs

Incremental cost and effort to implement and use Kronologic.



Kronologic licensing



Planning, implementation,
training, and management

Disclosures

The audience should be aware of the following:

- This document is an abridged webinar version of a full case study (Total Economic Impact of Kronologic, August 2022).
- The study is commissioned by Kronologic and delivered by the Forrester Consulting group.
- Forrester makes no assumptions as to the potential return on investment that other organizations will receive. Forrester strongly advises that readers should use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Kronologic.
- Kronologic reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.
- The customer's name(s) for the interview(s) was provided by Kronologic.
- Forrester does not endorse Kronologic.

Thank You.

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Questions?
