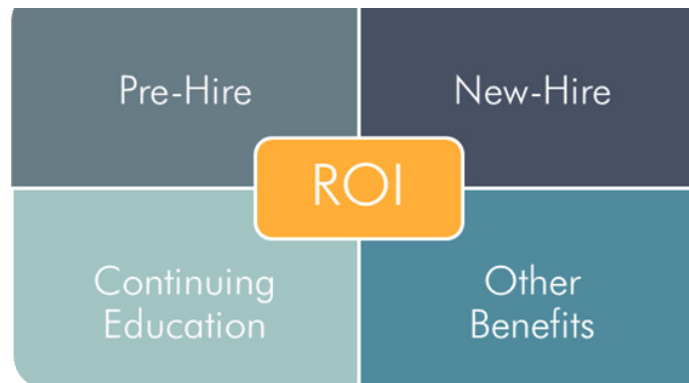


Return on Investment

While Sivox™ customers report achieving a significant return on investment (ROI) throughout their businesses, the greatest impact is realized in three major call center-specific processes: pre-hire, new-hire and continuing education.



Performance and process benchmarking revealed a strong recurring theme: When compared against a control group comprised of traditionally trained call center agents, Sivox-trained new hires were notably more productive, faster. Below are highlights drawn from Sivox customers' results.

Pre-Hire

- Reduced agent attrition, due to having the ability to assess candidates' critical call center skills, including: typing, reading, listening, speaking and comprehension
- Eliminated candidates who would have otherwise translated into turnover

New-Hire

- Presented pronounced productivity gains of 60% greater than the control group
- Achieved 30% greater KPIs
- Derived a high rate of return as less new-hire, full-time and seasonal employees were needed

Continuing Education

- Increased productivity and expanded agents' skill sets by providing self-paced learning opportunities during downtime
- Achieved overall corporate goals with less FTEs (*note: a 5% level of productivity translates to 5% fewer FTEs required*)
- Cross-trained staff and certified agents' product knowledge to eventually support multiple product lines
- Enhanced productivity and call quality — as new products and promotions launched, Sivox customers offered targeted continued education

Model Qualifiers

An organization's actual savings will be unique to its characteristics including: level of turnover; seasonality of hiring; compensation rates; complexity and number of product offerings; baseline status of their training environment; level of role play and training content developed. Once these details and nuances are better understood, a savings model may be tailored to their organization.

Other Considerations

This savings model does not attempt to quantify qualitative benefits, or financial benefits derived from: having a hosted training platform instead of developing or hosting an internal platform; increased sales and revenue generation; or improved collections and cash flow (as a result of the improved collections).

Sample ROI Model

Call Center Profile	
Total agents	1000
Annualized turnover rate	40%
New-hire savings	N/A
New-hire population	400
Productivity (improvement with call simulations)	5%
New-hire FTE (saved through reduced volume)	20
Timeframe (months)	3
Average paid hours per month	140
Hourly rate	\$15
Savings (reduced hours x rate x salary)	\$126,000
Ongoing Productivity Savings	
Ongoing coaching population	600
Productivity (improvement with call simulations)	5%
Contact center FTE (saved through reduced volume)	30
Timeframe (months)	12
Average paid hours per month	140
Hourly rate	\$15
Savings (reduced hours x rate x salary)	\$756,000
Reduction in Turnover Savings	
Average employee turnover cost	\$10,000
Turnover (rate improvement — through screening simulations)	5%
Savings (rate improvement x total agents x average employee cost)	\$500,000
Total Projected Savings	\$1,382,000

Model Assumptions:

- 40% turnover rate
- \$15 average, hourly rate per call center agent
- 5% more employee productivity (new-hire/ongoing)
- 5% less turnover
- \$10,000 cost basis per agent turned over

Savings are realized by:

- Improved employee productivity (new-hire/ongoing)
- Less turnover/more effective pre-hire screening selection
- Greater agent satisfaction due to improved training

This model does not quantify significant value from the qualitative benefits derived from Sivox. Additional benefits may also include: less facility expenses, travel time, employee opportunity cost and trainer time; and fewer scheduling conflicts.