Through customer interviews and data aggregation, Forrester concluded that [24]7.ai Engagement Cloud has the following three-year financial impact.

**SUMMARY OF BENEFITS**

Three-year risk-adjusted

- **$22.3M** NPV
- **217%** ROI
- **<6 month** PAYBACK

- **$8.2M** Live phone agent productivity increase
- **$1.9M** Decommissioned legacy system

**[24]7.AI ENGAGEMENT CLOUD BY THE NUMBERS**

- **25%** NPS score increase
- **42%** IVR containment improvement
- **50%+** live agent productivity increase

**VOICE OF THE CUSTOMER**

- “One of the biggest benefits is the change in how we communicated with our customers — the ability to not only answer their call but direct them to where they need to go in a very friendly way. We’re improving service to the customer at a reduced cost.”
  
  CEO,
  *Private label apparel*

- “The improvement in containment means we can deal better with more complex calls. The calls contained within the IVR are a lot less complex, and that allows us to allocate our resources to things that can’t be solved or contained within the IVR.”
  
  VP product management,
  *hospitality*