

LightUp Dynamics™ – Returns on Investment (ROI)

Introduction

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

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 of \$30 USD per user per year for LightUp Dynamics*. Each user only needs to save a little less than an hour 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 that enables them to save 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 Dynamics 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 type of 'How do I...?' question, 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 LightUp Dynamics help with this issue?

A typical customer sees over 70% of their users who have access to LightUp Dynamics actually 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).

Feedback and Support

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