

## Action plans



### Step 2 – Justifying your budget

If you're not sure whether to buy new software or not, calculating the likely return on your investment (ROI) will definitely help you make a decision. Not only will calculating ROI give you more confidence in your decision, you'll know how much you can spend when you start looking at software options.

- **Effort:** Medium
- **Impact:** Medium

#### Step 1:

Establish "staff" cost savings: Considering variables such as lower staff costs, lower headcount, fewer working hours, and better performance will give you a better idea of how a technology application could drive down costs in the area of staffing.

- **Impact:** Medium
- **Why this will help:** It's important to think about cost savings across specific parts of the business as all operations look and feel different and will therefore see benefits come to fruition in different ways. While some will see big reductions of costs associated with staffing, other firms will see it in fixed costs coming down. For this action plan you'll need to make the most of our ROI calculator.

#### Step 2:

Establish "facilities" cost savings: Considering variables such as more flexible working, fewer expenses/travel claims and lower waste, work out how much you would expect a technology application to drive down costs in the area of facilities.

- **Impact:** Medium
- **Why this will help:** It's important to think about cost savings across specific parts of the business as all operations look and feel different and will therefore see benefits come to fruition in different ways. While some will see big reductions of costs associated with staffing, other firms will see it in fixed costs coming down.

#### Step 3:

Establish "quality" cost savings: Considering variables such as less time checking things, less time fixing mistakes and more reliable forecasting, work out how much you would expect a technology application to drive down costs in the area of quality.

- **Impact:** Medium
- **Why this will help:** It's important to think about cost savings across specific parts of the business as all operations look and feel different and will therefore see benefits come to fruition in different ways. While some will see big reductions of costs associated with staffing, other firms will see it in fixed costs coming down.

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### Step 4:

Establish “customer” cost savings: Considering variables such as higher customer satisfaction/retention, improved customer service and lower customer acquisition cost, work out customer cost savings.

- **Impact:** Medium
- **Why this will help:** It’s important to think about cost savings across specific parts of the business as all operations look and feel different and will therefore see benefits come to fruition in different ways. While some will see big reductions of costs associated with staffing, other firms will see it in fixed costs coming down.

### Step 5:

Establish “sales” cost savings: Considering variables such as higher sales with the same sales capacity, improved lead generation/conversion and faster, more frequent sales, work out how much you would expect to drive down costs in the area of sales.

- **Impact:** Medium
- **Why this will help:** Considering variables such as higher sales with the same sales capacity, improved lead generation/conversion and faster, more frequent sales, work out how much you would expect to drive down costs in the area of sales.

### Step 6:

Calculate initial set-up and ongoing costs: using approximate figures for costs such as licence fees, installation, training and upgrades, calculate your cost outgoings.

- **Impact:** Medium
- **Why this will help:** This cost calculation will give you a good steer on what value your business could look to extract from adopting a particular technology and can now move on to the important tasks of creating a shopping list and then buying with confidence.