

## Vendor ROI Modeling and Services

DMG Consulting LLC is the leading contact center and real-time analytics strategy, consulting and research firm. Our expert business and technology strategists, contact center managers, business process specialists and CFOs average more than 20 years of hands-on experience in optimizing the operational and financial performance of contact centers.

DMG Consulting has built many ROI models for vendors and contact center managers. We know how and why end users make technology investments. We can build a compelling and flexible ROI model that quantifies the value and benefits of your solution. Our ROI models will help you increase sales by showing prospects how they can realize the greatest return from your applications.

We offer a variety of ROI services for our vendor clients. We can:

1. Customize one of our **existing ROI models** for your specific application. We'll modify assumptions and pricing and savings/benefits categories to reflect your product.
2. Build a **new ROI model** based on your marketing messaging and your application's costs and benefits. We can deliver the model in Excel or create an interactive tool for your customers to use on your website.
3. Create a set of **model business cases** to educate your prospects on realizing the greatest benefits from your products. We will work with you to identify three high value implementations of your product. We will then work jointly with you and your clients to obtain the data required to build a simple ROI model for each case. Each model will illustrate and clearly communicate the business value of your application. DMG Consulting will develop a 2 to 3-page case study using the model so that users can apply the benefits to their own organizations.
4. **Train** your sales staff/channel partners on how to use your new ROI model/calculator in the sales process to close more business. DMG Consulting can create a training program for you to use with your staff/partners. Alternatively, we can deliver the training via webinar(s) or on-site.
5. Build and implement an **ROI Marketing Program** to generate high value leads. Winning contact center solutions improve the customer experience and yield a rapid ROI. DMG Consulting will design a marketing program for you that includes an ROI model, position or white paper, webinar and/or on-site seminar. We'll help your customers see how your product delivers easily quantifiable business value.
6. **Custom offerings** based on your needs.

### For More Information

To learn more about our ROI Modeling Services, contact Deborah Navarra at (516) 628-1098, or via email at [deborah.navarra@dmgconsult.com](mailto:deborah.navarra@dmgconsult.com).