

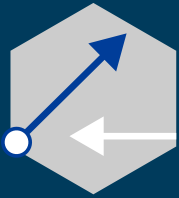
# The Total Economic Impact™ Of goMoxie CONTEXT

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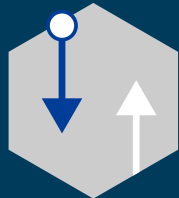
Through four customer interviews and data aggregation, Forrester concluded that goMoxie CONTEXT has the following three-year financial impact.

## SUMMARY OF BENEFITS

Three-year risk-adjusted



**ROI**  
**701%**



**Payback**  
**< 3**  
**months**

“We’ve seen our online application completion rates increase dramatically over the year period. The more engagement with CONTEXT during the online process, the better.”

*Head of Marketing,  
Financial Services*



### BENEFITS

**\$4.0M** Profit from increased conversion rate

**\$2.6M** Savings from reduction in return process

**\$1.7M** Profit from lifetime value of new customers

**\$648K** Efficiency gains from decreased contact volumes

**\$423K** Costs avoided from internal development time

**\$9.37M Total Benefits**



### SOLUTION REQUIREMENTS FOR INTERVIEWED CUSTOMERS



Proactively guide customers through their digital journey



Reduce unnecessary contacts with customer service



Be managed by non-technical team, with limited involvement from IT

### UNQUANTIFIED BENEFITS



Ease of implementation



Increased customer satisfaction



Improved employee satisfaction



Diminished use of remarketing solutions



Read the full study

This document is an abridged version of a case study commissioned by Moxie titled: The Total Economic Impact™ Of goMoxie CONTEXT, November 2019.

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**gOMOXIE**