FORRESTER®

The Total Economic Impact™ Of Rescue Built By GoTo
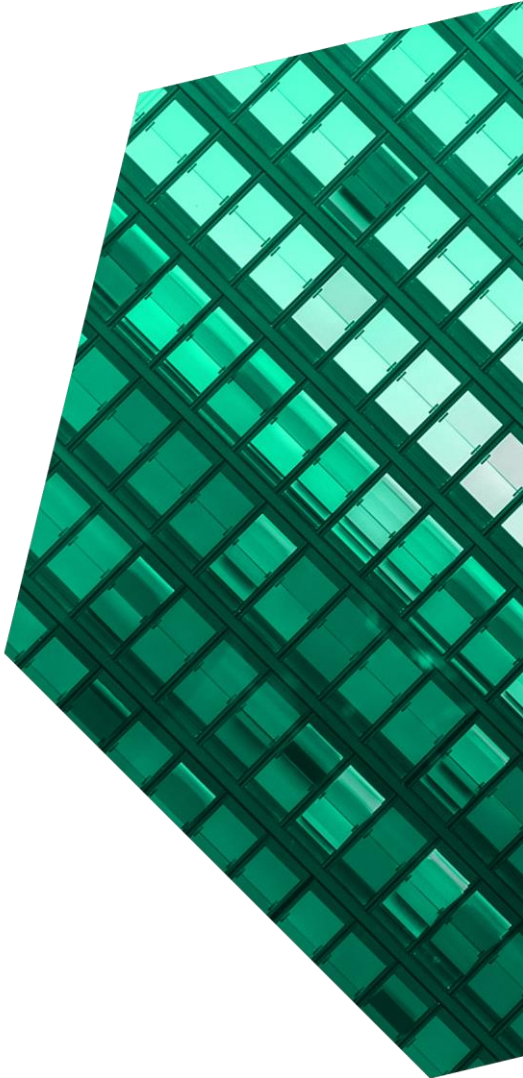
Cost Savings And Business Benefits Enabled By Rescue

JULY 2023

Table Of Contents

Consulting Team: *Kim Finnerty*
Sarah Lervold

Executive Summary

As remote working environments remain prevalent, organizations seek tools to securely resolve employee and customer needs digitally in an effort to maintain business operations. Rescue built by GoTo offers a multiplatform remote support solution that increases technician productivity, enhances end-user efficiency, and reduces the frequency of on-site visits to resolve issues.

Rescue built by GoTo enables technicians to securely access and control employee or customer devices remotely across multiple platforms and device types. This screensharing allows them to see what the user sees and understand what the problem is more quickly. Technicians can clearly visualize the result of the fixes they try, and they can resolve technical issues quickly. Rescue also minimizes the cost of resolving issues because it reduces the need for travel, the need for users to ship devices back and forth, and the need for either the technicians or the users to spend an inordinate amount of time trying to communicate what is happening on-screen.

GoTo commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Rescue.[1] The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Rescue on their organizations.

KEY STATISTICS

Return on investment (ROI)
395%

Net present value (NPV)
$2.09M

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four IT executives and surveyed 34 respondents with experience using Rescue. For the purposes of this study, Forrester aggregated the experiences of the interviewees and survey respondents and combined the results into a single composite organization that is a $1.5 billion multinational enterprise with 5,000 employees.

Interviewees noted that prior to using Rescue, their organizations struggled to assist both employees and customers with technical problems in a timely manner. Many wasted the time of both end users and technicians while trying to work through problems via phone, email, or chat. Some interviewees tried using other remote assistance products, but their organizations still saw performance gaps with some devices or operating systems.

The interviewees said that after the investment in Rescue, their teams could easily and securely deliver

Increase in customer satisfaction scores:

21%-28%

Base: 7 survey respondents whose organization uses Rescue for external customer support
Source: A commissioned study conducted by Forrester Consulting on behalf of GoTo, May 2023

multiplatform support on any device, which enabled significantly faster problem resolution and freed up valuable time for both end users and technicians.

KEY FINDINGS

Quantified benefits. Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Enhanced end user efficiency delivers $892,700 in incremental productivity.** Employees at all levels across the composite organization who are increasingly likely to work remotely experience less downtime on their devices because Rescue enables help desk technicians to diagnose and resolve their issues faster.

- **Improved help desk productivity provides an additional $583,400 of value.** The composite's technicians diagnose and resolve issues for employees more quickly on any device, which leaves them free to assist more employees daily and contribute to other priority tasks and projects.

- **Reduction to site visits save the organization $422,600.** Because help desk technicians resolve more issues using Rescue, the organization
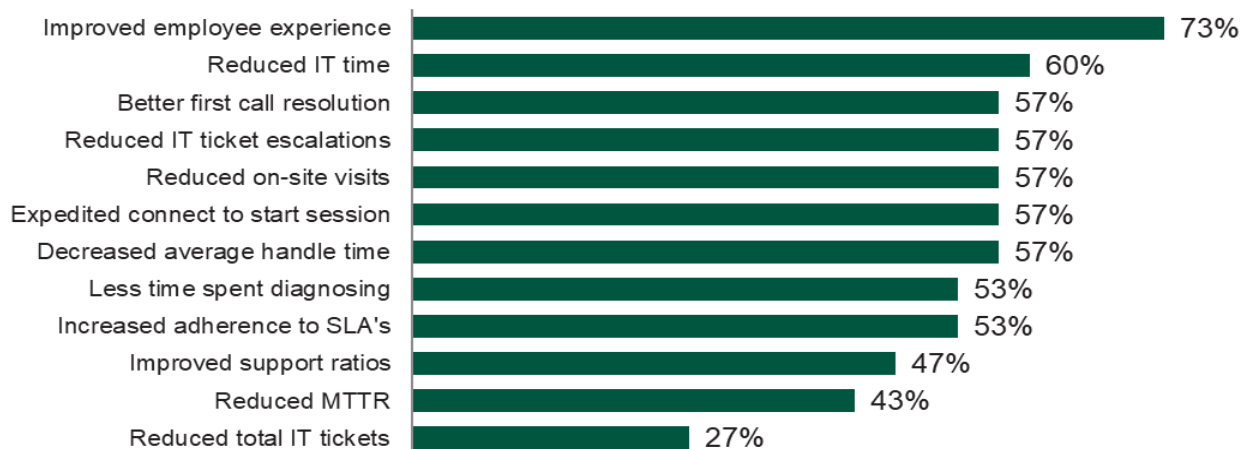
dispatches fewer field technicians, and their visits are shorter and less costly.

- **Improved customer support productivity totaling $716,100.** Similar to the enhanced efficiency of internal technicians, Rescue enables each agent to attend to more customer issues.

Unquantified benefits. Benefits that provide value for the composite organization but are not quantified for this study include:

- **Enriched customer experience (CX) that raises satisfaction scores.** Interviewees credited Rescue with improving the CX scores their organizations measure. While they could not directly tie those scores to a financial impact on their businesses, they reported that their organizations increased their CX scores between 21% and 28% after deploying Rescue.

- **Enhanced employee job satisfaction.** Interviewees repeatedly told Forrester that Rescue increases job satisfaction among both technicians and end-user employees, which they believe reduced attrition in their organizations.

Which of the following benefits has your organization experienced when supporting <u>employee</u> desktops and laptops, compared to your previous environment before investing in Rescue?

Benefit	Percentage
Improved employee experience	73%
Reduced IT time	60%
Better first call resolution	57%
Reduced IT ticket escalations	57%
Reduced on-site visits	57%
Expedited connect to start session	57%
Decreased average handle time	57%
Less time spent diagnosing	53%
Increased adherence to SLA's	53%
Improved support ratios	47%
Reduced MTTR	43%
Reduced total IT tickets	27%

Base: 30 Use Rescue for Internal IT Support of Desktops and Laptops

Source: "GoTo Rescue TEI Survey," a commissioned study conducted by Forrester Consulting on behalf of GoTo, April 2023

Costs. Three-year, risk-adjusted PV costs for the composite organization include:

- **License fees of $390,000.** Because the composite organization has two support teams (one for employees and one for external customers), it purchases a mix of license types suited to each team's workload and process.

- **Planning and implementation costs of less than $8,000.** The composite organization deploys Rescue with a minimal expenditure of project management and internal training time.

- **Ongoing administration costs of $128,000.** The composite dedicates one part-time administrator to maintain the solution and provides ongoing training for new support technicians.

The financial analysis which is based on the interviews and survey found that a composite organization experiences benefits of $2.61 million over three years versus costs of $528,000, adding up to a net present value (NPV) of $2.09 million and an ROI of 395%.

ROI
395%

BENEFITS PV
$2.61M

NPV
$2.09M
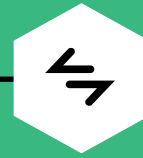
PAYBACK
<6 months

Benefits (Three-Year)

Benefit	Value
Enhanced end-user efficiency	$892.7K
Improved help desk productivity	$583.4K
Reduced site visit costs	$422.6K
Improved customer support productivity	$716.1K
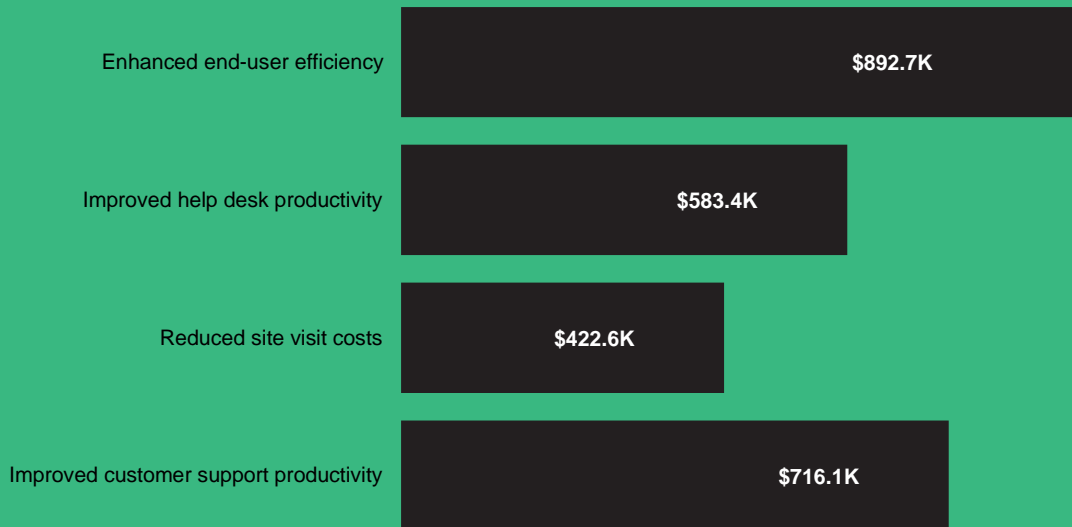
"Just to be able to physically see what is being explained ... gives us a lens into the customer's view, so we can support and walk them through technical solutions."

— Senior manager of IT operations, technology

TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews and survey, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Rescue built by GoTo.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Rescue can have on an organization.

DISCLOSURES

Readers should be aware of the following:

This study is commissioned by GoTo and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Rescue, built by GoTo.

GoTo reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

GoTo provided the customer names for the interviews but did not participate in the interviews.

Forrester fielded the double-blind survey using a third-party survey partner.

DUE DILIGENCE
Interviewed GoTo stakeholders and Forrester analysts to gather data relative to Rescue.

INTERVIEWS AND SURVEY
Interviewed four representatives and surveyed 34 respondents at organizations using Rescue to obtain data with respect to costs, benefits, and risks.

COMPOSITE ORGANIZATION
Designed a composite organization based on characteristics of the interviewees and survey respondents.

FINANCIAL MODEL FRAMEWORK
Constructed a financial model representative of the interviews and survey using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees and survey respondents.
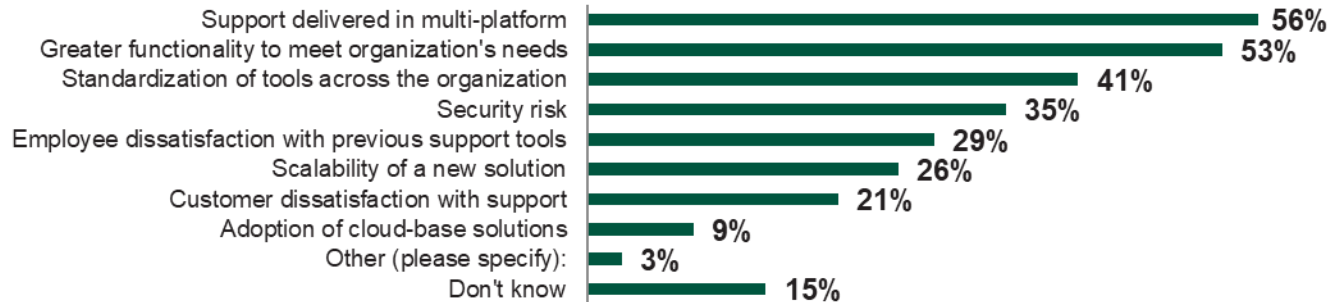
CASE STUDY
Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

"What are some key factors or prior challenges that drove the investment in Rescue?"

Factor	Percentage
Support delivered in multi-platform	56%
Greater functionality to meet organization's needs	53%
Standardization of tools across the organization	41%
Security risk	35%
Employee dissatisfaction with previous support tools	29%
Scalability of a new solution	26%
Customer dissatisfaction with support	21%
Adoption of cloud-base solutions	9%
Other (please specify):	3%
Don't know	15%

Base: 34 Total Respondents
Source: GoTo Rescue TEI Survey", a commissioned study conducted by Forrester Consulting on behalf of GoTo, April 2023

KEY CHALLENGES

Forrester interviewed four IT executives and surveyed an additional 34 respondents, all with experience using Rescue at their organizations. For more details on these individuals and the organizations they represent, see Appendix C.

Before deploying Rescue, their organizations fell into one of two camps. Some did not use any remote support software, and their employee and/or customer support technicians were engaged in a long and often frustrating process of trying to diagnose and resolve issues over the phone or via email or chat. Others used a remote support tool, but it lacked functionality to meet their technicians' needs. Interviewees cited issues such as limited automation, an inability to run multiple sessions at once, and a lack of remote reboot capability.

Both interviewees and survey respondents noted how their organizations struggled with common challenges, including:

- **Frustration and wasted time for end users and support technicians when problems arose with remote devices.** Interviewees described the time-consuming process of talking through a problem to get to a diagnosis and

directing remote users to try different approaches to resolve it. Even in the best of circumstances, this process took more time than it would have if the technician could see what the user was seeing. In reality, the technician was often talking to a nontechnical user, which made this "blind" process that much more difficult for the technician and the customer.

A senior manager in IT operations at a technology company reported, "[Troubleshooting] can easily get into an hour, because it can take 20 minutes just to determine what the issue is before you even begin trying to [solve] it when you're speaking with individuals who are not technical*."*

- **Overreliance on senior level technicians and field visits to resolve issues.** As a result of these communication difficulties, problems were escalated to senior-level technicians and/or designated for field service when first-level practitioners could have resolved them if they had remote capabilities.

- **Inability to respond to many common issues despite availability of remote support.** Interviewees' organizations that already used

another remote support tool faced additional challenges when that tool did not allow access to all platforms or device types. In some ways, it was more frustrating for technicians who knew they could easily resolve the issue if they had the same kind of remote support they used on other calls.

A consumer technology manager at a technology company explained, "One of the key requirements that we needed was to be able to support our user base with those operating systems with PC and Mac and, then more recently, with the mobile platforms, Android, and iOS."

- **Damage to customer satisfaction and loyalty.** While employee end-user and technician frustration wasted the organizations' time and money, customers who experienced the same level of frustration could easily decide to return a product or switch to a competitor's product with their next purchase. They could also spread negative sentiment about the product and company through word of mouth and social media.

SOLUTION REQUIREMENTS/INVESTMENT OBJECTIVES

The interviewees' and survey respondents' organizations searched for a solution that could:

- Provide reliable access on multiple platforms.

- Give technicians the same kind of remote support on employee or customer mobile devices that they get on laptops and desktops.

- Ensure secure access with top-notch encryption and easy integration with the organization's own security stack.

- Provide seamless session reporting and auditing capabilities. The technical program manager of customer success at a technology company pointed out: "The recording of each and every

click on the tool was a hard requirement by our legal team. We didn't want to get into any complications after the case was closing where a customer might say, 'You just took over my system and then you burned it or destroyed it completely.'"

COMPOSITE ORGANIZATION

Based on the interviews and survey, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the four interviewees and the 34 survey respondents, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics.

Description of composite. The organization is an enterprise with operations in multiple countries around the world. It generates $1.5 billion in revenue annually and employs 5,000 people.

The organization provides technical assistance for its employees through its internal support function, which includes 50 help desk technicians as well as ad hoc support from a team of level 2 and level 3 technicians when necessary. The organization also uses 60 full-time technicians to provide technical customer support to users around the world.

Key Assumptions
- **$1.5 billion annual revenue**
- **Operates in multiple countries**
- **5,000 employees**

Analysis Of Benefits

■ Quantified benefit data as applied to the composite

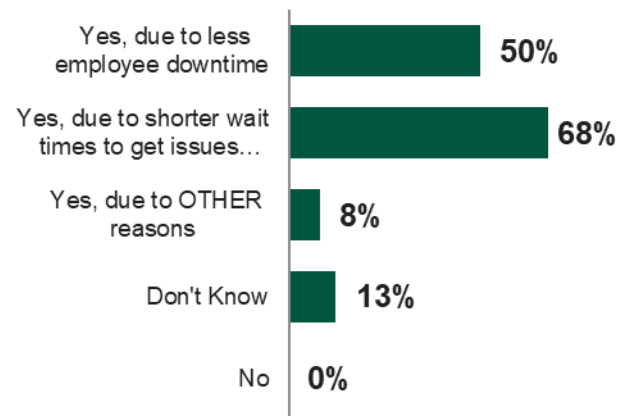| Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Enhanced end-user efficiency	$358,948	$358,948	$358,948	$1,090,866	$892,651
Btr	Improved help desk productivity	$234,584	$234,584	$234,584	$703,752	$583,375
Ctr	Reduced site visit costs	$169,920	$169,920	$169,920	$509,760	$422,566
Dtr	Improved customer support productivity	$287,938	$287,938	$287,938	$863,813	$716,058
	Total benefits (risk-adjusted)	$1,051,390	$1,051,390	$1,051,390	$3,168,190	$2,614,650

ENHANCED END-USER EFFICIENCY

Evidence and data. All of the interviewees from organizations with teams that support internal employees told Forrester they had realized a key goal of improving employee efficiency and experience. This went beyond simply reducing the amount of time employees spent waiting for their issues with their computer or mobile device to be resolved. Executives said they believe Rescue helped enable their people to work remotely, and they recognize that as an important employee benefit.

As more and more employees at the interviewees' organizations worked remotely, it became more difficult to resolve technical issues that hampered their productivity. They could no longer just bring their devices to the IT department and ask for help; they had to explain the problem in detail over the phone, email, or text, then respond to technicians' suggestions and report back. It was very frustrating and time-consuming on both sides.

A senior manager of IT operations at a technology company related: "When you're speaking with individuals who are not technical — and that's not a knock on them because that's not their role — you

"Has your organization seen an increase in employee productivity resulting from the investment in Rescue, compared to your prior remote IT support environment?"

Yes, due to less employee downtime	50%
Yes, due to shorter wait times to get issues...	68%
Yes, due to OTHER reasons	8%
Don't Know	13%
No	0%

Base: 34 Total Respondents
Source: GoTo Rescue TEI Survey", a commissioned study conducted by Forrester Consulting on behalf of GoTo, April 2023

can be talking about something to do with the monitor, and they think you're talking about the tower. It makes things difficult."

The interviewee went on to describe what a difference Rescue made in the ability of their organization's help desk team to keep employees productive, especially when working remotely. They

said: "We have a goal of 12 hours MTTR [mean time to resolve], but we're currently functioning around the 5- to 6-hour timeframe for our tickets. [Rescue] reduces the time it takes to provide solutions for employees when they contact my team. [Without Rescue,] time to resolve could have been tripled."

> **"We have a lot of employees in a critical position servicing our customers. Anytime anybody is down, that can be a potential money loss … and productivity is lost."**
>
> *Senior manager of IT operations, technology*

Modeling and assumptions. In order to model the value of this benefit for the composite organization, Forrester assumes:

- Employees at the organization submit 30,000 tickets each year (2,500 per month) for laptop/desktop and mobile device issues.

- 85% of the issues involve laptop/desktop problems and 15% involve mobile devices.

- Before deploying Rescue, the average laptop/desktop ticket was in the queue for 30 minutes, and then it would take help desk technicians an average of 1 hour to diagnose and resolve the issue. As a result, the employee's productivity suffered for a total of 90 minutes.

- After deploying Rescue, technicians complete tickets in 50% less time, which frees up 45 minutes each time an employee submits a ticket.

- Similarly, before deploying Rescue, the average mobile ticket sat in the queue for 30 minutes, but

the time to resolve mobile issues was 1 hour and 45 minutes. Using Rescue, help desk technicians cut this downtime for employees by 25%.

- The average fully burdened hourly wage of an employee at the organization is $39.

- Employees reapply 50% of the time saved on their tickets to productive work activities.

Risks. The risk that other organizations may experience a different value from this benefit depends on:

- The mix of laptop/desktop and mobile calls.

- The complexity of the issues technicians handle, which affects the time they spend resolving problems for employees.

- The average hourly pay rates of employees.

- The organization's ability to redirect employee time savings into other productive work.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of $892,700.

Enhanced End-User Efficiency

Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Remote support tickets	Composite	30,000	30,000	30,000
A2	Percent of remote support tickets for laptop and desktop	Composite	85%	85%	85%
A3	Average ticket queue time (hours)	Interviews	0.5	0.5	0.5
A4	Average time to diagnose and resolve before using Rescue (hours)	Interviews	1.0	1.0	1.0
A5	Decrease in downtime with Rescue	Interviews	50%	50%	50%
A6	**End-user time saved on laptop and desktop remote tickets (hours)**	**A1*A2*(A3+A4) *A5**	**19,125**	**19,125**	**19,125**
A7	Percent of tickets for mobile support	Composite	15%	15%	15%
A8	Average time to diagnose and resolve before using Rescue (hours)	Interviews	1.75	1.75	1.75
A9	Decrease in downtime with Rescue	Interviews	25%	25%	25%
A10	**End-user time saved on mobile remote tickets (hours)**	**A1*A7*(A3+A8) *A9**	**2,531**	**2,531**	**2,531**
A11	Total time saved for end users (hours)	A6+A10	21,656	21,656	21,656
A12	Fully burdened hourly wage of an information worker	TEI standard	$39	$39	$39
A13	Productivity recapture	TEI standard	50%	50%	50%
At	Enhanced end-user efficiency	A11*A12*A13	$422,292	$422,292	$422,292
	Risk adjustment	↓15%			
Atr	Enhanced end-user efficiency (risk-adjusted)		$358,948	$358,948	$358,948
	Three-year total: $1,076,845		**Three-year present value: $892,651**		

IMPROVED HELP DESK PRODUCTIVITY

Evidence and data. Both interviewees and survey respondents told Forrester their organizations significantly improved response and resolution times once they deployed Rescue. Getting on the same screen with the employee who submitted the ticket, regardless of the device type, was key to solving problems more quickly.

While reported time savings varied from one organization to another, survey respondents provided an average estimate of 57% time savings on laptop/desktop issues and 23% time savings on mobile device issues.
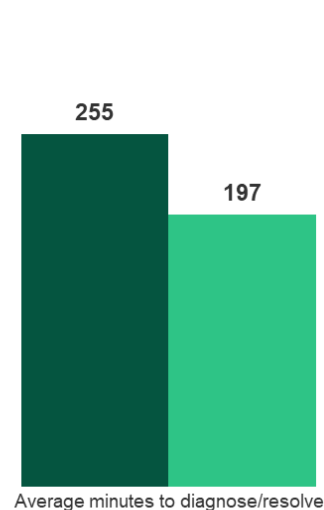
These time savings on the IT side had implications for cost savings as well as more flexible staffing and increased focus for other important technology-related projects.

- A CIO in healthcare described the magnitude that flexibility afforded their organization. They said: "Before we started using Rescue, we had one help desk technician per 100 employees. Now, we have one per 150."

"On average, how many total minutes were spent on diagnosing and resolving each laptop/desktop issue BEFORE your investment in Rescue…and how many AFTER?"
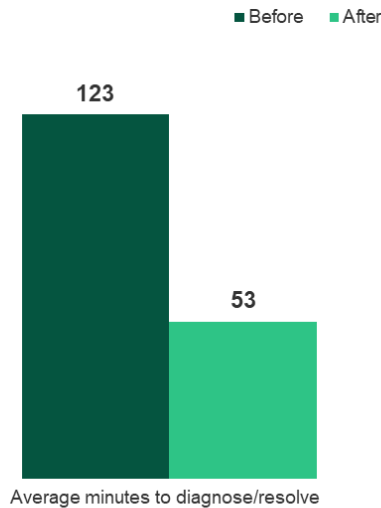
"On average, how many total minutes were spent diagnosing and resolving each mobile issue BEFORE your investment in Rescue…and how many AFTER?"

■ Before ■ After

123

53

Average minutes to diagnose/resolve

255

197

Average minutes to diagnose/resolve

Base: 12 Use Rescue for Internal IT Support of Desktops and Laptops
Source: "GoTo Rescue TEI Survey," a commissioned study conducted by Forrester Consulting on behalf of GoTo, April 2023

- The senior manager of IT operations at a technology company expanded on the implications: "It doesn't reduce the need for people, but it does give us the opportunity to grow our skill set, shift left some technical opportunities, and apply focus on those things that require more time."

Modeling and assumptions. In order to model the value of this benefit for the composite organization, Forrester assumes:

- The organization's internal help desk team handles 30,000 requests per year for laptop/desktop and mobile devices.

- 85% of customer issues involve laptop/desktop problems and 15% involve mobile devices.

- Before deploying Rescue, help desk technicians spent an average of 1 hour diagnosing and resolving customer issues.

- This time is reduced by 50% with Rescue in place.

- Before deploying Rescue, the time to resolve a mobile issue was 1 hour and 45 minutes.

- This time is reduced to 1 hour and 15 minutes with Rescue, which is a 25% reduction.

- Help desk technicians at the composite organization earn an average fully burdened hourly wage of $25.

- The technicians apply 75% of these time savings to other productive tasks.

Risks. The risk that other organizations may experience a different value from this benefit depends on:

- The mix of laptop/desktop and mobile calls.

- The complexity of the issues technicians handle, which affects the time spent resolving problems.

- The pay rate of desk agents.

- The organization's ability to redirect desk agents' time savings into other (or the same) productive work.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV of $583,400

Improved Help Desk Productivity					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Remote support tickets	Composite	30,000	30,000	30,000
B2	Percentage of remote support tickets for laptop and desktop	Composite	85%	85%	85%
B3	Total tickets for laptop and desktop	B1*B2	25,500	25,500	25,500
B4	Average time to diagnose and resolve before using Rescue (hours)	A4	1.0	1.0	1.0
B5	Improved efficiency with Rescue	A5	50%	50%	50%
B6	**Time saved on laptop and desktop tickets (hours)**	**B3*B4*B5**	**12,750**	**12,750**	**12,750**
B7	Percentage of tickets for mobile	Composite	15%	15%	15%
B8	Total tickets for mobile	B1*B7	4,500	4,500	4,500
B9	Average time to resolve a mobile ticket before using Rescue (hours)	A8	1.75	1.75	1.75
B10	Improved efficiency with Rescue	A9	25%	25%	25%
B11	**Time saved on mobile tickets (hours)**	**B8*B9*B10**	**1,969**	**1,969**	**1,969**
B12	Total help desk time savings (hours)	B6+B11	14,719	14,719	14,719
B13	Fully burdened hourly wage of a help desk employee	TEI standard	$25	$25	$25
B14	Productivity recapture	TEI standard	75%	75%	75%
Bt	Improved help desk productivity	B12*B13*B14	$275,981	$275,981	$275,981
	Risk adjustment	↓15%			
Btr	Improved help desk productivity (risk-adjusted)		$234,584	$234,584	$234,584
	Three-year total: $703,752		Three-year present value: $583,375		

REDUCED SITE VISIT COSTS

Evidence and data. Both interviewees and survey respondents agreed that Rescue brought about a drop in the costs of field technician visits. The organizations incurred these costs when internal help desk technicians were unable to resolve employee issues remotely. In those cases, field technicians —

generally more senior technicians — traveled to employee work sites to address the issues in person.

These site visits were particularly costly because they involved both the salaries of the highly paid senior technicians and the travel costs of sending them to remote work sites. Survey respondents estimated that the average cost of one of these visits is $846.

Rescue increased the likelihood that less expensive help desk technicians would be able to solve employee problems remotely. The result was fewer intractable problems that require site visits. The CIO of a healthcare company told Forrester, "Since we started using Rescue, in-person visits by our technicians have decreased by at least 30%." Rescue also helped help desk technicians make greater progress in diagnosing and solving problems than they could before, so field technicians completed their visits more quickly, and this lowered the average cost of each visit.

Modeling and assumptions. In order to model the value of this benefit for the composite organization, Forrester assumes:

- The organization needs to send IT support technicians to employee locations 40 times per month when help desk technicians are unable to resolve tickets remotely.

- Each visit costs the organization an average of $825 in senior technicians' time and travel costs.

- After deploying Rescue, these visits occur 15% less frequently because technicians are more likely to resolve the issue using Rescue than they could without it.

- In addition, the cost of the visits is nearly cut in half to $450 because the progress the organization makes with Rescue allows field technicians to solve the problems more quickly.

Risks. The risk that other organizations may experience a different value from this benefit depends on:

- The number and complexity of field calls the organization handles.

- The average cost to send a technician on a field visit.

Results. To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a risk-adjusted total PV of over $422,600.

Monthly field visits for employee laptops/desktops

Before	After
40	**34**

Base: 10 survey respondents whose organization uses Rescue for internal IT support of desktops and laptops
Source: A commissioned study conducted by Forrester Consulting on behalf of GoTo, May 2023

Reduced Site Visit Costs

Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Field calls before using Rescue	Survey	480	480	480
C2	Field calls with Rescue	Survey	408	408	408
C3	Cost per field visit before using Rescue	Survey	$825	$825	$825
C4	Cost per field visit with Rescue	Survey	$450	$450	$450
Ct	Reduced site visit costs	(C1*C3)-(C2*C4)	$212,400	$212,400	$212,400
	Risk adjustment	↓20%			
Ctr	Reduced site visit costs (risk-adjusted)		$169,920	$169,920	$169,920
	Three-year total: $509,760		**Three-year present value: $422,566**		

IMPROVED CUSTOMER SUPPORT PRODUCTIVITY

Evidence and data. Some of the interviewees and survey respondents work for organizations with customer support teams that help external customers resolve their technical issues. Often, these interactions with customers happen through email or chat, making it very difficult and time-consuming to diagnose issues and then make multiple attempts to resolve them.

These teams experienced results similar to those the internal help desk teams saw. A technical program manager in customer success at a technology company reported: "It used to take us an average of 10 interactions [with a customer] per issue, each taking 20 to 40 minutes. Now, that is down to seven interactions — down 30%."

A senior manager of consumer technology management at a technology company said one of the product's features made it particularly useful for customer support teams: "One important point is the ability to reconnect to the same agent after a reboot, and that's something that this product does really well. It was important for our business because we use it for troubleshooting and helping our external customers resolve issues."

Interviewees and respondents said another important reason to make the customer support team's interactions as efficient and effective as possible is because customers who are frustrated by their support experiences could have a negative effect on future sales and brand reputation.

The technical program manager in customer success at a technology company explained how fixing customer issues can almost immediately result in lower expenses for their company: "On these remote sessions, we try to troubleshoot a problem before we have to convert it into a warranty case."

Modeling and assumptions. In order to model the value of this benefit for the composite organization, Forrester assumes:

- The organization's customer support team handles 42,000 requests each year (3,500 per month) for laptop/desktop and mobile device issues.

- 85% of customer issues involve laptop/desktop problems and 15% involve mobile devices.

- Before deploying Rescue, customer support agents spent an average of 1 hour diagnosing and resolving customer issues.

- This time drops by 35% with Rescue in place.

- Similarly, before deploying Rescue, the time to resolve mobile issues was 40 minutes.

- With Rescue, the time required is 30 minutes, which is a 25% reduction.

- Customer support agents at the composite organization earn an average fully burdened hourly wage of $25.

- Because these agents work at a dedicated call center, the company captures 100% of the time savings. The sooner an agent finishes one case, the sooner they start on the next.

> **"For us, it is mainly supporting PCs and installations and helping people troubleshoot. Depending on how familiar they are with technology, it's faster to do this with a remote session. I think it would take twice as long to walk them through it."**
>
> *Technology program manager, customer success, technology*

Risks. The risk that other organizations may experience a different value from this benefit depends on:

- The mix of laptop/desktop and mobile calls.

- The complexity of the issues agents handle, which affects the time they spend resolving problems for customers.

- The pay rates of help desk agents.

- The organization's ability to redirect agents' time savings into other (or the same) productive work.

Results. To account for these risks, Forrester adjusted this benefit downward by 15%, yielding a three-year, risk-adjusted total PV of over $716,100.

Improved Customer Support Productivity

Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	Tickets for customer support	Composite	42,000	42,000	42,000
D2	Percent of tickets for laptop and desktop support	Composite	85%	85%	85%
D3	Total tickets for customer laptop and desktop support	D1*D2	35,700	35,700	35,700
D4	Average time to resolve before using Rescue (hours)	Interviews	1.0	1.0	1.0
D5	Improved time to resolve with Rescue	Interviews	35%	35%	35%
D6	**Subtotal: Time saved on customer laptop and desktop tickets (hours)**	**D3*D4*D5**	**12,495**	**12,495**	**12,495**
D7	Percent of tickets for mobile support	Composite	15%	15%	15%
D8	Total tickets for mobile support	D1*D7	6,300	6,300	6,300
D9	Average time to resolve before using Rescue	Interviews	0.67	0.67	0.67
D10	Improved time to resolve with Rescue	Interviews	25%	25%	25%
D11	**Subtotal: Time saved on customer mobile tickets (hours)**	**D8*D9*D10**	**1,055**	**1,055**	**1,055**
D12	Total customer support time savings (hours)	D6+D11	13,550	13,550	13,550
D13	Fully burdened hourly wage of a help desk team member	B13	$25	$25	$25
D14	Productivity recapture	TEI standard	100%	100%	100%
Dt	Improved customer support productivity	D12*D13*D14	$338,750	$338,750	$338,750
	Risk adjustment	↓15%			
Dtr	Improved customer support productivity (risk-adjusted)		$287,938	$287,938	$287,938
	Three-year total: $863,813		**Three-year present value: $716,058**		

UNQUANTIFIED BENEFITS

Interviewees and survey respondents mentioned the following additional benefits that their organizations experienced but were not able to quantify in terms of dollar impact on the business:

- **Enriched customer experience that raises satisfaction scores.** For organizations that provide technical support to customers, the ease and effectiveness of that support is a key element that affects customers' perceptions. Great service can significantly improve the overall CX, which

Forrester has repeatedly shown is correlated with business growth.[2]

While interviewees and respondents could not tie this improved CX to a dollar impact on their organizations, they could quantify its impact on customer satisfaction. Interviewees were very aware of their teams' scores on such metrics as Net Promoter Score[SM] (NPS), customer satisfaction (CSAT), and customer effort scores (e.g., customer ratings of how easy it is to do business with the company).

Interviewees were convinced that Rescue had a measurable impact on positive ratings from customers. The technology program manager in customer success at a technology company said: "[We have] customers who are very happy with having someone just fix their computer for them without having to stress over it. That in and of itself is a repeat comment on customer satisfaction surveys. Without it, I would say that we would have lower scores."

Additional information regarding the business impact of improved CX scores is provided in Appendix B.

- **Enhanced employee job satisfaction.** Interviewees said that being able to provide fast and effective technical service had a positive effect on morale all around. Technicians are happy that there is less stress, frustration, and confrontation in their daily jobs. End-user employees are happy they have less downtime and can continue to work productively even in a remote location. While interviewees could not point to a direct link to lower turnover and lower recruiting and onboarding costs, they do believe that job satisfaction is a key contributor to those costs.

The senior manager of IT operations at a technology company told Forrester: "It allowed [support technicians] to be able to assist the user without creating more tension between the customer and the actual IT issue that they're experiencing. Having this piece of software to alleviate that and mitigate through that ambiguity has made it a lot easier for them to be able to successfully do their jobs on a day-to-day basis."

The technical program manager for customer success at a technology firm echoed that statement: "There's a big satisfaction improvement on the agent side in that they are able to use this capability right now, which helps

them to close the cases faster and helps them to get good SLA delivery scores on the audit, too."

"What was your organization's _____ score before your investment in Rescue….and what was it after?"
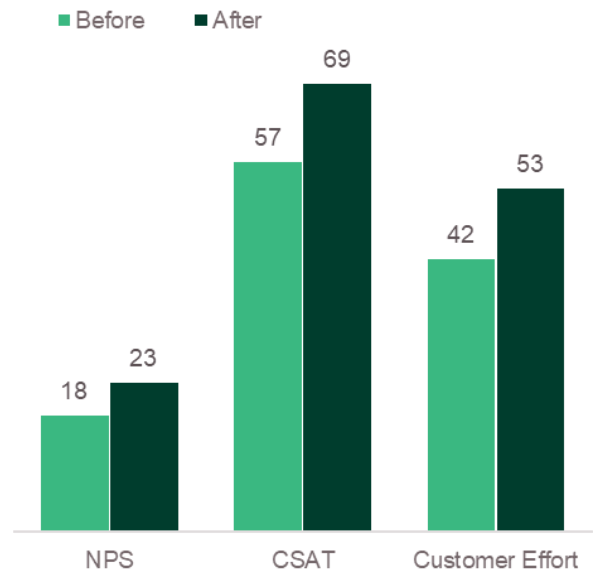
Base: 7 Use Rescue for External Customer Support of Desktops Laptops and/or Mobile Devices
Source: "GoTo Rescue TEI Survey", a commissioned study conducted by Forrester Consulting on behalf of GoTo, April 2023

FLEXIBILITY

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Rescue and later realize additional uses and opportunities. These include:

- **Long-term knowledge creation**. Several interviewees pointed to ways in which Rescue helped build the knowledge base of their company's frontline technical support team, which increased overall help desk skill and created more valuable and capable workforces for the future.

Interviewees said one way the product does this is through the ease of reporting and auditing it provides. This allowed teams to learn from their

mistakes and also from their successes. The senior manager of IT operations at a technology company explained: "It helps support either what was done right or what was not done right, and [it allows us to] be able to either provide kudos to our employees or identify an area of opportunity for training so that we can become more proficient in those areas in terms of providing those services to our customers."

The senior manager of consumer technology management at a technology company took it a step further and said: "When a case gets escalated and they're trying to understand a new issue and create knowledge about something they didn't know before, there's a good chance that this tool would have been used in the process. You could say it does aid in the ability for us to understand what's happening and then build knowledge around it."

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in Appendix A).

Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	**Cost**	**Initial**	**Year 1**	**Year 2**	**Year 3**	**Total**	**Present Value**
Etr	Annual subscription fee	$0	$157,740	$157,740	$157,740	$473,220	$392,276
Ftr	Planning and implementation	$7,660	$0	$0	$0	$7,660	$7,660
Gtr	Ongoing administration	$0	$51,535	$51,535	$51,535	$154,992	$128,160
	Total costs (risk-adjusted)	$7,660	$209,275	$209,275	$209,275	$635,872	$528,096

ANNUAL SUBSCRIPTION FEE

Evidence and data. Respondents said the bulk of the cost for Rescue is the fees their organizations paid to GoTo for Rescue licenses. Some interviewees' companies used a concurrent license model, which provides a cap on the number of licensees who can use the product at the same time. Others purchased named licenses in which all license holders use Rescue at the same time. And some organizations purchased both types of licenses for different teams.

Modeling and assumptions. In order to model this cost for the composite organization, Forrester assumes:

- The composite organization purchases 25 concurrent licenses for 50 internal help desk technicians. Since these technicians do not spend 100% of their time actively engaged with employee problems, the company saves money by purchasing licenses that allow a maximum of 25 technicians to be in the system at once.

- The organization also purchases 60 named licenses for its 60 customer support agents. Each of these employees is 100% dedicated to answering customer support calls, so the organization supports them with slightly more expensive named licenses.

- Pricing may vary. Contact GoTo for additional details.

Risks. The risk of other organizations experiencing a different cost for Rescue licenses depends on:

- The IT team's need for concurrent versus named licenses.

- The size of the organization's internal and external support teams.

Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of just over $392,300.

	Annual Subscription Fee						
Ref.	**Metric**	**Source**	**Initial**	**Year 1**	**Year 2**	**Year 3**
E1	Cost of concurrent licenses for internal support team	Composite		$60,200	$60,200	$60,200
E2	Cost of named licenses for external customer support team	Composite		$83,200	$83,200	$83,200
Et	Subscription fee	E1+E2		$143,400	$143,400	$143,400
	Risk adjustment	↑10%				
Etr	Annual subscription fee (risk-adjusted)		$0	$157,740	$157,740	$157,740
	Three-year total: $473,220			**Three-year present value: $392,276**		

PLANNING AND IMPLEMENTATION

Evidence and data. Interviewees told Forrester that deploying Rescue required very little in the way of planning. The CIO in healthcare said: "[It involved] about 30 days to get it up and running, about 30% of one senior help desk person's time for 30 days, [and] another 30 days for everyone to 'get' it and use it right."

Interviewees also declared the product to be intuitive and easy to learn, so the time and cost of training help desk and customer support agents was minimal. The technical program manager in customer success at a technology company said: "We created training internally. They just answer 10 questions and get an 80% passing mark. Then, mostly, they shadow the senior agents a couple of times in their first few sessions, and then they're on their own [and] they are ready to go hit the floor."

Modeling and assumptions. In order to model this cost for the composite organization, Forrester assumes:

- The organization appoints a project manager who spends 30% of their time on implementation for two months.

- The fully burdened hourly wage of the project manager is $34.

- Customer and internal support technicians each receive 1 hour of training on Rescue.

- The fully burdened hourly wage of a technician is, $25.

Risks. The risk that another organization may experience a different cost in this area depends primarily on the salaries of the project manager and support technicians.

Results. To account for these risks, Forrester adjusted this cost upward by 15%, yielding a three-year, risk-adjusted total PV of just under $7,700.

Planning And Implementation

Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
F1	Project management time (hours)	Interviews	104			
F2	Average fully burdened hourly wage of a project manager	TEI standard	$34			
F3	Support technicians who require training	Composite	125			
F4	Average fully burdened hourly wage of a support technician	TEI standard	$25			
Ft	Planning and implementation	(F1*F2)*(F3*F4)	$6,661	$0	$0	$0
	Risk adjustment	↑15%				
Ftr	Planning and implementation (risk-adjusted)		$7,660	$0	$0	$0
	Three-year total: $7,660			**Three-year present value: $7,660**		

ONGOING ADMINISTRATION

Evidence and data. The final cost area for organizations using Rescue is ongoing maintenance and administration, and interviewees stated that these costs were relatively minor. They tended to have one or two part-time system administrators keeping the product updated and maintaining communication with GoTo.

Team members using the product turned over in their positions regularly, either attracted by new opportunities or moving up within their IT organization. This necessitated some level of ongoing training for new employees each year.

Modeling and assumptions. In order to model this cost for the composite organization, Forrester assumes:

- Two administrators spend 25% of their time maintaining Rescue.

- The fully burdened annual salary of these administrators is $87,750.

- Technicians who use Rescue churn at a rate of 30% per year, necessitating an average of 37.5 hours of training for new employees each year.

- The average fully burdened hourly wage of a technician is $25 per hour.

Risks. The risk that an organization may experience a different magnitude of cost in this area depends on:

- Technician and systems administrator salaries.

- Technician churn rate.

Results. To account for these risks, Forrester adjusted this cost upward by 15%, yielding a three-year, risk-adjusted total PV of $128,200.

Ongoing Administration

Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
G1	Administration	Interviews		$43,875	$43,875	$43,875
G2	Ongoing training	Composite		$938	$938	$938
Gt	Ongoing administration	G1+G2	$0	$44,813	$44,813	$44,813
	Risk adjustment	↑15%				
Gtr	Ongoing administration (risk-adjusted)		$0	$51,535	$51,535	$51,535
	Three-year total: $154,992			**Three-year present value: $128,160**		

Financial Summary

CONSOLIDATED THREE-YEAR RISK-ADJUSTED METRICS

Cash Flow Chart (Risk-Adjusted)

Legend: Total costs | Total benefits | Cumulative net benefits
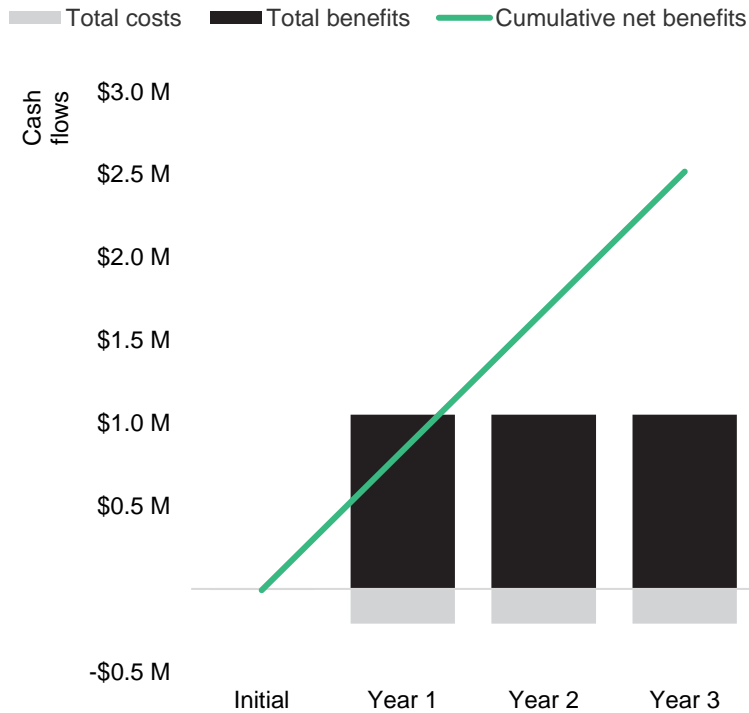
The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

Cash Flow Analysis (Risk-Adjusted Estimates)						
	Initial	**Year 1**	**Year 2**	**Year 3**	**Total**	**Present Value**
Total costs	($7,660)	($209,275)	($209,275)	($209,275)	($635,872)	($528,096)
Total benefits	$0	$1,051,390	$1,051,390	$1,051,390	$3,168,190	$2,614,650
Net benefits	($7,660)	$842,115	$842,115	$842,115	$2,532,318	$2,086,554
ROI						395%
Payback						<6 months

Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

TOTAL ECONOMIC IMPACT APPROACH

Benefits represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.

Costs consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

PRESENT VALUE (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.

NET PRESENT VALUE (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made, unless other projects have higher NPVs.

RETURN ON INVESTMENT (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

DISCOUNT RATE

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

PAYBACK PERIOD

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

Appendix B: Supplemental Material

FIGURE 3

The Business Impact Of Improving CX Index Scores By One Point

Revenue impact of a 1-point improvement in CX Index™ score:

		Annual incremental revenue per customer*	x	Average number of customers per company†	=	Annual incremental revenue per company
	Auto manufacturers (mass market)	$68.33	x	18 million	=	$1.2 billion
	Retailers (general retail)	$6.19	x	100 million	=	$619 million
	Hotels (upscale)	$8.51	x	44 million	=	$374 million
	Auto/home insurers	$20.31	x	18 million	=	$366 million
	Airlines	$5.59	x	40 million	=	$224 million
	Hotels (midscale)	$4.77	x	30 million	=	$143 million
	Banks (multichannel)	$7.59	x	15 million	=	$114 million
	Banks (direct)	$9.21	x	10 million	=	$92 million
	Auto manufacturers (luxury)	$129.45	x	350,000	=	$45 million
	Credit card issuers	$0.59	x	60 million	=	$36 million

Impact on assets under management (AUM) of a 1-point improvement in CX Index score:

		Annual incremental AUM per customer‡	x	Average number of customers per company†	=	Annual incremental AUM per company
	Investment firms	$490.01	x	46 million	=	$22.5 billion

Impact on the customer base of a 1-point improvement in CX Index score:

		Annual customer base growth per customer‡		Average number of customers per company†		Total annual customer base growth
	Health insurers	0.0118	x	20 million	=	236,500 customers

Base: 96,211 US online consumers (18+) who interacted with a specific brand within the past 12 months
Source: Forrester's Customer Experience Benchmark Survey, US Consumers, 2022

*The effect on revenue potential of increasing CX Index scores by 1 point from the average score of the largest brands in the industry. Curves for individual brands differ from that of their industry. For brands without a linear relationship between CX and revenue, the revenue effect of improving CX by 1 point will vary greatly depending on the CX Index score that serves as the starting point for this analysis.

†The number of customers represents that of a big player in the industry based on data from Forrester's Consumer Technographics® surveys, Forrester analysts, and publicly available industry sources.

‡The effect on growth potential of increasing CX Index scores by 1 point from the average score of the largest brands in the industry. Curves for individual brands differ from that of their industry. For brands without a linear relationship between CX and growth, the growth effect of improving CX by 1 point will vary greatly depending on the CX Index score that serves as the starting point for this analysis.
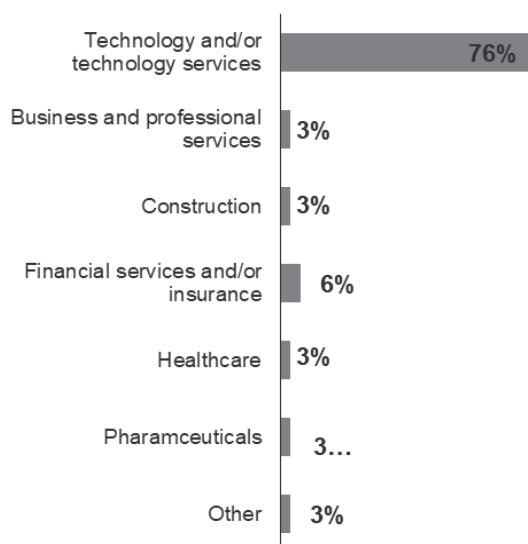
Appendix C: Interview And Survey Demographics

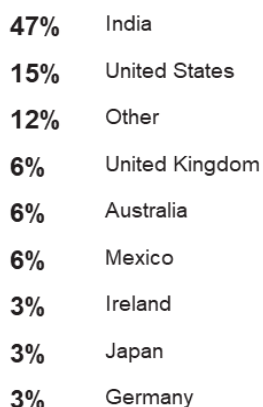| Interviews			
Role	**Industry**	**Region**	**Estimated revenue**
Senior manager of consumer technology management	Software	Global	$4 billion
Senior manager of IT operations	Technology	North America	$8 billion
Technical program manager, customer success	Technology	Global	$65 billion
Chief information officer (CIO)	Healthcare	North America	$2 billion

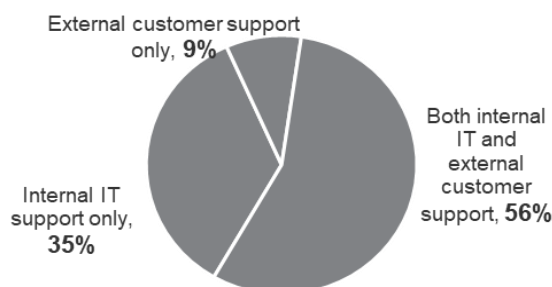**"Which of the following best describes the industry to which your company belongs?"**

Technology and/or technology services **76%**
Business and professional services **3%**
Construction **3%**
Financial services and/or insurance **6%**
Healthcare **3%**
Pharamceuticals **3…**
Other **3%**

"Using your best estimate, how many employees work for your firm / organization worldwide?"

5,000 to 19,999 employees, **12%**
1,000 to 4,999 employees, **21%**
20,000 or more employees, **65%**
100 to 499 employees, **3%**
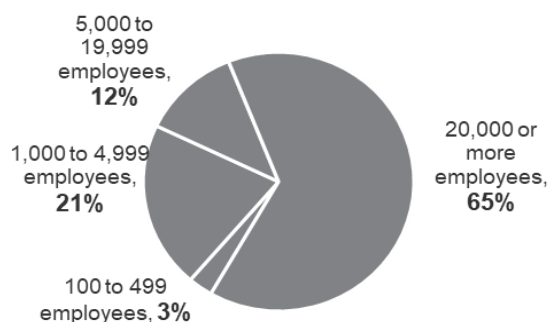
"In which country is your organization's headquarters located?"

47%	India
15%	United States
12%	Other
6%	United Kingdom
6%	Australia
6%	Mexico
3%	Ireland
3%	Japan
3%	Germany

"Does your organization use Rescue for internal IT support and/or external customer support?"

External customer support only, **9%**
Both internal IT and external customer support, **56%**
Internal IT support only, **35%**

Base: 34 Total Respondents
Source: GoTo Rescue TEI Survey", a commissioned study conducted by Forrester Consulting on behalf of GoTo, April 2023

Appendix D: Endnotes

[1] Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

[2] Source: "How Customer Experience Drives Business Growth, 2022," Forrester Research, Inc., June 6, 2022.