

# ROI calculator

## BENEFITS/COST SAVINGS

Lower staff costs | Lower headcount |  
Work fewer hours | Better  
performance | Free up senior staff

Staff

£



More flexible working | Fewer  
expenses/travel claims | Lower  
facilities/infrastructure costs |  
Lower waste

Facilities

£



Less time checking things | Less  
time fixing mistakes | Fewer  
business disruptions | More  
reliable forecasting

Quality

£



Higher customer satisfaction/  
retention | Better word of mouth |  
Improved customer service |  
Lower customer acquisition cost

Customers

£



Higher sales with the same  
sales capacity | Improved lead  
generation/conversion | Faster,  
more frequent sales

Sales

£



**Total benefits/savings**

£

## COSTS

Licence fees | Installation | Training |  
Compliance (GDPR, health & safety) |  
Project management | Consultancy/  
paid-for advice

Initial set-up

£



Software licence renewals/upgrades |  
Cloud service subscriptions | Hardware  
leasing | Upgrades | Maintenance

Ongoing

£



**Total costs**

£

Not all the things in this list will be relevant to your business or the software you're considering – just leave them blank.

You might prefer to do this calculation on a spreadsheet (they are still useful for many things!)

You're in Step 2 of the SME Guide to Choosing Software. For more templates and guidance please go to [bethebusiness.tools](https://bethebusiness.tools)

1. Setting your objective

2. Justifying your budget

3. Creating your shopping list

4. Buying with confidence

5. Making it work for the team

6. Getting your money's worth