

What is the Chattermill ROI Calculator?

The Chattermill ROI Calculator estimates the potential cost savings and revenue gains your organization could achieve by using Chattermill's Customer Experience Intelligence platform.

How it works

The Chattermill ROI calculator estimates the potential financial benefits of using Chattermill's Customer Experience Intelligence platform. It calculates how analyzing customer feedback can lead to improvements in customer experience that directly impact your bottom line. **This includes reducing the number of support inquiries, decreasing product returns, and increasing sales and average order value.**

The ROI is broken down into three calculators based on your use cases and business goals, helping you estimate the total potential value within your specific business context.



Product Returns ROI Calculator

See how much you could save by using Chattermill to uncover the reasons behind product returns.

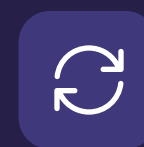
[Calculate your ROI →](#)



Customer Support ROI Calculator

See how much you could save by reducing support inquiries with Chattermill.

[Calculate your ROI →](#)



Customer Value ROI Calculator

See how much additional revenue you could generate by using Chattermill to uncover what drives repeat purchases.

[Calculate your ROI →](#)

HOW THE CALCULATION WORKS

Product Returns ROI Calculator

By using Chattermill to analyze customer feedback at scale, you can uncover the exact reasons behind product returns. These insights help you make targeted improvements that reduce return rates and cut associated costs.

The Chattermill ROI Calculator estimates the potential savings your business could achieve by lowering returns.

Number of Orders

What's the average number of orders you receive each year?

1,000,000

% of Orders Returned

How many of your orders get returned by customers?

15%

Cost per Return

How much does one return usually cost you?

\$35

Recalculate

150,000

Total Number of Returns

The average number of returns you receive each year.

\$5.25M

Total Cost of Returns

How much you spend on returns each year.

Potential impact of CX Intelligence

	Conservative	Realistic	Best-case
Expected Reduction in Returns ⓘ	1%	10%	25%
Total Number of Returns After CXI	148,500	135,000	112,500
Total Cost of Returns After CXI	\$5.2M	\$4.72M	\$3.94M
Returns Cost Savings	\$52,500	\$525,000	\$1.31M

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What data points do you need to estimate the potential impact of Customer Experience Intelligence?

- **Number of Orders:** The average number of orders you receive annually.
- **% of Orders Returned:** The percentage of those orders that customers return.
- **Cost Per Return:** The average cost your business incurs per returned order.

We use these data points to calculate:

- **Total Number of Returns:** $\text{Number of Orders} \times \% \text{ of Orders Returned}$
 - **Total Cost of Returns:** $\text{Total Number of Returns} \times \text{Cost Per Return}$
-

How do we estimate the potential impact of CXI?

Expected Reduction in Returns: We estimate the potential impact of CXI using benchmark reductions in return rates, based on the average improvements observed across Chattermill customers.

Most businesses see a reduction of 1% (conservative), 10% (realistic), or 25% (best case) after using Customer Experience Intelligence. These improvements come from identifying and addressing the underlying reasons for returns using customer feedback at scale.

You can use these scenarios to estimate potential outcomes or input your own figures based on internal goals or assumptions.

How do we calculate the returns cost savings?

- **Total Number of Returns After CXI:** $(\text{Number of Orders} \times \% \text{ of Orders Returned}) - (\text{Total Number of Returns} \times \text{Expected Reduction in Returns})$
 - **Total Cost of Returns after CXI:** $(\text{Total Number of Returns after CXI}) \times (\text{Cost Per Return})$
 - **Returns Cost Savings:** $(\text{Total Number of Returns} \times \text{Cost Per Return}) - (\text{Total Number of Returns after CXI} \times \text{Cost Per Return})$
-

Customer Support ROI Calculator

Chattermill helps you analyze customer feedback to pinpoint the main reasons behind support inquiries. By understanding and addressing these issues, your team can reduce the volume of incoming contacts, freeing up resources and lowering support costs.

The Chattermill ROI Calculator estimates the potential savings your business could gain by reducing support contacts.

Total Number of Orders

What's your average annual order volume?

1,000,000

% of Orders That Generate Support Contacts

What percentage of orders lead to a support contact?

5%

Average Cost Per Interaction

What's the cost of one support interaction?

\$35

Recalculate

50,000

Number of Customer Support Interactions

The annual volume of support contacts.

\$1.75M

Total Costs Before CXI

Annual customer support costs before Chattermill.

Potential impact of CX Intelligence

	Conservative	Realistic	Best-case
Estimated Reduction in Support Contacts ⓘ	5%	15%	25%
Number of Support Contacts After CXI	47,500	42,500	37,500
Total Costs After CXI	\$1.66M	\$1.49M	\$1.31M
Customer Support Cost Savings	\$87,500	\$262,500	\$437,500

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What data points do you need to estimate the potential impact of Customer Experience Intelligence?

- **Total Number of Orders:** The average number of orders you receive annually.
- **% of Orders That Generate Support Contacts:** The percentage of those orders that lead to a support contact.
- **Average Cost Per Interaction:** The typical cost of one support interaction.

We use these data points to calculate:

- **Number of Customer Support Interactions:** Annual volume of support interactions.
- **Total Costs Before CXI:** Annual customer support costs before Chattermill: Number of Customer Support Interactions x Cost Per Interaction

How do we estimate the potential impact of CXI?

Estimated Reduction in Support Contacts: We use benchmark improvements based on actual results seen by Chattermill customers.

Most businesses experience a reduction in support contact volumes of approximately 5% (conservative), 15% (realistic), or 25% (best case) after implementing Customer Experience Intelligence.

You can use these scenarios to estimate potential outcomes or input your own figures based on internal goals or assumptions.

How do we calculate the customer support savings?

- **Number of Support Contacts After CXI:** Number of Customer Support Interactions - (Number of Customer Support Interactions x Estimated Reduction in Support Contacts)
- **Total Costs After CXI:** Number of Support Contacts After CXI x Average Cost Per Interaction
- **Customer Support Cost Savings:** Total Costs Before CXI - Total Costs After CX

Customer Value ROI Calculator

With Chattermill, you can uncover what drives repeat purchases and understand what keeps customers coming back. **By identifying the experiences that lead to more orders per customer, you'll gain the insights needed to boost loyalty and increase order frequency.**

The Chattermill ROI Calculator estimates the potential revenue you could generate by uncovering what drives repeat purchases.

Number of Customers

How many customers do you have?

1,000,000

Average Order Value

What's the typical value of one order?

\$50

Number of Orders Per Customer

On average, how many purchases does one customer make?

5.0

Recalculate

Total Sales Pre CXI

Total sales before using CXI.

\$250M

Potential impact of CX Intelligence

	Conservative	Realistic	Best-case
Estimated Increase in AOV ⓘ	0.25%	0.50%	1%
Estimated Increase in Orders ⓘ	0.25%	0.50%	1%
AOV After CXI	\$50.13	\$50.25	\$50.5
Orders Per Customer After CXI	5.01	5.02	5.05
Total Sales Post CXI	\$251.25M	\$252.51M	\$255.03M
Additional Revenue	\$1.25M	\$2.51M	\$5.03M

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What data points do you need to estimate the potential impact of Customer Experience Intelligence?

- **Number of Customers:** Total number of individual customers.
- **Average Order Value:** Average value of a single order.
- **Number of Orders Per Customer:** Average number of orders each customer places.

We use these data points to calculate:

- **Total Sales Pre CXI:** Number of Customers x Average Order Value x Number of Orders Per Customer

How do we estimate the potential impact of CXI?

Estimated Increase in AOV:

Based on results from large, high-volume B2C companies (e.g. those operating across multiple markets with millions of customers), we typically see an increase in AOV of 0.25% (conservative), 0.5% (realistic), or 1% (best case) after implementing Customer Experience Intelligence.

Estimated Increase in Number of Orders:

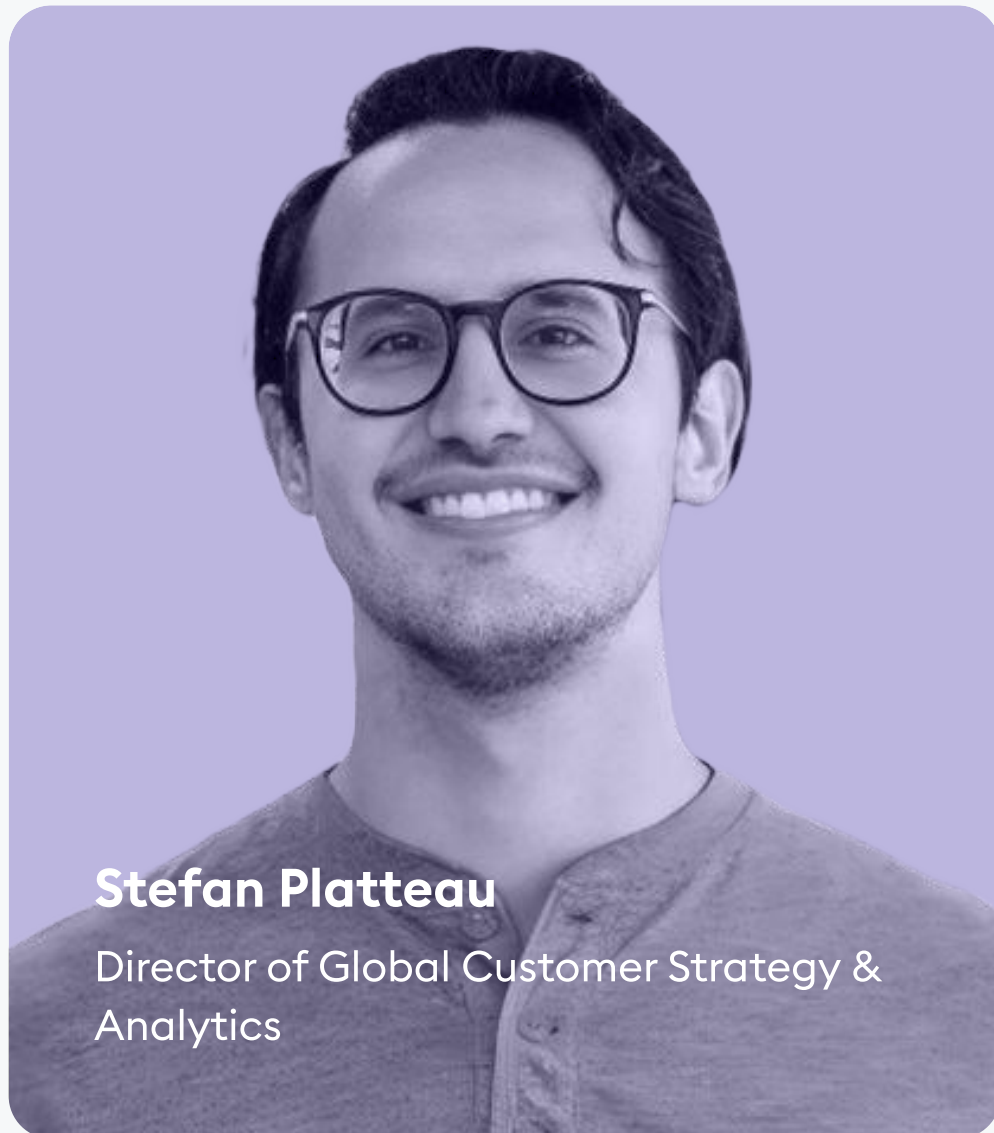
Companies of similar scale and complexity often see a 0.25% to 1% increase in order volume, driven by improvements in customer experience and deeper insight into what drives repeat purchases.

These benchmarks reflect typical outcomes from Chattermill customers with comparable business profiles. You can use them in the ROI Calculator or input your own assumptions based on internal targets.

How do we calculate the additional revenue generated after CXI?

- **AOV After CXI:** Average Order Value + (Average Order Value x Estimated Increase in AOV)
- **Orders Per Customer After CXI:** Number of Orders Per Customer + (Number of Orders Per Customer x Estimated Increase in Orders)
- **Total Sales Post CXI:** Number of Customers x AOV After CXI x Orders Per Customer After CXI
- **Additional Revenue:** Total Sales Pre CXI - Total Sales Post CXI

Don't take our word for it. See how brands achieve ROI with Chattermill.



Stefan Platteau

Director of Global Customer Strategy & Analytics



"Quite quickly, we were able to make changes that paid for our investment in Chattermill. It's difficult to say how many times it has been paid back over the years, but given the growth of HelloFresh since 2015, it's safe to say that it has been many times over."

[Read Case Study](#)

7 new brands

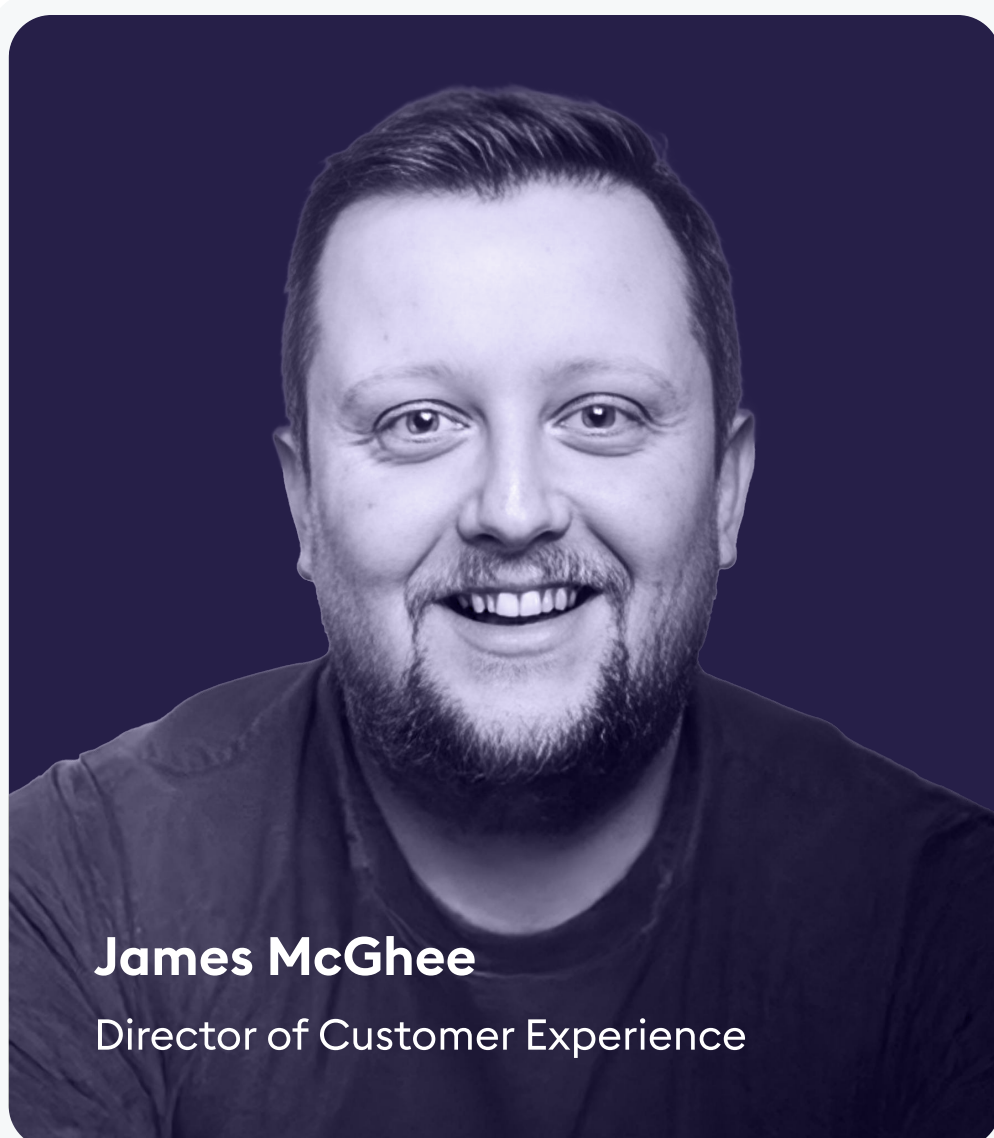
in their portfolio since 2018, opening new revenue streams

500% more recipe options

introduced at HelloFresh since 2015

From €0.3 billion in 2015 to €7 billion

revenue across 18 markets in 2023



James McGhee

Director of Customer Experience

FOOTA2YJUM

"The return on investment with Chattermill is exceptional. It's incredibly cost-effective compared to the resources and effort required to achieve the same results manually. With Chattermill, we receive insights and results that are both more consistent and cost-effective than traditional methods."

[Read Case Study](#)

42.8% reduction in contacts per transaction

Total revenue in 2023 increased 7% year on year to £320M

Reduced shipping costs by 8%



Renata Vasconcellos de Sa
Head of Rider EMEA

Uber

"The ROI is very clear to us. It's definitely worth it, and we see the return on investment on a monthly basis, making its value evident to us."

[Read Case Study](#)

Expanded from 1 region to 5 mega-regions
making Chattermill key to global CX

7-year partnership
driving CX innovation since 2018

400+ Uber users rely on Chattermill
across CX, Ops, Product, and Support



Abdul Khaled
Head of Digital, Customer Experience & Digital Products

e-on next

"The return on investment has been pretty immediate, and it's been pretty obvious. Our NPS went from plus 9 last year to plus 22 this year, which is an incredible 144% increase. We've also seen a great increase in our app. It went from 1.1 on the app store rating, to 4.8, which is now the highest-rated app in the marketplace."

[Read Case Study](#)

Increased NPS by 144%

Boosted Customer Happiness Index by 48%

Increased App Store rating from 1.1 to 4.8

Curious if Chattermill is the right fit for you?

Talk to one of our experts - get a personalized demo and learn why industry leaders choose Customer Experience Intelligence.

[Book a personalized demo](#)

About Chattermill

Chattermill, the Customer Experience Intelligence company, enables leading brands to unlock their customers' reality. Global enterprises like Amazon, H&M, and Uber rely on Chattermill to operationalize CX data. Chattermill is the best-in-class AI-powered platform for CX, Product, Marketing, and Support teams to action insights from their customer data at scale, ranked no.1 in multiple G2 categories.

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