

EXECUTIVE BUSINESS CASE · SAAS

The cost of inaction in SaaS

A demo request not booked in five minutes and a trial that stalls are ARR you won't recognize.

70% Shift lost to idle	~\$25 Per connected call	8–15% Connect ceiling	~40% CRM decay / year
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The status quo is not free

Inbound demo requests cool fast; trials stall without a nudge; webinar show-rates sag. Every hour between intent and contact is pipeline lost — and the SDR desk scales with headcount.

What one quarter of waiting costs

Hidden cost	What it means in SaaS
Slow demo booking	Inbound demo requests cool before an AE calls.
Trial stall	Trial users hit blockers and churn un-nudged.
Low webinar show	Registrants don't show without reminders.
SDR overhead	Coverage scales with hires, not results.

What automating unlocks

Teams that close the gap see –90% cost per qualified lead, 5× meeting volume, and 30–40% connect rates vs 8–15% manual — with ROI in 60–90 days.

The decision

Finn closes the gap between your system of record and your system of action as a usage-based line item — payback under six months. Waiting isn't free; it's the swivel-chair tax, paid another quarter.

Build the saas business case — book a demo at www.hirefinn.ai/bookademo

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