

ROI SHEET · USD

The ROI of AI voice agents

What outbound really costs today, what Finn removes, and how fast it pays back — figures in USD.

\$25 Cost per connect, manual	70% Shift lost to idle	331% 3-yr ROI (Forrester)	<6 mo Payback
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What outbound really costs

- A fully-loaded connected call runs \$6–\$8 — and only ~1 in 8 dials connects.
- 70% of a rep's shift is idle ring-time you pay full salary for.
- ~40% of CRM data decays a year, so RevOps re-cleans the same records every quarter.

The ROI formula

$(\text{Total Benefits} - \text{Total Costs}) \div \text{Total Costs} \times 100$. Benefits fall in four buckets: cost reduction (labour, infrastructure, attrition), revenue lift (after-hours capture, higher conversion), productivity (lower AHT, QA automation), and strategic value (data, risk mitigation).

A worked example (illustrative)

Input	Result
5 reps × 80 dials/day × 20 days	8,000 dials / month
Fully-loaded cost per call	\$6
Manual outbound cost	\$48,000 / month
Finn removes ~40% (IBM benchmark)	\$19,200 / month saved
Payback	Under 6 months (Forrester)

Independent benchmarks

- Forrester: 331% ROI over three years; payback under six months.
- McKinsey: 30–45% lower service costs from generative AI.

- IBM: ~40% call-center cost reduction, 30% higher engagement.

Measure it — the 8 KPIs

Connection rate · right-party-contact · conversion · first-call close · cost per acquisition · average handling time · engagement rate · call quality. Finn exports cost-per-outcome per workflow, CFO-ready.

Model your numbers with us — www.hirefinn.ai/bookademo

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