

Customer Participation Guide For Forrester Total Economic Impact™ Case Studies

What is a Total Economic Impact Study?

Total Economic Impact (TEI) is Forrester's methodology for measuring the comprehensive impact of investments, technologies, projects, and initiatives. TEI studies are holistic business cases that include decision drivers, the customer journey, and qualitative and quantitative impacts – culminating in a sample financial model that shows an estimated return on investment (ROI). They are meant to help readers who are considering a similar investment to understand the experience and outcomes achieved by other customers. These studies are commissioned by solution providers who wish to discover and articulate their product's value to the market.



What types of questions will we be asked?

Interview questions are unique for every study, but typical questions may include:

- › **Customer Journey.** The interview will cover qualitative content such as: decision drivers and catalysts for change; alternatives your organization considered; what factors led to selecting this option; the journey from scoping to proof of concept and implementation, and the qualitative experience with the solution provider.
- › **Benefits.** The Forrester interviewer will work with you to uncover and measure the benefits your organization has achieved, even if you're unsure how to measure them yourself. Benefits vary for every organization and investment; examples include:
 - **Productivity:** Get rid of wasteful or redundant work, increase employee capacity, reduce outsourcing staff costs, or complete projects faster.
 - **Cost savings/avoidance:** Eliminate or avoid costs for third-party outsourcing, hardware, software, or legacy technology licenses and maintenance.
 - **Business growth:** Launch new or improved products; increase revenue, margins, conversion, order value, acquisition, or retention; or shorten time-to-market.
 - **Experience:** Improve employee and/or customer experience, retention, customer support, availability, mobility, collaboration, creativity, or brand image.
 - **Reduced risk:** Enhance data collection/analysis, visibility, and security.
- › **Costs.** What costs did you face making this investment? Understanding the comprehensive costs is essential in determining the ROI. The Forrester interviewer will work with you to uncover and approximate these costs. Examples include:
 - **Solution provider.** Licenses, maintenance, hardware, and professional services fees for implementation, training, management, and support.
 - **Third-party.** Outsourced professional services (such as implementation, management, support) or additional software, hardware, and other external costs.

Thank you for considering being a part of a Forrester Total Economic Impact (TEI) case study. This guide will walk you through:

1. What is a Total Economic Impact study?
2. What types of questions will we be asked?
3. What are the expectations for us to participate?
4. How will our information be used and protected?
5. What if we want to be publicized in the study?
6. What are the benefits of participating?

Forrester publishes hundreds of TEI studies every year – and has been doing it for decades.

Want to see a sample? Type [“Forrester Total Economic Impact”](#) in your search engine of choice and browse the results.

Results: [Bing](#) | [Google](#) | [Yahoo](#)

- **Internal.** Internal labor for scoping, proof of concept, implementation, training (both leading and participating), system administration, and beyond.
- › **Flexibility.** What options do you have now that you did not have before? What is the potential long-term, strategic impact of beyond what you have already done today?
 - › **Risk.** What risks and challenges have you faced, and how did you mitigate them? TEI studies calculate risk-adjusted returns to build a stronger business case.

What are the expectations for us to participate?

Forrester seeks to make interviews as easy, fast, and enjoyable as possible for you. The primary goal of interviews is to gather real, unbiased data to understand your organization's unique story and impacts.

- › **Interviews are typically one-hour long.** They are conducted over the phone, with the possibility of a short follow-up call or email exchange of additional information. Total time commitment for this project should not exceed 1.5 hours.
- › **Forrester will provide a list of sample questions prior to the interview.** Forrester recognizes that not all questions will be relevant for all interviewees. The interviewer may also explore additional topics depending on time and your unique experience.
- › **You are not required to review or fill out the question guide in advance.** While advance preparation is not required, some prefer to review the guide in advance, gather relevant data, or even fill in the information. For those that prefer to, this can help guide the conversation and even help reduce the length of the call itself.
- › **You are not expected to know all the answers.** It's okay if you don't have all the metrics or exact dollar amounts – the Forrester interviewer will work with you to uncover and estimate the impacts that are relevant for you.

- ✓ Interviews typically last one hour.
- ✓ Sample questions are provided in advance.
- ✓ Preparation is not required.
- ✓ You are not expected to know all the answers.

How will our information be used and protected?

Forrester understands that responses often contain proprietary or sensitive information and will protect the anonymity of your organization and your responses.

- › **The interview is between yourself and Forrester.** The solution provider who commissioned the TEI study will not participate in the interview or be provided with a transcript. Forrester's intention is for you to be able to freely share your experience.
- › **Your organization's name is kept anonymous.** No aspect of the study shall directly or indirectly lead the reader to the identity of your organization. Only your industry and region will be revealed (i.e. a 'European Financial Services company').
- › **Data will be aggregated and blended with other organizations.** Forrester will gather data in interviews with multiple organizations to identify trends and common impacts across all interviewed customers. The financial model created for the case study will be based on a sample "composite organization" which embodies qualities of all the organizations interviewed for the studies.
 - ***Note:** Some TEI studies are based on only one customer; if you are participating in a single-organization study, your organization's identity will still be kept anonymous, but the financial model will be based on your organization's specific results.
- › **You will have the opportunity to review the study before publication.** This allows you to ensure that your organization's identity is kept safe and that the data has been used accurately and appropriately.

- ✓ You and your organization will be anonymous (unless you wish to be disclosed).
- ✓ Data is blended from multiple interviews.
- ✓ You can review the study before it is published.

Can we be publicized in the study?

Usually. Want to be seen as a leader for an emerging technology, or show how you put customers at the center of your work? Forrester TEI studies are a great opportunity to receive positive, free press about your organization's investments. It's good for readers too; it can help bring case studies to life and help them relate to the results.

If your organization is interested in being disclosed, ask your contact at the solution provider (whoever sent this to you) and they will work Forrester to set it up.

What are the benefits of participating?

Participating in a TEI study is a rewarding experience:

- › **Think about your investment in new ways – the 'WOW' factor.** We all have our blinders, and Forrester can help you gain insight into benefits or approaches you've never considered or help you think about them in new ways. Interviewees constantly report that, in the course of interviews, they realized that they had never thought about "X" benefit or never considered tracking "Y" metric.
- › **Learn to quantify the financial impact of your investment.** Most organizations struggle to measure the financial impact of their investments or initiatives, and interviewees often come away with new information to better understand and quantify their own business case. The interview and case study can help you uncover the impacts at your organization, put a number to them, and measure the ROI.
- › **Validate your internal business case or cost analysis.** Have you already calculated the costs or ROI? Forrester's methodology can help ensure you've captured everything, that you've done so correctly, give you third-party validation, and ultimately help you strengthen and defend your business case.
- › **Promote and defend the investment internally.** Your team has put a lot of time, energy, and budget into your investments – and you may need to prove the impact to leadership to help them promote the investment internally and justify continued funding to support it. If you wish, Forrester can even brand a copy of the study with your organization's name (for your internal use only) to help out.
- › **Communicate feedback to the solution provider.** Feel free to share feedback with Forrester that you want reported back anonymously to the solution provider. Favorite features? Improvement requests? Anything that's hard to share directly?
- › **If you want your organization's name disclosed, a TEI study is free publicity.** See the above section for more information if you are interested in being named.

- ✓ Think about your investment in new ways.
- ✓ Learn to measure ROI.
- ✓ Improve and validate internal business cases.
- ✓ Promote and defend your project to others at your company.
- ✓ Communicate feedback.
- ✓ If you want your organization to be named, you get free publicity.

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