Through six customer interviews and data aggregation, Forrester concluded that Genesys PureCloud has the following three-year financial impact.

**FINANCIAL SUMMARY**
Three-year risk-adjusted

<table>
<thead>
<tr>
<th>Year</th>
<th>Initial</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefits</td>
<td>$5.1M</td>
<td>$4.3M</td>
<td>$4.3M</td>
<td>$4.3M</td>
</tr>
<tr>
<td>Costs</td>
<td>$761,000</td>
<td>$761,000</td>
<td>$761,000</td>
<td>$761,000</td>
</tr>
</tbody>
</table>

**GENESYS PURECLOUD BENEFITS BY THE NUMBERS**

- **$2.0 million**
  Avoided previous solution and scalability costs

- **$2.6 million**
  Improved productivity

- **30% to 15%**
  Decrease in employee turnover

- **$1.2 million**
  Observed increase in revenue due to improved customer satisfaction

- **90%**
  Decrease in unplanned downtime

**VOICE OF THE CUSTOMER**

"It's a great product. Every time somebody asks me about PureCloud, I always say 'just do it' because it's stable, easy to use, and flexible. If you calculate through all the benefits, the return on your investment is quick."

*Product manager telephony, eCommerce, Europe*

"We were able to grow 40% after migrating to PureCloud."

*ICT coordinator, human resources and staffing, Asia Pacific*