

ROI One-Pager Template

Overview

A ROI one-pager is a **brief, at-a-glance, yet data-driven resource** that can be used by customer success teams to share with customers the value they are realizing with their product. In contrast with a full QBR presentation, where you have to wait for a meeting to share, an ROI one-pager can be a great quick way to showcase the product without a conversation.

One-pagers should be easily digestible, which means design and hierarchy are crucial. The ideal ROI one-pager should include ROI metrics that are most relevant for your customer. For example, based on your customer's goals and objectives, you may decide to **include time savings and revenue influenced, versus just money saved.**

This resource includes tips and tricks for creating a ROI one-pager that resonates with customers, as well as a ROI one-pager example from a fictional company called SimpleTicket. This fictional company is a platform that helps customer success teams handle inbound service requests from customers.



How to Create a ROI One-Pager

Use **larger or bold fonts** to highlight key metrics. Implement data visualizations like charts, graphs, and tables.



Donut Chart



Bar Chart



Dual-Axis Chart

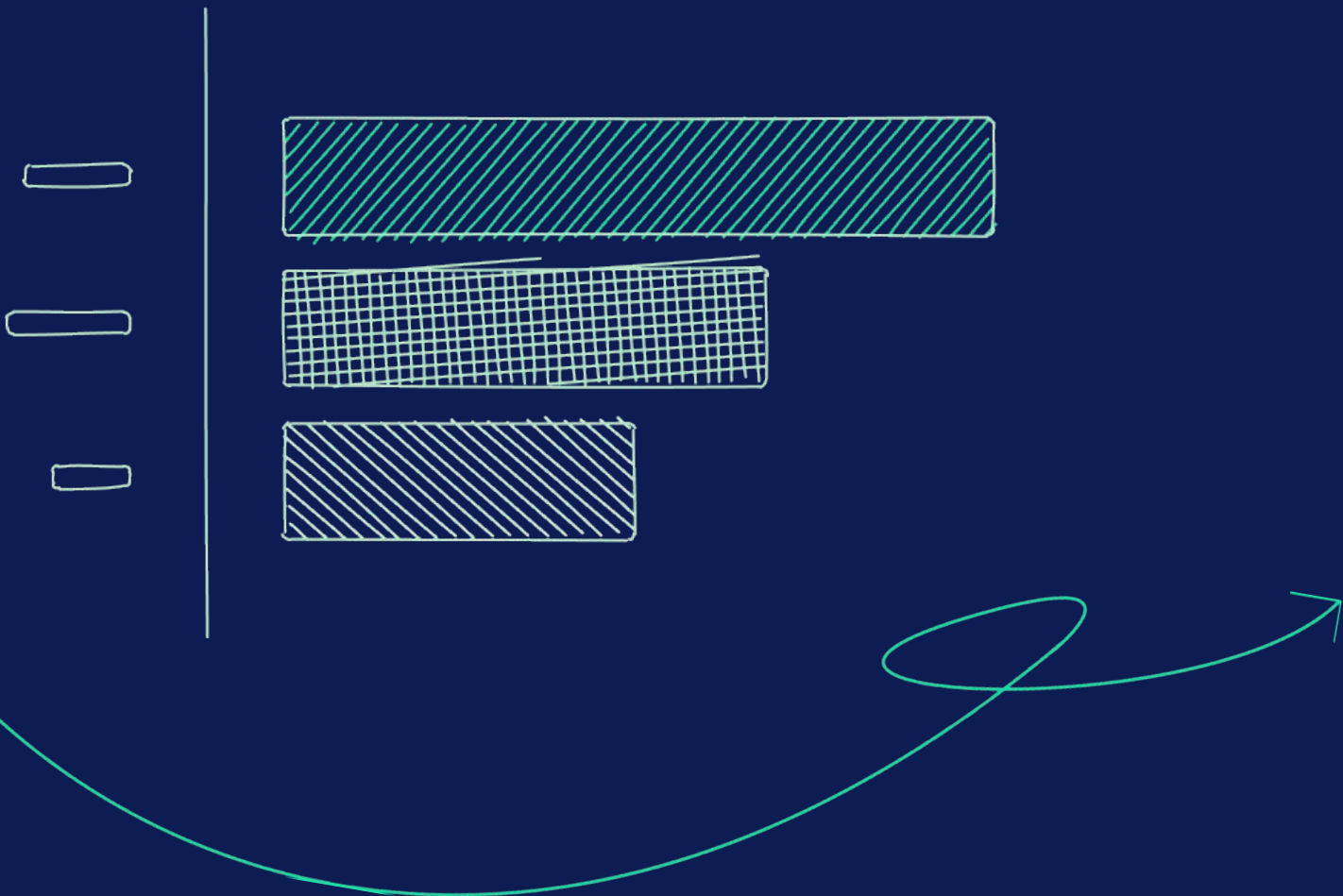
Make sure the key ROI metrics are at the top of the one-pager so that customers don't have to spend time trying to find it.



Make sure to reinforce your company's value props and even share a case study to bring a qualitative element to the one-pager.

Goal: Show the customer they are realizing value with your product.

Notes: Make sure to keep the ROI metrics front-and-center. When it comes to showing how you got those numbers, keep it high-level so that customers don't have to break out a calculator to understand it. And remember, ROI is not just quantitative, anecdotes can help bring value to life.



What SimpleTicket can do for Your Company



720

Hours Saved Team-Wide

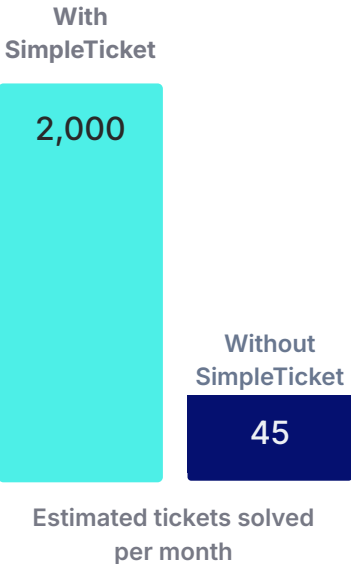
\$600k

Money Saved

Annually

10%

NPS Increase



ROI Calculation:

Number of customers	5,000
Number of tickets per customer, average	0.5
Time to answer tickets manually	30 mins
Time saved (hours / year)	720
Hourly rate of CSM	\$50
Money saved (dollars / year)	\$600k
Average NPS increase with SimpleTicket	2
Number of customers who see NPS increase	50%
Overall NPS increase (% / year)	10%



Support more customers

Make it easy to scale the support you provide as your company grow



Increase productivity

Automate responses so that your team doesn't have to spend time on tickets



Make customers happier

Help you customers quickly find resolutions to their problems



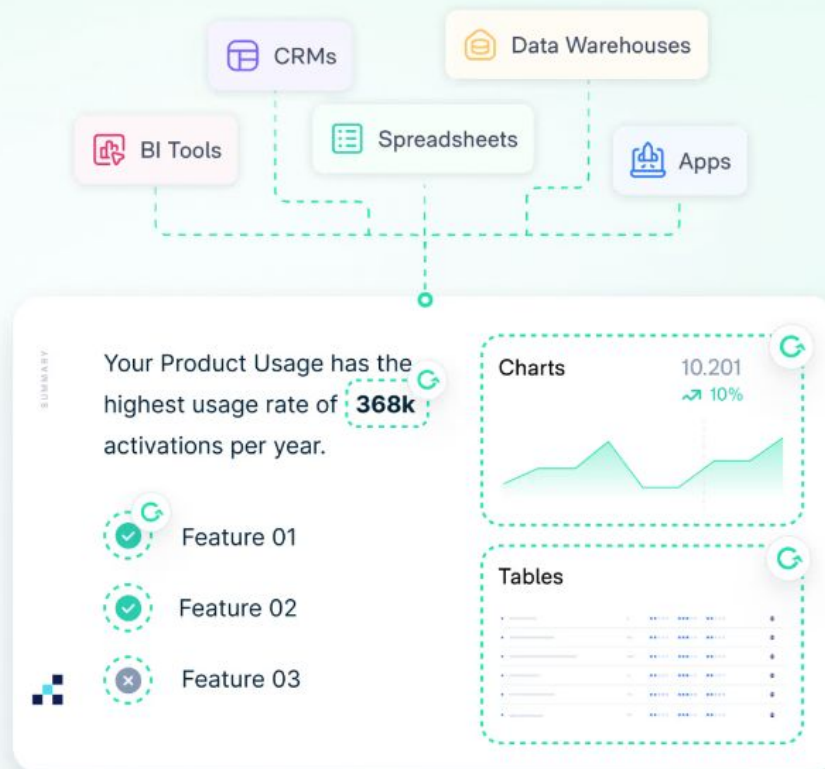
"I can't imagine life without SimpleTicket. It'd be almost impossible to do my job and still keep my customers happy"

Customer Success Lead at Matik

- 700 hours saved across the team, annually
- 10% decrease in time to resolution
- 25% increase in NPS across customer base



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Compatible with:



50%
less data questions
received by ops



190 hours
saved per week for
analyst team



100%
adoption from global
customer success team



12
business days to
implement



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