

TOTAL ECONOMIC IMPACT

The Total Economic Impact™ Of The Dialpad Communication Platform

A FORRESTER TOTAL ECONOMIC IMPACT STUDY COMMISSIONED BY
DIALPAD, FEBRUARY 2026

COST SAVINGS AND BUSINESS BENEFITS ENABLED BY THE COMMUNICATION PLATFORM

The Forrester logo is displayed in white, serif, all-caps font within a black rectangular box. The background of the lower half of the page features abstract, flowing green and teal shapes against a black background.

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Executive Summary

Organizations burdened by legacy telephony systems and fragmented communication workflows face operational inefficiencies, poor customer experiences, and missed revenue opportunities. By recognizing the strategic importance of unified and intelligent communications, companies that modernize with cloud-based platforms can reduce infrastructure complexity, streamline call handling through automation, and uncover significant cost savings while improving agent and customer experiences. Cloud communication solutions can unify voice, messaging, and contact center operations; enhance agility; and accelerate customer insights across an organization.

Dialpad's AI-native communication platform helps companies consolidate disparate telephony systems; integrate CRM for real-time call handling; and automate QA, coaching, and reporting processes. By leveraging features such as real-time transcription, sentiment analysis, call summaries, call rerouting to self-service and voicemail, and automated QA scorecards, organizations gain insights that they can use to improve service quality and operational efficiency. With straightforward tools and API integrations, Dialpad creates consistent and scalable communication environments that support hybrid work and efficient decision-making while reducing manual effort and improving overall agility. Companies replacing legacy private branch exchange (PBX) systems and fragmented communication workflows with Dialpad can realize operational efficiencies, cost savings, and improved customer and employee experiences.

Dialpad commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying the communication platform.¹ The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Dialpad's communication platform on their organizations.

173%

Return on investment (ROI)

\$3.6M

Net present value (NPV)

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four decision-makers with experience using Dialpad's communication platform. For the purposes of this study, Forrester aggregated the experiences of the interviewees and combined the results into a single composite organization, which is a global multiservice organization that supports its B2B and B2C customers via more than 1.3 million phone-based conversations per year.

Interviewees said that before adopting Dialpad, their organizations relied on legacy on-premises PBX systems and desk phones, which limited flexibility, remote work, and efficient call handling. Attempts to modernize had little impact, leaving fragmented workflows, long handle times, heavy voicemail use, and delayed resolutions. Managers lacked real-time visibility, and manual processes slowed operations.

These issues resulted in high administrative overhead, slow response times, and difficulty adapting to changing needs. Employees and managers were frustrated by outdated tools, and customers faced inconsistent service and longer wait times.

After investing in Dialpad's cloud-based platform, the interviewees' organizations replaced outdated systems with a unified, AI-powered solution integrated with their CRMs. Users then benefited from features like real-time transcription, sentiment analysis, automated QA scorecards, and voicemail summarization — simplifying call handling, eliminating manual reporting, and streamlining workflows for more seamless customer experiences.

Key Findings

Quantified benefits. Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

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- **Customer support call center productivity yields \$3.0 million.** Agents save 3 minutes on handle time and 1.5 minutes on ticket summarization per call, enabled by simplified workflows and integrated CRM. These improvements reduce manual note-taking and increase first-call resolution, driving faster customer support and higher satisfaction for the composite organization.
- **Service scheduling team's increased capacity contributes \$683,000.** Moving intake from voicemail to live handling and automating routine inquiries through self-service reduces follow-ups and accelerates scheduling throughput, enabling the composite organization to handle more requests without adding headcount.
- **Issue resolution team's increased efficiency adds \$547,000.** Voicemail transcription and summarization enable concise follow-ups via call or email, reducing handle time by 11 minutes per interaction for specialized agents at the composite organization. This efficiency frees up capacity for complex cases and improves overall resolution speed.
- **Lower turnover and faster onboarding save \$171,000.** Synchronous workflows improve agent morale at the composite organization, thus reducing attrition from 25% to 23.75% and shortening onboarding by 5 hours per new hire. This lowers recruiting and training costs while improving team stability.
- **Manager coaching and reporting efficiency delivers \$568,000.** Automated scoring, searchable transcripts, and real-time dashboards reduce QA and coaching by 12 hours per month per manager and reporting by 6 hours per month. These tools, combined with sentiment monitoring and live coaching, enhance the composite's service quality and responsiveness.
- **Decommissioning legacy PBX systems and desk phones saves \$758,000.** Eliminating desk phones and legacy PBX systems reduces the composite's hardware, licensing, and maintenance costs while freeing IT resources from interactive voice response (IVR) configuration. Predictable subscription pricing replaces fluctuating usage-based fees, delivering cost stability and lowering telephony spend.

Unquantified benefits. Benefits that provide value for the composite organization but are not quantified for this study include:

- **Workforce optimization leads to a redesigned staffing strategy.** Workforce optimization enables the composite organization to redesign its staffing strategy and streamline agent scheduling through role consolidation, skill-based routing, and cross-training. These improvements reduce backfills and overtime, allowing managers to maintain service levels with fewer resources while improving team flexibility.
- **Operational agility accelerates change management.** Dialpad empowers managers at the composite organization to implement routing changes without IT support. This flexibility shortens training cycles and enables rapid adaptation to evolving business priorities.
- **Customer experience improvements strengthen loyalty.** Analytics-driven routing and real-time alerts reduce wait times and improve SLA adherence for the composite organization. Faster resolutions and personalized interactions reinforce trust and satisfaction.
- **Hybrid work unlocks cost avoidance and flexibility.** Cloud telephony supports remote and hybrid work models, eliminating the need for the composite organization to add office space. By enabling employees to work from any location, the composite maintains service continuity, improves employee satisfaction, and avoids costly infrastructure expansion.
- **Technology consolidation simplifies operations and reduces overhead.** Dialpad replaces multiple third-party tools for reporting and faxing, reducing complexity and licensing fees. This consolidation allows the composite to streamline vendor management, lower administrative overhead, and improve operational efficiency by centralizing workflows on a single platform.
- **Cloud migration strengthens business continuity and resilience.** Moving from legacy systems to Dialpad minimizes outages and downtime, ensuring uninterrupted customer engagement. Enhanced reliability protects the composite's revenue streams during peak demand periods and reduces operational risk associated with aging infrastructure.

Costs. Three-year, risk-adjusted PV costs for the composite organization include:

- **Professional services and licensing fees total \$2.0 million.** In addition to subscription licenses, the organization invests in Dialpad's workforce management solution and a one-time professional services engagement. These services include

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implementation support and configuration, ensuring a smooth transition to the cloud telephony platform and providing ongoing access to advanced features.

- **Internal implementation and training costs add up to \$118,000.** The organization allocates resources for onboarding and recurring training to accelerate adoption. Two FTEs dedicate six weeks to implementation, supported by short training sessions for all users. Ongoing management requires 20% of one IT FTE's time for system support and debugging, ensuring reliability and performance post-deployment.

The financial analysis that is based on the interviews found that a composite organization experiences benefits of \$5.7 million over three years versus costs of \$2.1 million, adding up to a net present value (NPV) of \$3.6 million and an ROI of 173%.

"We moved away from our previous provider because Dialpad offered a more predictable pricing model."

VP, customer care, telecommunications

Key Statistics

173%

Return on investment (ROI)

\$5.7M

Benefits PV

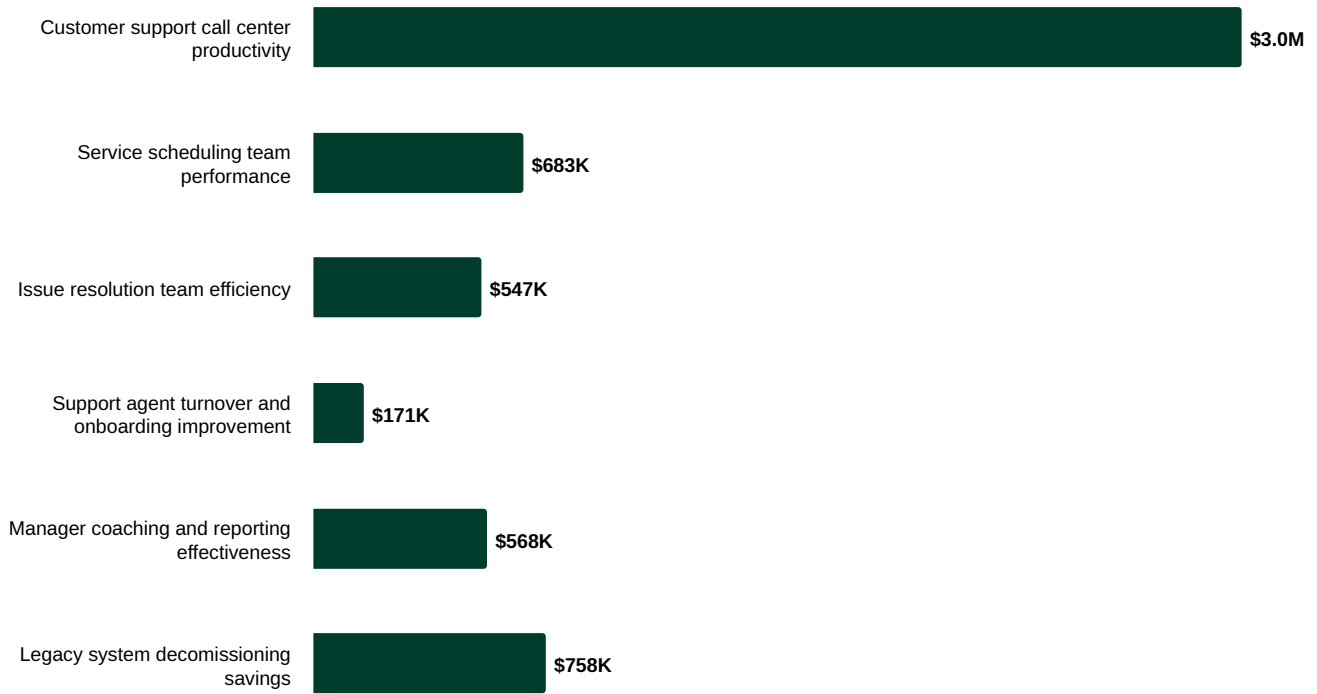
\$3.6M

Net present value (NPV)

<6 months

Payback

Benefits (Three-Year)



The Dialpad Communication Platform Journey

Drivers leading to the Dialpad investment

Interviews			
Role	Industry	Region	Annual customer phone interactions
VP, customer care	Telecommunications	North America HQ, global operations	216,000
SVP, IT transformation	Healthcare	US	312,000
VP, customer experience	Real estate	North America HQ, global operations	8.4 million
Contact center manager	Agritech	North America HQ, global operations	2.1 million

Key Challenges

Before investing in Dialpad's cloud-based telephony platform, the composite organization operated with rigid, on-premises systems that lacked flexibility and scalability. Legacy platforms were tied to physical infrastructure, making remote work inaccessible and requiring IT or third-party intervention for even basic changes. These limitations slowed operational agility and increased technical resource dependency.

Interviewees noted how their organization struggled with common challenges, including:

- **Limited flexibility and scalability.** On-premises telephony systems made it difficult to support remote work and adapt to changing business needs without costly IT involvement.
- **Fragmented and time-consuming reporting.** Previous solutions provided raw and scattered data without actionable insights, forcing managers to spend hours compiling reports manually and investigate issues without real-time visibility into queues or call patterns.
- **Inefficient scheduling and voicemail-heavy workflows.** Organizations experienced repeated callbacks, long wait times, and delayed resolutions due to siloed processes and lack of integrated tools for live scheduling and prioritization.

Investment Objectives

The interviewees searched for a solution that could:

- Replace rigid legacy systems by eliminating on-prem infrastructure, enable remote work, and provide flexibility for rapid operational changes without the heavy IT involvement.
- Integrate analytics and actionable insights to improve decision-making with AI-driven recommendations to manage communication queues and optimize workflows.
- Streamline scheduling and reduce inefficiencies in customer interactions.
- Be easy to use and scalable with an intuitive interface, drag-and-drop IVR configuration, and the ability to onboard agents and managers quickly.

“Dialpad didn’t just replace phones; it streamlined the entire process so agents could concentrate on the customer rather than the mechanics of the call.”

VP, customer experience, real estate

Composite Organization

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the interviewees’ organizations, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

- **Description of composite.** The composite organization is a global, multiservice company headquartered in North America serving B2B and B2C clients, with approximately \$1 billion in annual revenue and 4,000 employees. It delivers consumer-facing services, business solutions, and internal employee support characterized by high-touch client relationships, multichannel communication, and complex scheduling needs. Prior to adopting Dialpad, the organization relied on legacy on-premises PBX systems and desk phones, which limited flexibility, limited remote work, and created inefficiencies in call handling and reporting. Managers lacked real-time visibility into customer interactions and workflows were fragmented, resulting in long handle times, heavy voicemail processes, and delayed resolutions.
- **Deployment characteristics.** The composite organization replaced its outdated telephony infrastructure with Dialpad’s cloud-based platform integrated with its CRM. More than 300 users (including customer support agents, scheduling specialists, high-risk issue resolution support teams, and business operations managers) now leverage Dialpad’s AI capabilities such as real-time transcription, sentiment analysis, automated QA scorecards, and voicemail summarization. These capabilities simplify call handling, eliminate manual reporting tasks, and repair fragmented workflows for more seamless customer experiences. Self-service options deflect routine scheduling requests, freeing agents to focus on complex cases. Managers leverage real-time dashboards to gain actionable insights, improving coaching and operational agility. The organization is also exploring expansion into presales and sales enablement, including AI-driven playbooks, positioning itself for future innovation.

KEY ASSUMPTIONS

- Multiservice B2B and B2C
- North America-based with global operations
- \$1 billion annual revenue
- 4,000 employees
- More than 1.3 million phone-based interactions per year

Analysis Of Benefits

Quantified benefit data as applied to the composite

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Customer support call center productivity	\$1,202,344	\$1,202,344	\$1,202,344	\$3,607,032	\$2,990,052
Btr	Service scheduling team performance	\$274,818	\$274,818	\$274,818	\$824,454	\$683,432
Ctr	Issue resolution team efficiency	\$219,780	\$219,780	\$219,780	\$659,340	\$546,560
Dtr	Support agent turnover and onboarding improvement	\$68,614	\$68,614	\$68,614	\$205,842	\$170,633
Etr	Manager coaching and reporting effectiveness	\$228,542	\$228,542	\$228,542	\$685,626	\$568,350
Ftr	Legacy system decommissioning savings	\$294,120	\$294,120	\$330,111	\$918,351	\$758,473
	Total benefits (risk-adjusted)	\$2,288,218	\$2,288,218	\$2,324,209	\$6,900,645	\$5,717,500

Customer Support Call Center Productivity

Evidence and data. Across interviews, support leaders reported that Dialpad materially increased call center productivity by reducing handle times, improving call summarization, and giving agents more real-time context to resolve issues efficiently.

In their organizations, AI transcription, automated summaries, and integrated call handling eliminated the need to navigate between multiple systems, reduced manual wrap-up effort, and gave staff clearer visibility into customer interactions. One contact center reduced average call handle time from 15 minutes to 12 minutes using voicemail-driven workflows, while another interviewee cited 3 minutes saved per call and 1.5 minutes saved in summarization through Dialpad’s AI tooling. The contact center manager in agritech explained how, at their organization, voicemail transcription and summaries created immediate savings: “Instead of listening to the entire complaint, we receive a transcription, quickly review it, and follow up with a brief call or email.”

Agents were also able to handle more complex interactions in less time because Dialpad removed friction in switching between platforms and made it easier to search transcripts for context, accelerating follow-up and case documentation.

“The system gave us better visibility and tools so agents could focus on solving problems instead of fighting the technology.”

Contact center manager, agritech

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- It has 250 support agents who use Dialpad.
- Each agent handles an average of 4,500 calls annually.
- Dialpad reduces average handle time from 15 to 12 minutes, saving an average of 3 minutes per call.

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- Dialpad also reduces average call documentation time from 2 minutes to 0.5 minutes, saving an average of 1.5 minutes per call.
- Fifty percent of time savings are recaptured for productive work.
- The average fully burdened hourly rate for an agent is \$30.

Risks. Productivity improvements may vary based on:

- Complexity of support inquiries.
- Level of AI feature adoption, including summaries and real-time assist (RTA) cards.
- CRM and systems integration maturity.

Results. To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$3.0 million.

4.5 minutes

Time saved per call on call handle and documentation time

“Our team handles a wide range of technical issues, and every call is different. Dialpad makes it easier for agents to manage those conversations without juggling multiple systems.”

Contact center manager, agritech

Customer Support Call Center Productivity					
Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Agents with Dialpad licenses	Composite	250	250	250
A2	Average volume of calls per agent	Interviews	4,500	4,500	4,500
A3	Overall average volume of calls taken	A1*A2	1,125,000	1,125,000	1,125,000
A4	Call handle time prior to Dialpad (minutes)	Interviews	15.0	15.0	15.0
A5	Call handle time post-Dialpad (minutes)	Interviews	12.0	12.0	12.0
A6	Call handle time saved attributable to Dialpad (minutes)	A4-A5	3.0	3.0	3.0
A7	Ticket summarization time spent prior to Dialpad (minutes)	Interviews	2.0	2.0	2.0
A8	Ticket summarization time spent post-Dialpad (minutes)	Interviews	0.5	0.5	0.5
A9	Ticket summarization time saved attributable to Dialpad (minutes)	A7-A8	1.5	1.5	1.5
A10	Fully burdened hourly rate for an agent	Composite	\$30	\$30	\$30
A11	Productivity recapture rate	TEI methodology	50%	50%	50%
At	Customer support call center productivity	$A3*(A6+A9)/60*A10*A11$	\$1,265,625	\$1,265,625	\$1,265,625
	Risk adjustment	↓5%			
Atr	Customer support call center productivity (risk-adjusted)		\$1,202,344	\$1,202,344	\$1,202,344
Three-year total: \$3,607,032			Three-year present value: \$2,990,052		

Service Scheduling Team Performance

Evidence and data. Service scheduling teams experienced major performance gains after adopting Dialpad. Interviewees reported that the communication platform enabled real-time routing, reduced voicemail reliance, and eliminated repeated callbacks that previously burdened schedulers and contact centers. One interviewee stated that prior to Dialpad, only 40% of scheduling calls were answered live; with Dialpad, that increased to 70%, while voicemail volume dropped from 60% to 5%.

Self-service IVR and clearer segmentation (e.g., segmenting new versus existing patients in a healthcare setting) helped reduce queue congestion and ensured that high-value calls received priority routing. Some interviewees reported that schedulers could now handle service scheduling in a single live call instead of multiple back-and-forth attempts, increasing operational throughput and enabling more effective scheduling.

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- A scheduling team of 15 agents manages 141,000 calls per year.
- Live-answer rate improves from 40% to 70%.
- Voicemail volume declines from 60% to 5%.
- Twenty-five percent of total scheduling calls shift to self-service workflows.
- Average costs include \$3 per live call, \$7 per voicemail follow-up, and \$0.25 per self-service interaction.
- Seventy-five percent of time savings are recaptured for productive work.

Risks. Variability may depend on:

- Complexity of scheduling workflows.

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- Patient or customer preference for live conversations.
- Accuracy and optimization of IVR segmentation.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$683,000.

75%

Increase in scheduling completed on first contact

“We reduced multiple back-and-forth calls into a single live interaction. That change saves significant time across thousands of scheduling conversations.”

SVP, IT transformation, healthcare

Service Scheduling Team Performance					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Scheduling agents	Composite	15	15	15
B2	Average inbound calls per scheduling agent	Composite	9,400	9,400	9,400
B3	Calls to the scheduling team	Composite	141,000	141,000	141,000
B4	Calls handled by live agents prior to Dialpad	B3*40%	56,400	56,400	56,400
B5	Calls handled by live agents post-Dialpad	B3*70%	98,700	98,700	98,700
B6	Average cost of a live call	Interviews	\$3.00	\$3.00	\$3.00
B7	Subtotal: Increase in cost of live calls (added cost)	(B4*B6)-(B5*B6)	\$126,900	\$126,900	\$126,900
B8	Calls going to voicemail prior to Dialpad	B3*60%	84,600	84,600	84,600
B9	Calls going to voicemail post-Dialpad	B3*5%	7,050	7,050	7,050
B10	Average cost of a voicemail follow-up	Composite	\$7.00	\$7.00	\$7.00
B11	Subtotal: Reduction in voicemail follow-up efforts (savings)	(B8*B10)-(B9*B10)	\$542,850	\$542,850	\$542,850
B12	Calls going to self-service prior to Dialpad	B3*0%	0	0	0
B13	Calls going to self-service with Dialpad	B3*25%	35,250	35,250	35,250
B14	Average cost of a self-service call	Composite	\$0.25	\$0.25	\$0.25
B15	Subtotal: Cost associated with self-service tickets (added cost)	(B12*B14)-(B13*B14)	\$8,813	\$8,813	\$8,813
B16	Productivity recapture rate	TEI methodology	75%	75%	75%
Bt	Service scheduling team performance	(B11-B7-B15)*B16	\$305,353	\$305,353	\$305,353
	Risk adjustment	↓10%			
Btr	Service scheduling team performance (risk-adjusted)		\$274,818	\$274,818	\$274,818
Three-year total: \$824,454			Three-year present value: \$683,432		

Issue Resolution Team Efficiency

Evidence and data. At the interviewees' organizations, specialized issue-resolution teams (e.g., those handling escalations, consumer complaints, or post-purchase technical problems) realized measurable efficiency gains when transitioning from live call intake to voicemail-supported workflows powered by Dialpad AI. With automated transcription, teams no longer needed to listen through lengthy messages; instead, they could review the text summary and respond with a brief call or email. This shifted their model from long synchronous conversations to more asynchronous, sped-up processes.

One interviewee reported a reduction in average call handle time from 16 minutes to 5 minutes, saving 11 minutes per interaction, while maintaining quality and consistency through searchable transcripts and shared call histories. The VP of customer experience in real estate noted: "Instead of waiting to speak with an agent, callers leave a voicemail and we respond efficiently. The entire process is faster and requires no extra staffing."

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- Twelve agents manage 44,400 issue-resolution interactions annually.

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- The composite reduces average call handle time from 16 minutes to 5 minutes.
- The fully burdened hourly rate for an agent is \$40.
- Seventy-five percent of time savings are recaptured for productive work.

Risks. Savings may vary depending on:

- Degree of shift from live to asynchronous workflows.
- Volume of escalations requiring specialized follow-up.
- Complexity of cases requiring human intervention.

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$547,000.

11 minutes

Reduction in average call handle time per issue resolution case

“We’ve automated parts of our process with Dialpad so callers can leave a voicemail instead of waiting to speak with an agent. Instead of listening to the entire complaint or request, we receive a transcription, quickly review and summarize the issue, and then follow up with a brief call or email, making the entire process more efficient.”

VP, customer experience, real estate

Issue Resolution Team Efficiency					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Customer issue resolution agents	Composite	12	12	12
C2	Average volume of calls per agent	Interviews	3,700	3,700	3,700
C3	Total average volume of calls taken	C1*C2	44,400	44,400	44,400
C4	Call handle time prior to Dialpad (minutes)	Interviews	16	16	16
C5	Call handle time post-Dialpad (minutes)	Interviews	5	5	5
C6	Call handle time saved attributable to Dialpad (minutes)	C4-C5	11	11	11
C7	Fully burdened hourly rate for a resolution agent	Composite	\$40	\$40	\$40
C8	Productivity recapture rate	TEI methodology	75%	75%	75%
Ct	Issue resolution team efficiency	C3*C6/60*C7*C8	\$244,200	\$244,200	\$244,200
	Risk adjustment	110%			
Ctr	Issue resolution team efficiency (risk-adjusted)		\$219,780	\$219,780	\$219,780
Three-year total: \$659,340			Three-year present value: \$546,560		

Support Agent Turnover And Onboarding Improvement

Evidence and data. Interviewees with support organizations described meaningful reductions in turnover and onboarding time after implementing Dialpad. They confirmed that modern, intuitive tools reduced daily friction, improved employee satisfaction, and reduced training burdens. AI tools such as call summaries, sentiment insight, and RTA cards shortened onboarding programs and made it easier for new hires to ramp into complex workflows.

The VP of customer experience in real estate reported that their organization saved 5 hours of onboarding time per new agent and the turnover rate at their call center dropped from 25% to 23.75%, which was driven by simplified workflows, reduced manual tasks, and a better agent experience. They said, “We shaved off 5 hours per onboarding effort ... thanks to RTA cards.”

Interviewees also emphasized that eliminating poorly integrated legacy systems helped retain staff who previously struggled with disjointed tools.

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The average cost to replace an agent is \$18,000.
- Dialpad reduces turnover rate from 25% to 23.75% across all agent groups.
- The organization hires 66 new agents per year on average.
- Dialpad reduces the average agent onboarding time by 5 hours.
- The fully burdened annual salary for an agent is \$30.

Risks. Variability may result from:

- Internal cultural factors.
- Hiring volume fluctuations.
- Degree of AI adoption for onboarding.

Results. To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$171,000.

5 hours

Onboarding time saved per newly hired agent

“Retention improved after Dialpad because the experience is better for agents and customers.”

VP, customer experience, real estate

Support Agent Turnover And Onboarding Improvement

Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	Cost to replace contact center agent	Composite	\$18,000	\$18,000	\$18,000
D2	Call center turnover rate prior to Dialpad	Interviews	25%	25%	25%
D3	Contact center turnover after Dialpad	Interviews	23.75%	23.75%	23.75%
D4	Reduced contact center agent replacement savings	$D1*(D2-D3)*(A1+B1+C1)$	\$62,325	\$62,325	\$62,325
D5	New hired agents	$(A1+B1+C1)*D3$	66	66	66
D6	Fully burdened hourly rate for an agent	Composite	\$30	\$30	\$30
D7	Total onboarding time saved per agent (hours)	Composite	5	5	5
D8	Onboarding time savings	$D5*D6*D7$	\$9,900	\$9,900	\$9,900
Dt	Support agent turnover and onboarding improvement	D4+D8	\$72,225	\$72,225	\$72,225
	Risk adjustment	↓5%			
Dtr	Support agent turnover and onboarding improvement (risk-adjusted)		\$68,614	\$68,614	\$68,614
Three-year total: \$205,842			Three-year present value: \$170,633		

Manager Coaching And Reporting Effectiveness

Evidence and data. Interviewees who were contact center leads described significant reductions in time spent on coaching, QA reviews, and weekly reporting. Before Dialpad, supervisors had to listen to entire call recordings and compile metrics from multiple systems. Dialpad’s dashboards eliminated the need to investigate queue or service-level issues manually, while actionable insights helped managers quickly identify coaching priorities.

With AI-generated transcripts, sentiment scoring, searchable call content, and real-time dashboards, managers now focus on targeted coaching and faster case reviews. The VP of customer care in telecommunications said: “The manager no longer needs to listen through entire calls because transcripts make it easy to review and search for specific details. This simplifies quality checks and coaching, making the process much faster and more focused.”

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- Thirty-three managers use Dialpad.
- The average fully burdened annual salary for a manager is \$45.
- On average, each manager saves 12 hours per month on agent coaching and 6 hours per month on reporting.
- Seventy-five percent of time savings are recaptured for productive work.

Risks. Outcomes may vary based on:

- Manager familiarity with AI-driven coaching.
- Call volume stability.
- Level of adoption of Dialpad scorecards and dashboards.

Results. To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$568,000.

18 hours

Time saved per manager per month for reviews, coaching, and reporting

“The time savings let managers focus on coaching and team development instead of admin work.”

SVP, IT transformation, healthcare

Manager Coaching And Reporting Effectiveness					
Ref.	Metric	Source	Year 1	Year 2	Year 3
E1	Managers with Dialpad licenses	(A1+B1+C1) *12%	33	33	33
E2	Fully burdened hourly rate for a manager	Composite	\$45	\$45	\$45
E3	Monthly time spent on QA and coaching review prior to Dialpad per manager (hours)	Interviews	20	20	20
E4	Monthly time spent on QA and coaching review post-Dialpad per manager (hours)	Interviews	8	8	8
E5	Monthly QA and coaching review timed saved per manager (hours)	E3-E4	12	12	12
E6	Monthly time spent on reporting prior to Dialpad per manager (hours)	Interviews	8	8	8
E7	Monthly time spent on reporting post-Dialpad per manager (hours)	Interviews	2	2	2
E8	Monthly reporting time reduction per manager (hours)	E6-E7	6	6	6
E9	Productivity recapture rate	TEI methodology	75%	75%	75%
Et	Manager coaching and reporting effectiveness	(E5+E8)*E2*E1*E9*12	\$240,570	\$240,570	\$240,570
	Risk adjustment	↓5%			
Etr	Manager coaching and reporting effectiveness (risk-adjusted)		\$228,542	\$228,542	\$228,542
Three-year total: \$685,626			Three-year present value: \$568,350		

Legacy System Decommissioning Savings

Evidence and data. Interviewees’ organizations transitioned from legacy, on-premises PBX systems to Dialpad’s cloud-based platform, eliminating costs associated with hardware, server maintenance, third-party reporting tools, and telephony infrastructure. Interviewees described frequent outages, vendor dependencies for simple routing changes, and escalating costs for desk phones and analytics systems before using Dialpad.

By retiring on-premises infrastructure and decommissioning desk phones, organizations saved on hardware purchases, data center costs, networking equipment, and third-party software.

IT teams also saw time savings as monthly telephony maintenance dropped by up to 80% due to Dialpad’s self-service IVR, cloud routing, and reduced troubleshooting burden. The contact center manager in agritech highlighted: “Our old system was on-prem and any update or fix was a burden on IT. It felt like we were babysitting the phone system instead of focusing on strategic projects.”

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- In Year 3, it realizes savings from not having to replace 310 desk phones at \$129 per unit.
- Dialpad eliminates the cost of the legacy telephony system and associated IT infrastructure, totaling savings of \$250,000 per year.
- The composite organization saves 1,536 hours per year from not having to maintain the legacy phone system.

Risks. The magnitude of legacy system savings depends on:

- Size of retired legacy footprint.
- Whether organizations previously used third-party reporting tools.
- Complexity of the telephony environment.

The Total Economic Impact™ Of The Dialpad Communication Platform

Results. To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$758,000.

\$250,000

Savings from retiring legacy hardware

“Dialpad gave us control. We no longer depend on IT for every adjustment; our team can manage routing and configuration without waiting weeks for changes.”

VP, customer experience, real estate

Legacy System Decommissioning Savings

Ref.	Metric	Source	Year 1	Year 2	Year 3
F1	Desk phones decommissioned after Dialpad implementation	A1+B1+C1+E1	310	310	310
F2	Cost per unique desk phone	Interviews	\$0	\$0	\$129
F3	Cost of on-premises telephony system	Interviews	185,000	185,000	185,000
F4	Server and data center maintenance	Composite	25,000	25,000	25,000
F5	Network equipment	Composite	20,000	20,000	20,000
F6	Software licensing for reporting and analytics	Composite	20,000	20,000	20,000
F7	Subtotal: Savings from retiring the legacy telephony system	(F1*F2)+F3+F4+F5+F6	250,000	250,000	289,990
F8	IT FTEs supporting the telephony systems	Composite	1	1	1
F9	Fully burdened hourly rate for an IT FTE	Composite	\$50	\$50	\$50
F10	Monthly legacy maintenance time (support, testing, debugging) spent by IT FTEs prior to Dialpad (hours)	Composite	160	160	160
F11	Monthly maintenance time (support, testing, debugging) spent by IT FTEs post-Dialpad (hours)	Composite	32	32	32
F12	Time saved by IT FTEs post-Dialpad implementation with in-house IVR changes (hours)	(F10-F11)*12	1,536	1,536	1,536
F13	Subtotal: IT FTE savings post-Dialpad implementation with in-house IVR changes	F9*F12	\$76,800	\$76,800	\$76,800
Ft	Legacy system decommissioning savings	F7+F13	\$326,800	\$326,800	\$366,790
	Risk adjustment	↓10%			
Ftr	Legacy system decommissioning savings (risk-adjusted)		\$294,120	\$294,120	\$330,111
Three-year total: \$918,351			Three-year present value: \$758,473		

Unquantified Benefits

Interviewees mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- **Data-driven workforce optimization.** Before Dialpad, teams across scheduling, support, and specialty operations were routinely overstaffed during high-peak seasons and understaffed during others, largely due to poor visibility into call patterns and workload distribution and inefficiencies caused by voicemail backlogs. Contact center managers had limited insight into which teams were truly overloaded, which roles were duplicative, or how individual performance varied across different functions. As a result, interviewees' organizations compensated by adding headcount just to keep up, often hiring additional schedulers or support specialists when the underlying problems were workflow fragmentation and the lack of operational transparency.

Dialpad allowed organizations to consolidate roles, empower skill sets, and unlock staffing efficiencies that would have been challenging under the legacy systems. Skill-based routing, queue segmentation, and integrated analytics with real-time dashboards made it clear where teams were over- or under-resourced and enabled smoother training. Several organizations noted that instead of hiring in response to volume spikes, they absorbed the work with existing staff because calls flowed to whoever was most available and best equipped to handle them.

"We didn't have to hire more schedulers. Dialpad gave us the data and flexibility to reorganize the work and suddenly, the same team could support more doctors without burning out."

SVP, IT transformation, healthcare

- **Improved customer experience and SLA adherence.** Legacy telephony made it difficult for organizations to identify service bottlenecks, understand caller needs in real time, and consistently deliver experience standards. Long wait times, high voicemail volumes, and unpredictable routing contributed to customer frustration and inconsistent service levels. Even when managers wanted to improve performance, they lacked reliable, real-time data to guide those decisions.

Dialpad provided the visibility and control needed to improve customer experience. Real-time dashboards allowed supervisors to spot rising queues before they became service failures, sentiment analysis surfaced conversations at risk, and analytics-driven routing ensured customers reached the right person more quickly. Several interviewees shared that they saw wait times drop within weeks of implementation as teams reorganized based on actionable insights.

"Dialpad has been a major driver of our improved service-level performance. When SLAs begin to slip, the platform immediately alerts our managers and gives them real-time visibility into what's happening. That visibility lets us respond faster and consistently meet our service levels."

VP, customer care, telecommunications

- **Remote work enablement and avoided real estate costs.** Before Dialpad, remote work was either impossible or highly inefficient due to on-prem PBX systems, hardware desk phones, and network limitations. The lack of flexibility made it difficult for organizations to staff distributed teams, open talent pools beyond office locations, or reduce real estate budgets. Some teams were even preparing to expand office space because traditional telephony required it.

Dialpad's cloud-based architecture and device flexibility changed the environment. Teams were able to transition to hybrid or fully remote work almost instantly, with agents using laptops or mobile devices as their primary workstations. This enabled organizations to avoid the cost of expanding physical offices and to hire talent outside their immediate geographies.

“We avoided adding entire suites of office space. With Dialpad, those teams could work from home, and we still had full visibility and control.”

SVP, IT transformation, healthcare

- **Third-party tool elimination.** Before adopting Dialpad, many organizations relied on fragmented systems, including separate tools for faxing, transcription, reporting, quality assurance, and analytics. These tools required multiple licenses, created redundant workflows, and prevented teams from having a single source of truth for customer interactions. Integrations were limited, and employees often switched between systems during or after calls, increasing handling time and error risks, which also drove up administrative overhead and slowed training.

Dialpad’s unified platform allowed teams to consolidate many of these third-party tools into a single environment.

Interviewees highlighted that their organizations could eliminate separate faxing systems, retire transcription add-ons, remove external QA tools, and reduce reliance on standalone reporting platforms. The SVP of IT transformation in healthcare said:

“We eliminated all other third-party faxing, reporting add-ons, and transcription tools. We moved it all into one platform.” This consolidation not only reduced licensing expenses but also simplified tech stacks, minimized integration failures, and improved the agent experience by keeping workflows in one place — freeing teams to focus on higher-value work and end customers.

- **Reduced outages and improved resiliency.** Some of the organizations using legacy, on-prem telephony systems faced frequent outages due to hardware failures, carrier delays, or maintenance windows. These outages disrupted service, jeopardized revenue, and forced managers into controlling touchy situations reactively. Even small disruptions could cascade into long backlogs and lower customer satisfaction.

In contrast, interviewees reported significantly fewer and shorter outages after moving to Dialpad. The platform’s cloud-native resilience, automatic failover, and distributed infrastructure reduced downtime noticeably. The contact center manager in agritech shared: “With our old system, something was always down. With Dialpad, we’ve only had one meaningful outage in years, and we knew exactly what was happening the entire time.” This reliability gave organizations greater confidence in their ability to support customers, particularly in environments where service disruptions directly impacted customer care, operational efficiency, or revenue.

- **Operational agility.** Prior to Dialpad, making simple operational changes (e.g., updating call flows, adjusting routing logic, or setting up new processes) required IT intervention, third-party support, or long internal queues. Teams struggled to adapt quickly to new service lines, emerging customer issues, or shifting priorities. This lack of agility forced organizations to maintain inefficient workflows, extend training cycles, and delay improvements that could have benefited customers and employees.

Dialpad accelerated organizations’ ability to adapt. Interviewees across industries highlighted how the platform’s self-service configuration, drag-and-drop IVR tools, and clean administrative controls made them more agile. Changes that once took weeks could now be implemented instantly or with very short notice.

“We used to open an IT ticket and wait. Now my team just fixes the call flow on the spot. That level of agility has changed how fast we can operate.”

VP, customer experience, real estate

Flexibility

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement Dialpad and later realize additional uses and business opportunities, including:

- **Expanding Dialpad into additional service lines and functions.** Interviewees found that once Dialpad proved its value in one department, they expanded it across new markets, business units, or customer-facing teams. The SVP of IT transformation in healthcare confirmed, “Since then, we have done seven or eight other Dialpad implementations with existing and new customers, and I’m traveling next week to go do another one.”
- **Adding deeper integrations with core systems.** Customers are actively planning or implementing deeper integrations between Dialpad and key operational platforms like CRMs, ticketing systems, or industry-specific tools, unlocking future automation and time savings. The VP of customer experience in real estate added: “Dialpad and our CRM is the heartbeat. That’s how we unify sales, onboarding, customer success, and support.”
- **Consolidating additional third-party tools over time.** Customers expect to further simplify their tech stacks as Dialpad continues to absorb functions previously supported by separate products. The VP of customer experience in real estate said, “We are planning on consolidating sales coaching and playbooks tools once Dialpad’s sales enablement capabilities are adopted.”
- **Adopting new AI capabilities without changing platforms.** Interviewees noted that Dialpad’s ongoing AI roadmap will allow them to capture future automation and productivity gains without reinvestment or migrations. The VP of customer experience in real estate announced, “Agentic AI is coming, and that’s what we’ll use next.”

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in [Total Economic Impact Approach](#)).

“Dialpad let us send people home or bring them back into the office depending on what the operation needed. It supported both [business models] and told us when to make a change.”

SVP, IT transformation, healthcare

Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Gtr	Fees to Dialpad	\$21,000	\$785,696	\$785,696	\$785,696	\$2,378,088	\$1,974,910
Htr	Internal costs	\$51,123	\$26,992	\$26,992	\$26,992	\$132,099	\$118,248
	Total costs (risk-adjusted)	\$72,123	\$812,688	\$812,688	\$812,688	\$2,510,187	\$2,093,158

Fees To Dialpad

Evidence and data. Interviewees consistently described Dialpad’s pricing model as predictable and easy to contract. Cost elements included per user subscription fees and workforce management (WFM) licenses, Premium Support, and professional services for onboarding and implementation.

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

- The composite organization pays Dialpad subscription fees for 310 users (including contact center agents, schedulers, managers, and support roles) at \$150 per user per month, for a total cost of \$558,000 per year.
- Scheduling, support, and managerial staff use Dialpad’s WFM capability at \$36 per user per month, for a total cost of \$122,256 per year.
- The composite pays for Premium Support, calculated as 10% of license fees, for a total cost of \$68,026 per year.
- It incurs a one-time professional services fee of \$20,000 for onboarding and implementation.

Risks. Organizational differences that may impact fees to Dialpad include:

- Costs may rise if the organization purchases optional features such as WFM, advanced analytics, QA scorecards, or premium support modules.
- Variability in call volume, number of licensed agents, and adoption of AI features can influence annual subscription totals and premium support charges.

Results. To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$2.0 million.

“We pay an all-inclusive fee. No extra professional services, no surprise charges.”

SVP, IT transformation, healthcare

Fees To Dialpad						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
G1	Dialpad subscription licenses	$F1 * \$150 * 12$		\$558,000	\$558,000	\$558,000
G2	WFM licenses	$(A1 + E1) * \$36 * 12$		\$122,256	\$122,256	\$122,256
G3	Dialpad professional services	Composite	\$20,000			
G4	Ongoing Premium Support fees	$(G1 + G2) * 10\%$		\$68,026	\$68,026	\$68,026
Gt	Fees to Dialpad	$G1 + G2 + G3 + G4$	\$20,000	\$748,282	\$748,282	\$748,282
	Risk adjustment	15%				
Gtr	Fees to Dialpad (risk-adjusted)		\$21,000	\$785,696	\$785,696	\$785,696
Three-year total: \$2,378,088			Three-year present value: \$1,974,910			

Internal Costs

Evidence and data. Internal costs included implementation labor, training, testing, and ongoing system management. Interviewees repeatedly described these costs as light compared to legacy telephony-related expenses. Most organizations used a small number of FTEs for implementation and a fraction of an FTE's time for ongoing IVR and system support. Business and operations involvement typically included managers, directors, and project leads during implementation. The SVP of IT transformation in healthcare said, "Implementation required minimal effort." Equally, agent training time was low due to the UI of Dialpad, which most interviewees found intuitive. Agents completed onboarding through short sessions and self-service resources.

Modeling and assumptions. Based on the interviews, Forrester assumes the composite organization incurs the following internal costs:

- Each of the composite's 310 users requires 2 hours of onboarding training at a blended fully burdened hourly rate of \$36.25, yielding an initial training cost of \$22,475.
- Recurring annual training assumes a 23.75% turnover rate and the same per-user onboarding cost, resulting in \$5,338 in annual refresher or new-hire training costs.
- The composite allocates two full-time implementation engineers for six weeks at a fully burdened hourly rate of \$50, resulting in a one-time implementation cost of \$24,000.
- One IT FTE dedicates 32 hours per month to ongoing testing, support, and IVR adjustments at a fully burdened hourly rate of \$50, totaling \$19,200 per year in ongoing internal labor costs.

Risks. Organizational differences that may impact internal costs associated with implementation, training, and ongoing management include:

- Internal labor costs may increase if the organization requires more than two implementation FTEs, extends the implementation timeline, or involves additional cross-functional teams to redesign IVR flows, routing, or integrations.
- Maintenance costs can vary depending on how frequently the organization updates IVR structures, adjusts call queues, or refreshes analytics workflows.
- Internal training costs may rise if the organization experiences higher-than-expected staff turnover, expands the number of user groups, or requires additional coaching beyond the standard onboarding hours.
- Managerial and operational oversight may expand depending on internal governance models, process redesign needs, or broader CX transformation efforts, increasing the number of hours required from leadership.

The Total Economic Impact™ Of The Dialpad Communication Platform

Results. To account for these risks, Forrester adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$118,000.

“We onboarded agents through short training sessions and self-service resources.”

VP, customer care, telecommunications

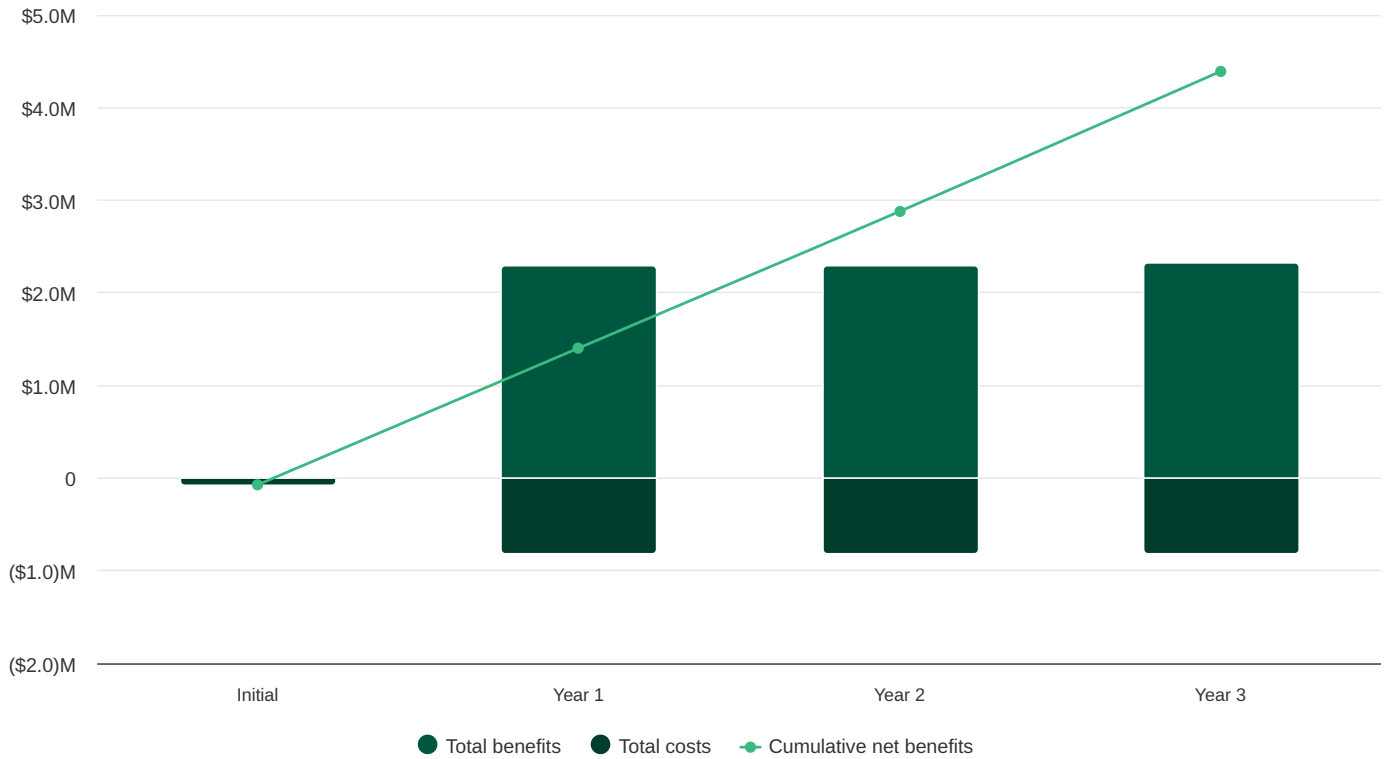
Internal Costs

Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
H1	Training time per user (hours)	Interviews	2	2	2	2
H2	Blended fully burdened hourly rate for a user	Interviews	\$36.25	\$36.25	\$36.25	\$36.25
H3	Subtotal: Onboarding training	F1*H1*H2	\$22,475			
H4	Subtotal: User recurring training	F1*H1*H2*D3		\$5,338	\$5,338	\$5,338
H5	Implementation FTEs	Interviews	2			
H6	Implementation time (weeks)	Interviews	6			
H7	Subtotal: Implementation efforts	H6*40*F9*H5	\$24,000			
H8	Monthly maintenance time (support, testing, debugging) spent by IT FTEs post-Dialpad (hours)	F1		32	32	32
H9	Subtotal: Ongoing management	F9*H8*12		\$19,200	\$19,200	\$19,200
Ht	Internal costs	H3+H4+H7+H9	\$46,475	\$24,538	\$24,538	\$24,538
	Risk adjustment	110%				
Htr	Internal costs (risk-adjusted)		\$51,123	\$26,992	\$26,992	\$26,992
Three-year total: \$132,099			Three-year present value: \$118,248			

Financial Summary

Consolidated Three-Year, Risk-Adjusted Metrics

Cash Flow Chart (Risk-Adjusted)



Cash Flow Analysis (Risk-Adjusted)

	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$72,123)	(\$812,688)	(\$812,688)	(\$812,688)	(\$2,510,187)	(\$2,093,158)
Total benefits	\$0	\$2,288,218	\$2,288,218	\$2,324,209	\$6,900,645	\$5,717,500
Net benefits	(\$72,123)	\$1,475,530	\$1,475,530	\$1,511,521	\$4,390,458	\$3,624,342
ROI						173%
Payback						<6 months

Please Note

The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

TEI Framework And Methodology

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in the Dialpad communication platform.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that the Dialpad communication platform can have on an organization.

Due Diligence

Interviewed Dialpad stakeholders and Forrester analysts to gather data relative to the communication platform.

Interviews

Interviewed four decision-makers at organizations using the Dialpad communication platform to obtain data about costs, benefits, and risks.

Composite Organization

Designed a composite organization based on characteristics of the interviewees' organizations.

Financial Model Framework

Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.

Case Study

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see [Appendix A](#) for additional information on the TEI methodology.

Glossary

Total Economic Impact Approach

Benefits

Benefits represent the value the solution delivers to the business. The TEI methodology places equal weight on the measure of benefits and costs, allowing for a full examination of the solution's effect on the entire organization.

Costs

Costs comprise all expenses necessary to deliver the proposed value, or benefits, of the solution. The methodology captures implementation and ongoing costs associated with the solution.

Flexibility

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. The ability to capture that benefit has a PV that can be estimated.

Risks

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

Financial Terminology

Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PVs of costs and benefits feed into the total NPV of cash flows.

Net present value (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.

Return on investment (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

Discount rate

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

Payback

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

Appendixes

APPENDIX A

Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

APPENDIX B

Supplemental Material

Related Forrester Research

[The Contact-Center-As-A-Service Platforms Landscape, Q4 2024](#), Forrester Research, Inc., October 24, 2024.

APPENDIX C

Endnotes

¹ Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

Disclosures

Readers should be aware of the following:

This study is commissioned by Dialpad and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in the Dialpad communication platform.

Dialpad reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Dialpad provided the customer names for the interviews but did not participate in the interviews.

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