The Total Economic Impact™ Of Chargebee

Through four customer interviews and data aggregation, Forrester concluded that Chargebee has the following three-year financial impact.

**BENEFITS (THREE-YEAR)**

- Improved operational efficiency: $357.4K
- Improved conversions: $1.1M
- Improved customer retention: $3.3M

**KEY NUMBERS**

- 207% Return on investment
- $3.26 million Net present value over a 3-year period

**CHARGEBEE KEY FINDINGS**

- 20% higher conversion rates
- 15% improvement in customer retention
- Improved operational efficiency

**VOICE OF THE CUSTOMER**

“The key benefit of Chargebee is automation and scale. Chargebee really did help us think through and implement some of these best practices around billing automation.”

Finance manager, logistics

This document is an abridged version of a case study commissioned by Chargebee titled: The Total Economic Impact Of Chargebee, September, 2021.

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