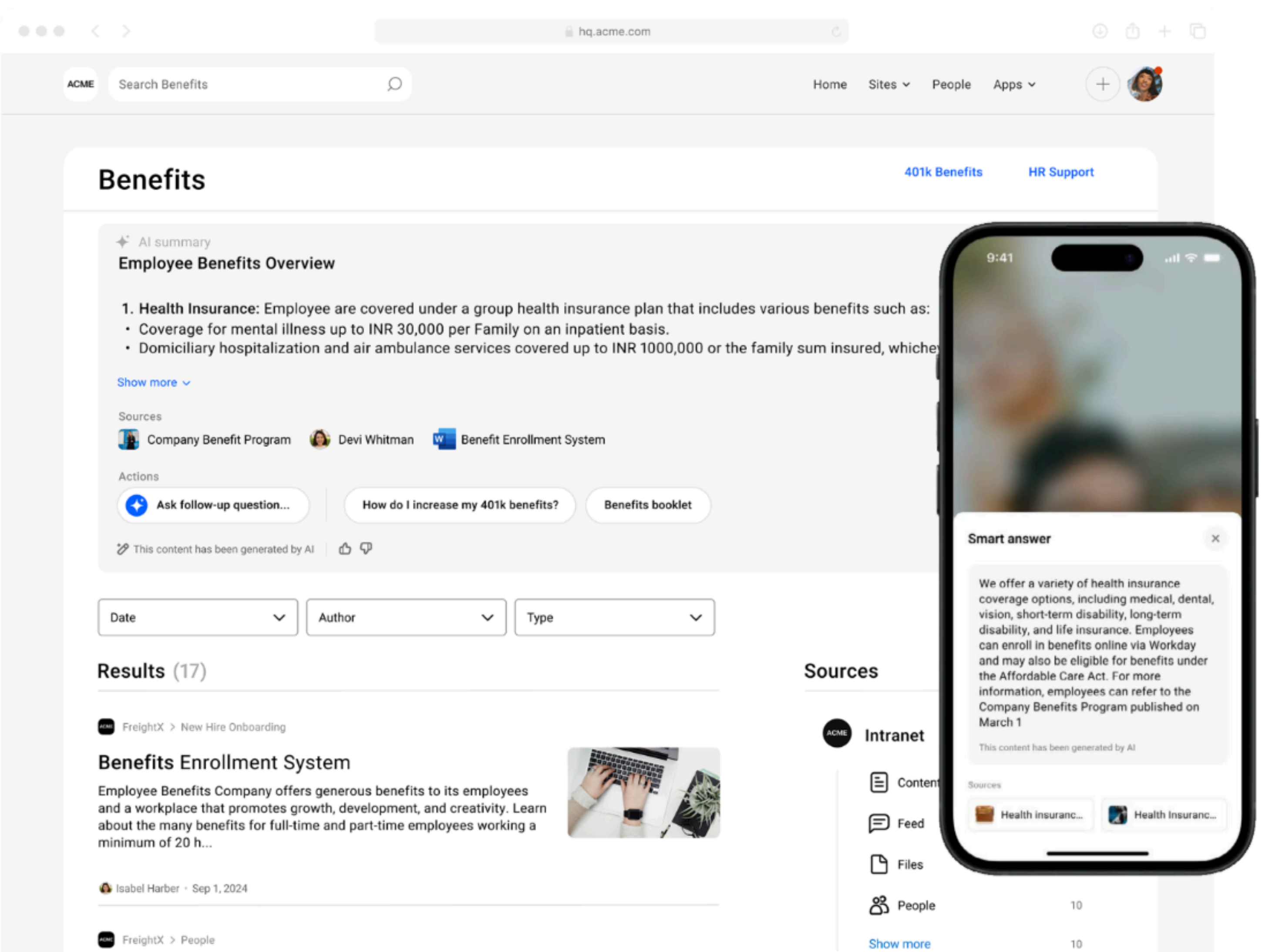
SIMPPLR

An employee experience platform for today's workforce

ROI Brief: Enterprise Search



EXECUTIVE SUMMARY

Enterprise search is more than a convenience. It's a productivity multiplier.

Research shows that knowledge workers spend hours each week searching for information. Simpplr's next-generation enterprise search solution helps organizations dramatically reduce this time through higher precision, semantic understanding, and broad connector coverage.

For a company of 5,000 employees, this can translate into over **$3.4 million in annual productivity gains,** without changing headcount or tools. This brief outlines how those savings are calculated, what levers drive them, and how you can validate ROI in your own environment.

THE HIDDEN COST OF SEARCHING FOR INFORMATION

Despite digital transformation, employees still struggle to find the knowledge they need. Industry benchmarks show:

Source	Time Spent Searching
IDC	2.5 hours/day
McKinsey Global Institute	1.8 hours/day (9 hours/week)
Forrester	7.6 hours/week

Assumption for ROI model: 2.5 hours/day per employee (conservative industry average)

WHAT DRIVES SEARCH ROI?

1. Precision = Time Saved

High-precision search results cut the time it takes users to find what they need. Precision@5 (i.e., percent of relevant results in the top 5) correlates directly with average session duration:

Precision@5	Avg. Search Time (min)
40%	2.6
60%	1.8
80%	1.1
90%	0.8

Simpplr's semantic search routinely achieves **Precision@3 of 80%+**, reducing session time by 30–40% compared to legacy keyword-based search.

2. Connector Coverage = Fewer Disruptions

Employees waste time switching between apps. By integrating with platforms like Confluence, Google Drive, Salesforce, and Jira, Simpplr Search enables:

- Cross-system results in one query
- Higher precision through contextual ranking
- Fewer repeat searches

Estimated ROI impact: 10-15% additional time savings per major connector added.

ESTIMATED TIME SAVINGS

Based on aggregated industry data and internal benchmarks:

- **Typical savings:** 30–45 minutes per user/week
- **Best-case (mature deployments):** Up to 1 hour/week
- **Simpplr baseline estimate:** 30 minutes per user/week

ROI MODEL: 5,000-PERSON COMPANY

Metric	Value
Employees	5,000
Time Saved / User / Week	0.5 hours (30 minutes)
Work Weeks / Year	48
Fully Loaded Hourly Rate	$80 (typical client assumption)
Annual Hours Saved (Org-Wide)	0.5 × 48 × 5,000 = 120,000 hours
Annual Productivity Value	120,000 x $80 = **$9.6M**

Realistically, not every employee is a daily searcher. Adjusting for an **active usage rate of 35%, the conservative ROI figure is ~$3.4M per year.**

HOW TO VALIDATE ROI IN YOUR ORGANIZATION

We encourage every customer to run a lightweight experiment to quantify actual impact. Two recommended approaches:

Test Type	Method
A/B Test	Compare search time & satisfaction across control (legacy) vs. test (semantic) groups
Before/After	Compare metrics for same users before and after rollout

Key Metrics to Track

- Average time per search session
- Number of sessions per week
- Time to first click
- Precision@3 or Success@3 (clicks in top 3 results)
- User-reported satisfaction and perceived time saved

A 4-week test with 25+ users can yield statistically significant results.

OUR ROI-DRIVEN APPROACH

Enterprise search isn't a one-and-done tool – it's an evolving asset. We partner closely with customers to drive sustained value:

- **Relevance Optimization:** Ongoing tuning to keep precision high
- **Connector Expansion:** Unify content from across your tech stack
- **Measurement & Insights:** Validate and report time saved and satisfaction

Our goal: Help every employee save **30–60 minutes per week**. Across the enterprise, that adds up to millions in recovered time.