

SOFTWARE BENEFITS AND SAVINGS CHECKLIST

To calculate your budget for new software, you need to consider the return you'd get on your investment.

This involves reviewing the problems you want the software to solve – covered in step 1 of our 6-part series of guides [Set objectives for new software](#).

Use this checklist to identify the benefits of new software, to calculate cost and time savings it could offer you. Remember, the savings aren't only about money and time saved, but the potential to increase revenue and other benefits too – such as higher productivity and improved customer service.

For example, imagine that recently updated customer information is needed before an email marketing campaign can be launched. But a member of your team has filed it and can't find it. The emails can't be sent until the data is found and then manually added to the right system. The time this takes costs you in terms of your team's time and potentially lost sales. If, however, everyone used the same compatible software – all data would be stored centrally, with instant access for everyone.

	Benefits	Potential hours saved per week	Potential financial savings per week
Your team <i>For example, automating time-consuming admin tasks to free up your team's time. This is a more efficient way of working, which means your team can focus on work that helps to increase productivity.</i>			

	Benefits	Potential hours saved per week	Potential financial savings per week
Quality and accuracy <i>For example, software that inputs data automatically means that your team spends less time checking for mistakes and correcting them.</i>			
Customers <i>For example, technology that means you can offer a faster, more personalised service will lead to higher customer satisfaction levels. This should, in turn, improve customer loyalty – and increase the likelihood of them recommending you to others.</i>			
Sales <i>For example, sales monitoring gives you a better understanding of your customers' needs. This can help you to create more targeted promotions, and boost sales as a result. So, you may more than make back in increased sales what you spend on software</i>			
TOTAL SAVINGS:			

With this checklist completed, you should now have a clearer idea of the potential benefits and savings you could make from investing in new software.

Once you've also filled in the downloadable [Software Costs Checklist](#), you can start shortlisting potential products and suppliers.

Find out more in step 4 of our 6-part series of guides [Buy software with confidence.](#)