

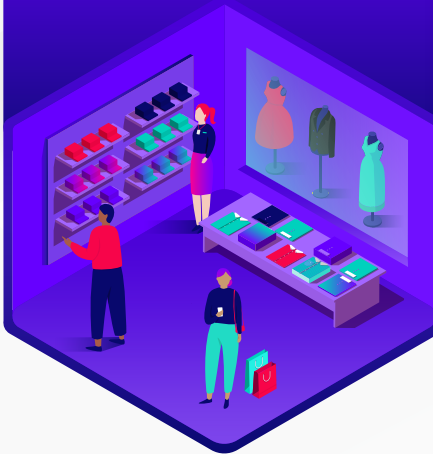
The Total Economic Impact™ of JRNI

A commissioned study conducted by Forrester Consulting on behalf of JRNI

JRNI 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 platform. The purpose of the study is to provide readers with a framework to evaluate the potential financial impact of JRNI on their organizations.

LARGE, NATIONAL RETAIL ORGANIZATION \$3 BILLION IN REVENUE

7,000 total employees
across corporate and
retail store locations



6 dedicated FTE
for managing
appointments and events



200+ locations
nationally



OVER THREE YEARS

\$4M in benefits
from JRNI



143% ROI
with JRNI



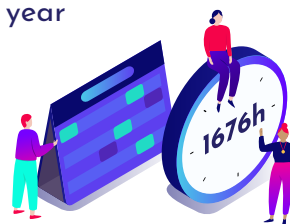
60% increase in
appointments annually
with JRNI



Increased profit
from appointments
by **\$3.1M**



Saved 1,676 hours
per year



"Ultimately, we were able to organize our private appointment service, and package it and share it out to our customers in a professional way so that it wasn't so off the cuff. In turn, through standardizing this service offering, the booking process got a lot more efficient, a lot quicker."

Senior manager of brand experience and events,
Retail

"The overall benefits that we have realized with JRNI really tie back to the customer experience and our brand reputation... Creating a streamlined process that is not frustrating to the customer reflects really well on us."

Senior manager of brand experience and events,
Retail

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[LEARN MORE](#)



SOURCE: The Total Economic Impact™ of JRNI, a commissioned study conducted by Forrester Consulting on behalf of JRNI.

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About JRNI

JRNI is a platform for delivering and managing personalized experiences at scale, helping companies build customer relationships, increase revenue, and grow brand loyalty.

With apps for managing appointments, events, and queuing, as well as an industry-leading analytics tool, JRNI helps businesses build human connections, both remotely and in-person.

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