

Wellspring Info



ROI in the Emergency Management World

Organizations prefer spending money on things that generate revenue. Telling a CFO that an emergency response app could possibly save your organization from immeasurable losses (not to mention the loss of lives), is like a dentist telling you that a trip to his office might save you from a mouth full of cavities. How then, should you advocate for the purchase of an emergency management tool?

- Extrapolate savings. For example, if we spend \$5000 on training software, it will save us roughly 170 hours of labor per year, and thus pay for itself within a year.
- Show your math. For example, Kathryn spends an average of 2 hours training each new-hire about emergency preparedness. We hire, on average, 100 people per year. $2 \text{ hours} \times 100 \times \$30 \text{ per hour} = \$6000 \text{ savings per year}$.
- If you need a tool that doesn't create savings, but only increases preparedness, sell it as a brand enhancer, as an opportunity to grow market share when your organization deftly handles a crisis that your competitors botch. That too is hard to put a dollar amount on.

Wellspring Info can improve your emergency response plan, boost your OSHA-compliance, and then turn your plan into emergency guidebooks or an app:

Guidebooks: www.WellspringInfo.com

App: www.WellspringInfoApp.com

Phone: 800.268.3682

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