



# **THE ROI OF BLOOMFIRE**

***THE MEASURABLE VALUE BLOOMFIRE  
CREATES FOR CUSTOMERS***

# MOVING FROM IDK TO ROI

There's a good chance you first started looking for a knowledge management solution because you were trying to solve a specific problem. Maybe information was spread across multiple content repositories, and nobody knew where to search. Or maybe your shared drive was growing cluttered with layers and layers of folders and confusingly-named files. Or perhaps people were sharing outdated information because they didn't know whether "Final v5" or "final.final.pptx" was the most current file.

Centralizing company knowledge in a Bloomfire knowledge hub is a proven way to solve these knowledge and content chaos challenges. But Bloomfire does more than just reduce frustration—it also delivers a return on investment.



# PROJECT OVERVIEW

We recently conducted a customer survey and looked at platform data to measure the tangible benefits of Bloomfire, and we found some interesting takeaways:

- The fear of losing valuable knowledge is real: our surveyed customers ranked knowledge retention as the most important ROI measurement for knowledge management.
- Efficiency was a close second in our customers' prioritization of ROI categories. Users need to move fast without sacrificing the quality of their work.
- Successful knowledge management requires a combination of the right technology and culture. Choosing Bloomfire leads to a culture shift, with customers reporting improvements across employee engagement, employee satisfaction, and cross-functional collaboration.

We've got even more key takeaways about the ROI of Bloomfire in terms of efficiency, effectiveness, excellence, and competitive advantage. We hope these insights help you see how your knowledge engagement stacks up—and show the ongoing value of knowledge management for your organization.

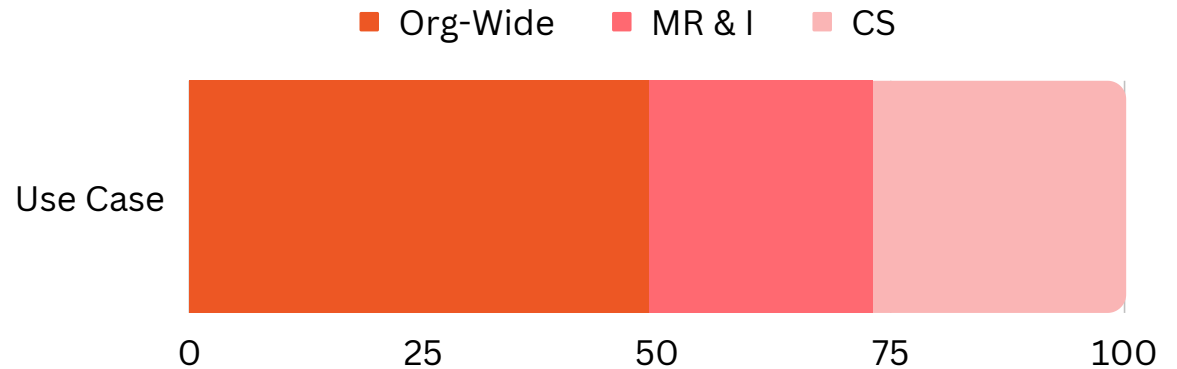


# WHERE DID OUR DATA COME FROM?

Our insights are based on 2020-2021 platform data from Bloomfire customer communities and a Bloomfire customer data study conducted in September 2022.

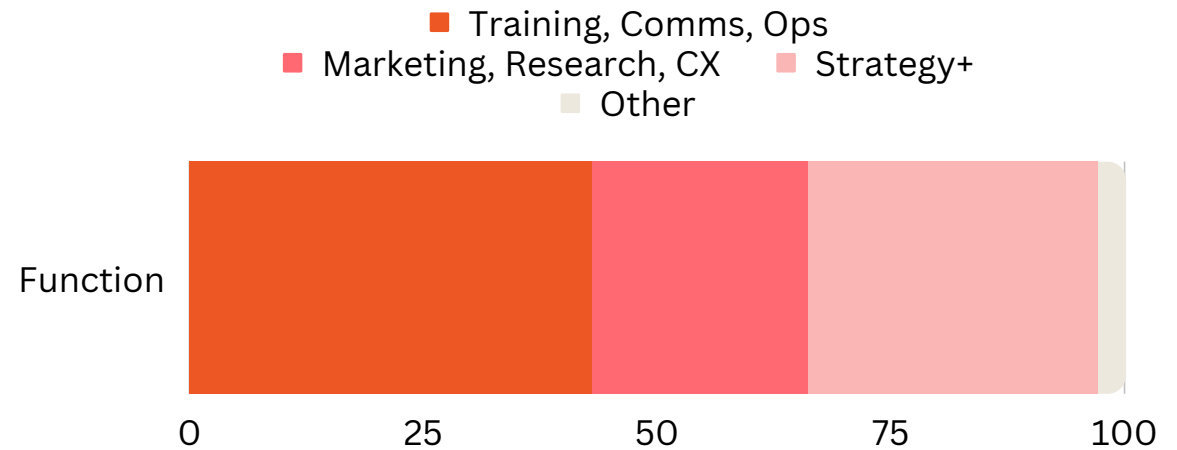
Of our surveyed customers:

- 49% use Bloomfire for org-wide knowledge management
- 24% use Bloomfire for market research & insights
- 27% use Bloomfire for customer support



Surveyed customers were in the following functional areas:

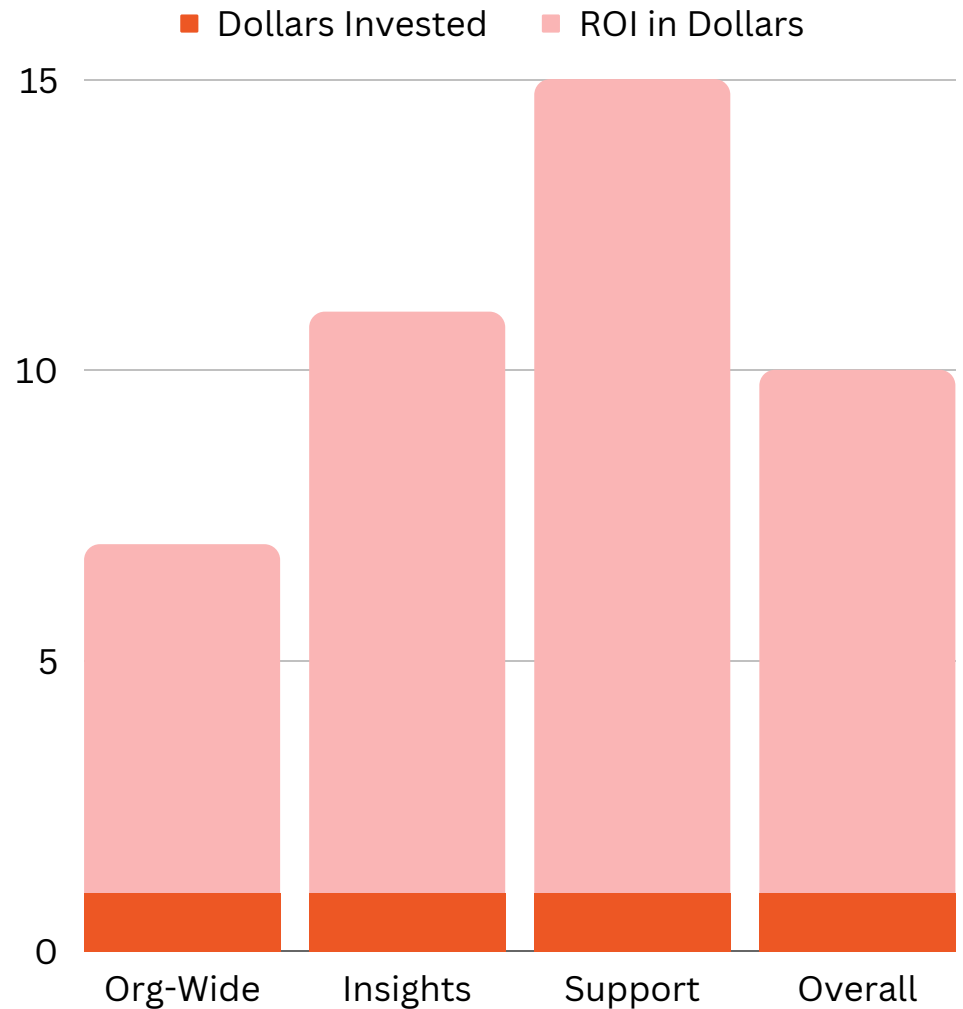
- 43% training, learning & development, communications, or operations
- 23% marketing, research & insights, or customer experience
- 31% strategy, business development, business solutions, innovation, or IT
- 3% other



# BLOOMFIRE CUSTOMERS SEE AN AVERAGE ROI OF 9:1

Based on average time savings and average North American employee salaries, we found that on average, Bloomfire customers save **\$650,000 per year.**

## Average ROI by Use Case



# BLOOMFIRE CUSTOMERS DON'T WASTE TIME (ON UNPRODUCTIVE TASKS)

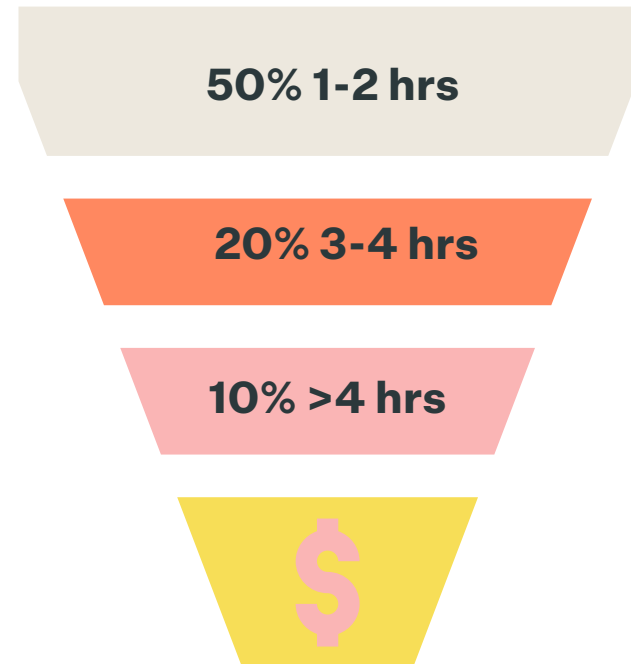
Bad news for people who love wasting time on fruitless searches for information: Bloomfire significantly reduces search time.

80% of customers report each team member saves at least an hour per week on average.

On average, users spend only 10 minutes per week searching for information.

That's less than 0.5% of a 40-hour workweek, compared to the 19% of the workweek that McKinsey estimates the average knowledge worker spends looking for information.

**80%**  
save at least 1 hr per week



# BLOOMFIRE CUSTOMERS GET THE JOB DONE (EFFICIENTLY)



**93%**

report more efficient remote and hybrid work with Bloomfire.



**93%**

also report reducing their new hire onboarding time since implementing Bloomfire.

**18%**  
have cut their onboarding time in half!



# BLOOMFIRE CUSTOMERS HAVE A COMPETITIVE EDGE

Knowledge really is a strategic advantage.

**100%**

agree that being data-driven allows them to be more cost-efficient.

**95%**

say content is more frequently used and better understood since implementing Bloomfire.

**64%**

report they can make more data-driven decisions because they leverage Bloomfire.



# TEAMS THAT USE BLOOMFIRE ENGAGE WITH THEIR COMPANY'S COLLECTIVE KNOWLEDGE

Bloomfire users conduct an average of **147 searches** per year.

That's 147 fewer shoulder taps, emails, or Slack pings.

Let's all breathe a sigh of relief.



# CONTENT ENGAGEMENT GROWS WITH BLOOMFIRE

The average Bloomfire customer sees **40% year-over-year growth in content engagement.**

Knowledge isn't just sitting in the platform—team members are leveraging and building on it!

**91% of questions asked** by Bloomfire end users are answered in the platform.

Bloomfire customers see **2x year-over-year growth** in questions asked.

Think of all the questions that won't need to be asked and answered unnecessarily over and over again now that they're in Bloomfire!






# BLOOMFIRE CUSTOMERS MAKE FEWER MISTAKES

Sure, to err is human, and we all make mistakes...but Bloomfire users make fewer than most.

87% of Bloomfire customers have improved their knowledge governance to protect themselves against security risks.

83% report their quality of work has increased since adopting Bloomfire.





# BLOOMFIRE POSITIVELY IMPACTS THE EMPLOYEE EXPERIENCE

90% of users report feeling less frustrated at work since their team or company implemented Bloomfire.

We are all for doing what we can to save our customers from banging their heads against the wall.

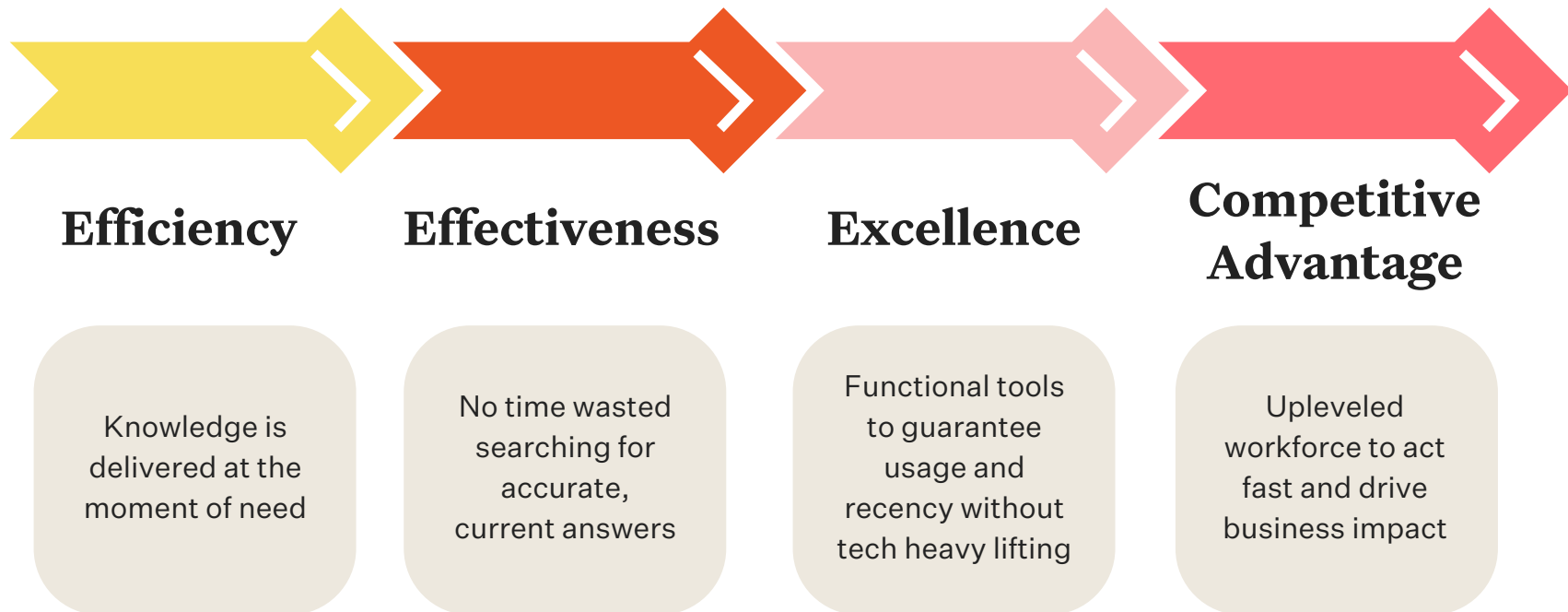
84% of customers say they are less worried about losing knowledge due to employee turnover and internal mobility.

Does that mean 84% of Bloomfire customers have fewer wrinkles?  
You tell us.

# TURNING KNOWLEDGE INTO A COMPETITIVE ADVANTAGE

We've shared a lot of statistics, but what do they all add up to?

We've found that our customers use Bloomfire to move through the different stages of our competitive advantage maturity model, ultimately turning collective knowledge into a sustainable strategic advantage:



# WHAT'S NEXT?

If you're a current customer looking for ways to continue moving the needle towards the competitive advantage side of this model, don't hesitate to reach out to our Customer Success team for ideas to maximize the value of Bloomfire.

If you're currently evaluating Bloomfire, we'd love to help you meet your knowledge management goals and generate a positive ROI.

Try our ROI calculator now to see how much value Bloomfire could add for your organization.

[Access ROI Calculator](#)

<https://bloomfire.com/roi-calculator/>

