Exploring the ROI of Stream

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Introduction

AlphaSense is disrupting the expert call landscape with Stream, it's on-demand expert transcript library.. You may be trying to decide if the Stream model is right for you versus a legacy expert call model. As you work through the decision process, we invite you to use the ROI scenarios here to help with your analysis.

Scenario 1: Less Like Apples to Apples, More Like Apples to Orchard

Expert calls are great. You get insights from people with first-hand experience working with the companies or industries you're interested in. But there is a cost-benefit question to be answered when looking at traditional models vs. Stream.

Stream's Cost-Benefit Advantage vs. Legacy Expert Call Model

Let's say you purchase a call bundle with an expert network for 20 calls, which is a typical entry-level sized package. If your average cost per call is $1,200, your annual cost is $24,000.

What do you get for your $24,000? 20 calls with experts. Maybe rather than taking notes during the call, you pay for call transcription, running you another $75 per call (or $1,500 a year).
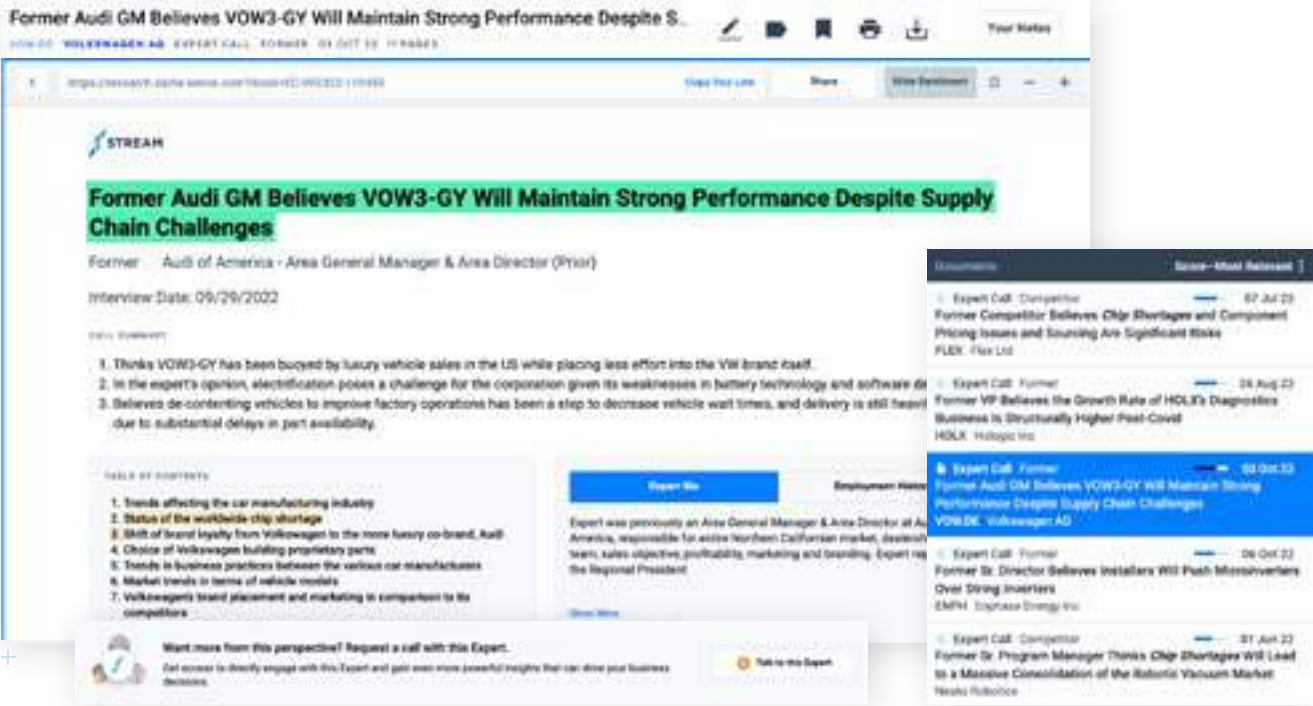
Legacy Model Pricing Example				
20 calls with experts	**x**	**$1200** per call	**=**	**$24,000**
20 call transcripts	**x**	**$75** per call	**=**	**$1,500**
Total cost = $25,500				

What if you go with Stream instead?

For starters, you get on-demand access to our library of over 25,000 expert transcripts (vs 20 calls), which helps you ramp up your knowledge base quickly and may result in having to do fewer calls over time (we'll dive into that later).

Stream Cost-Benefit Advantage		
20 expert calls with transcripts	**+**	**25,000+** call transcript library
Total cost < $25,500		

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Next, even if you choose to do 20 calls with our Expert Call Services, compared to the traditional scenario above, *you end up saving money*. Stream does have an up-front cost, but our model also allows us to offer calls at a discounted rate and offer your call transcripts for free.

The bottom line?

With Stream, you get access to our library of 25,000+ expert transcripts as well as the ability to engage with experts 1:1 and get your calls transcribed (free-of-charge), all for less than what you would have paid for 20 calls in the traditional model example.

In other words, you're getting an orchard along with your apples when you use Stream.

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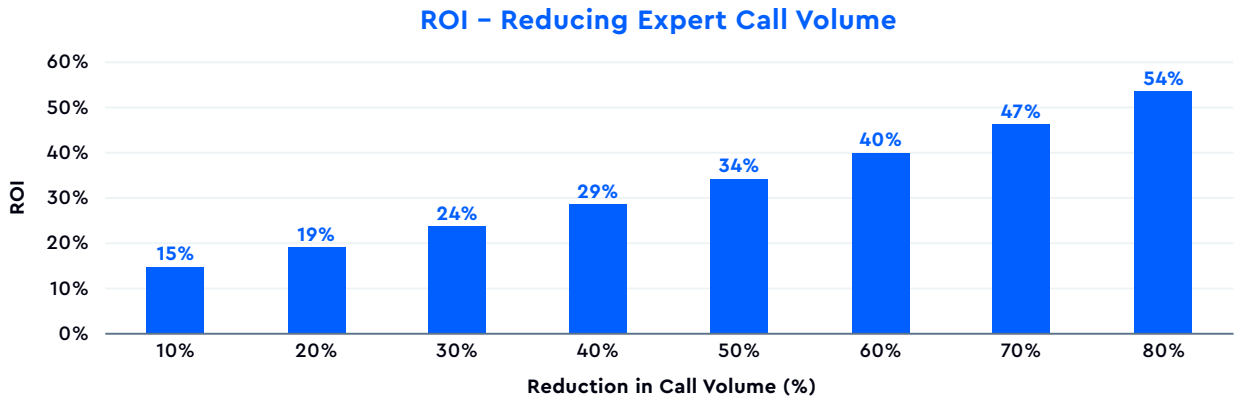# Scenario 2: The "80/20" Rule Applied to Reducing Expert Network Spend

As mentioned above, one of the potential ROI drivers for Stream subscribers comes from the possibility of cutting down on the overall number of expert calls required to get the information you need.

Traditionally, accessing expert perspectives is achieved via expert calls. Getting up to speed becomes a costly exercise; it takes a combination of research time and getting the right insights from experts to build your knowledge base. Which means time and money.

Stream's Cost-Benefit Advantage

Stream's on-demand content allows you to start getting up to speed today without necessarily needing to schedule an expert call. As a result, it helps lower the total number of expert calls you have over the course of a year.

Using the same parameters from Scenario 1, the chart below illustrates the cost-saving generated if you're able to reduce the number of expert calls you need to make by using Stream.

ROI – Reducing Expert Call Volume

Reduction in Call Volume (%)	ROI
10%	15%
20%	19%
30%	24%
40%	29%
50%	34%
60%	40%
70%	47%
80%	54%

Illustrates the cost savings associated with reducing call volumes and doing calls based on Stream's per-call price versus doing 20 calls per year using a traditional expert call bundle model. Assumes a cost of $1200 per call plus a $75 per call transcript charge for the traditional model and AlphaSense's pricing for expert transcripts and any add-on calls. *Please note:* For illustrative purposes only. Stream offers expert calls through a call bundle model; speak to your sales rep for more information.

The bottom line?

Whether we provide you 20% or 80% of the knowledge you need without having to set up an expert call, Stream helps drive cost and time savings.

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Feature Comparison:
Stream vs Traditional Expert Network Per-Call Model

	Stream	Traditional Per-Call Model
Platform to access expert insights	✓	✓
On-demand expert call transcript library	**Included**	If available, additional costs are generally involved and quality varies
Call coordination service	✓	✓
Free call transcripts for user-led calls	✓	Generally, no.
Upfront cost	**Yes**	No. Pay-as-you-go.
Per-Call Cost	**$**	$$$
Robust compliance process for calls and transcripts	**Yes, including internal post-call transcript review for MNPI.**	Yes. Focus tends to be on expert pre-screening and training; call review responsibility can fall to client.
Time-to-insights	🕐	🕐🕐🕐🕐🕐

Additional Stream Features:

- AI-powered tools like smart synonyms and keyword proximity search help you discover relevant content quickly

- Call summaries and tables of contents help you quickly collect key transcript themes before reading

- Real recorded audio files help provide conversational tone and nuance

- Library calls are led by buy-side analysts, many of whom have years of experience running expert interviews

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How Stream Solves Challenges with Expert Calls

Challenge	How Stream Helps
"I'm learning about a new industry or company. How do I know if I'm asking the 'right' questions?"	Stream provides you access to on-demand expert call transcripts to get you up to speed faster while hearing relevant questions from experienced interviewers. Stream provides you with more focused, productive prep for your own expert calls. Reviewing transcripts can spark new questions you hadn't yet thought of and can help you in finding an expert that is a good fit for your research needs.
"How do I know if the expert I'm working with is going to have the information I'm looking for?"	We help in two ways: 1. Our transcript library may provide you with most of the information you need without having a call. 2. Browse interviews that are relevant to your research to find an expert that best fits your needs. Then, request a direct conversation with them by clicking the "Talk to this Expert" button on any transcript.
"I spend a lot of time getting expert calls set up and prepping for the interviews."	Our on-demand transcript library can help save you time by: ■ Providing the answers you needed without having to make a call ■ Providing a centralized platform with expert insights to create more efficient call prep ■ Providing an easier way to access experts with our "Talk to this Expert" option

If you're interested in learning more about Stream expert transcript library, reach us at sales@alpha-sense.com or visit the website here.