Consider Bob’s “Kazoo and Whistle Outlet”. Bob is open seven days a week, and has six associates each working an eight hour shift every day. Every week Bob has to pay for 336 hours of labor, which at $9 an hour costs him $3,024. That’s $12,096 every month. After installing the CountBOX system, Bob notices that the number of potential customers that visit his “Kazoo and Whistle Outlet” on Wednesdays and Thursdays in the afternoon is consistently lower, and that he can schedule his associates accordingly and save 3 labor hours on those days. That’s 12 hours a month, which is $108. Tht doesn’t seem like a lot, but if you consider that the cost of the monthly subscription to CountBOX is only $19, the rate of return on investment that Bob enjoys is over 400%. And just by saving 3 hours of labor costs a week, Bob pays for his subscription and has $89 extra. In reality, Bob can use his CountBOX and its powerful analytics to improve his store’s performance in other ways.

|  |  |  |
| --- | --- | --- |
| Device Cost | $400.00 | $400.00 |
| Service Fee | $19.00 | $26.00 |
| **Without CountBOX** |  |  |
| Number of Employee Shifts | 6 | 15 |
| Length of Shift | 8 | 7 |
| Days of week open | 7 | 7 |
| Hourly rate | $9.00 | $11.25 |
| Labor Hours/week | 336 | 735 |
| Labor Hours/month | 1344 | 2940 |
| Labor Cost/week | $3,024.00 | $8,268.75 |
| Labor Cost/month | $12,096.00 | $33,075.00 |
|  |  |  |
| **With CountBOX** |  |  |
| Labor Hours Saved/week | 3 | 3 |
| Labor Hours/week | 333 | 732 |
| Labor Hours/month | 1332 | 2928 |
| Labor Cost/week | $2,997.00 | $8,235.00 |
| Labor Cost/month | $11,988.00 | $32,940.00 |
|  |  |  |
| Savings/month | $108.00 | $135.00 |
| ROI for monthly service fee | 468% | 419% |