



# The Return on Investment of Slido

A report demonstrating ROI, based on research from Potentia, an independent research company.

Potentia<sup>+</sup>

This report is compiled using data commissioned by Slido from an independent market research agency, [Potentia Insight](#) and information freely available from various reputable and referenced sources. Potentia surveyed 150 Slido customers in 2024.

slido

Hi everyone,

At Potentia we are pleased to have been involved in the research behind this report.

Demonstrating ROI grows in importance. Increasingly, when customers really want to do business, someone in HQ asks them what each dollar will deliver. This report offers reassurance that, with Slido, there will be bang for their buck.

A few things really stood out to me personally.

Firstly, Slido exercises a soft power that isn't immediately tangible. It isn't easy to put a value to it until you really scratch the surface to see how Slido saves time, saves money and makes money too.

These days the best businesses operate with soft power. They rely on co-operation between colleagues, not top-down orders. They understand their employees are their most precious resource, there to be empowered with efficient communication. They know that employees that feel heard are productive and likely to stay.

A second thing that stood out, is that Slido levels up the performances of meeting leaders. There are those leaders with the charisma to make every crowded meeting feel like a one-on-one to each attendee. Such charisma is rare.

Slido can generate two-way conversations between leaders and everyone in the room. In so doing, it can boost a leader's charisma. In short it collapses the distance between leaders and teams, helping knowledge flow efficiently between them.

This is what stands out to me. What stands out to you?



**Colin Clifford**

Director and Co-Founder  
Potentia<sup>+</sup>

# Executive Summary

This report highlights the fact that Slido adds value in a multitude of different ways. It generates soft power, which means it adds value in subtle and nuanced ways that, while undeniably powerful, are not easily quantifiable. However, the evidence compiled in this report allows us to make assumptions about the sort of Return on Investment (ROI) an Enterprise organization might expect to get from Slido.

In the report a fictitious company, Organization A, is described. Though Organization A is fictitious, it is not fantastical. The problems Organization A faces are ones faced by many businesses, and might be those your organization experiences too.

Organization A is described as overcoming problems using Slido; problems related to internal communications, transparency, idea generation and staff turnover. Slido helps them address these issues.

The ROI Organization A gets from Slido is **\$3.9M**. It means that for every \$1 they spend with Slido they get \$33 back. This report highlights how these numbers are arrived at. If you want to jump immediately to the calculation behind these numbers, it is explained on page 18.

It is important to note that this report doesn't suggest your organization will get the same Return on Investment as Organization A. It is designed to open minds to the fact that Slido adds value in many different ways, and that the return can exceed the investment in Slido by more than you might have imagined at first.

This report also details the many ways Slido generates ROI, categorized under three headers:

- ✓ Time Saved
- ✓ Money Saved
- ✓ Money Made

# Report Introduction

Slido is a tool used to engage meeting or event participants via polls, quizzes, surveys or Q&A sessions. It gives every participant a voice, enabling them to interact and engage in a multitude of use cases.

You might say that having engaged participants, engaged employees and engaged customers are priceless, but 'priceless' doesn't cut it in a modern business world focused on ROI. So, in this report we seek to put a price to such engagement. We seek to describe the Return on Investment (ROI) of Slido.

Customers use Slido in many ways. It is a multi-functional tool and, just when we think we've seen it all, our customers surprise us with new and creative ways to engage people with Slido.

The Return on Investment that customers get from Slido generally falls into three broad categories.

**Time Saved**

**Money Saved**

**Money Made**

In the next section we'll examine each of these in turn.

What is your feedback on the pitch document?



**Rosie Davies**

The price in Option A needs updating to \$4,300.



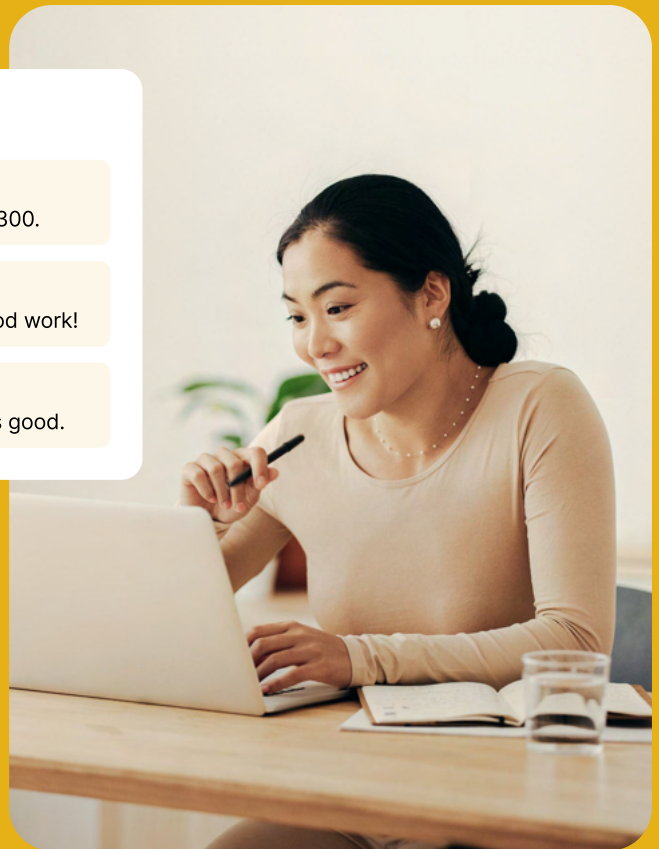
**Peter McGregor**

All the technical specifications are right. Good work!



**Olivia Addams**

The date doesn't work, but the day before is good.



# Time Saved

In this section we'll describe how Slido saves time for customers. Time efficiency is vital for an organization's productivity.

Slido **enables the fast flow of information**. If information is the life blood of organizations, Slido strengthens the pulse, making information flow more efficiently. Most obviously, Slido gets **faster answers to questions**, so it quickly dispels time-consuming misunderstandings and confusion.

According to Potentia, 84% of Slido customers report that the tool has provided them and their colleagues with **faster answers** to their questions. 77% find that Slido has helped them with **clearer communication**, which has dispelled misunderstandings and confusion too, saving them time.

The cost of miscommunication is substantial. According to communication consultancy [Weisman Success Resources, Inc.](#), miscommunication can cost c. \$5,200 per employee, per year, because of the impact on productivity, employee morale, and financial outcomes.

Slido is also an **ideas gathering** tool, able to harvest ideas and thoughts from groups of people at scale. Organizations can reach the next level by acting on great ideas from colleagues, which saves money that would otherwise be paid to consultants, as we'll see in the "saves money" section.

According to the [National Association of Suggestion Systems](#) (NASS), employee suggestion programs have saved organizations more than \$2 billion.

Famously, the highest grossing employee idea is Amazon Prime, which now generates over \$19 billion per year on subscriptions alone. It is one of many times that 'Intrapreneur' initiatives (where ideas are gathered from employees) have [led to time and money savings](#). Maybe one day one of those ideas will surpass Amazon Prime for value.

79%

of Slido customers report that Slido has got them **faster feedback & thoughts from people**.

Another big way Slido saves time for organizations is by helping them make faster decisions. 65% of Slido customers say Slido helped them make **faster decisions**, reducing the need to spend time in follow-up meetings. Slido does this in different ways, from collecting ideas and feedback efficiently to decision-making polls with clear outcomes.

Fast decisions can be crucial for organizations, helping them avert disaster or seize opportunities.

[McKinsey & Company](#) revealed that decision making is often unnecessarily time consuming. They say companies that make quality decisions quickly see better financial results.

The functionality of Slido is also time saving. Choosing Slido over tools that are less intuitive means **less time is wasted setting it up**. **3 in 4 Slido users** report that the platform is so **easy to use** that minimal time is wasted trying to get it to work. Additionally, 3 in 4 say that its user-friendliness allows junior team members to operate it, **saving the more expensive time of senior colleagues**.

Slido's integrations with presentation and video tools like PowerPoint and MS Teams means time is saved because of the **seamlessness of the integration**. 76% of Slido users have saved time this way.

Because Slido is platform-agnostic and can be used in all video tools, time isn't wasted setting up native polls and Q&A sessions on multiple platforms, a strength acknowledged by 72% of Slido customers.

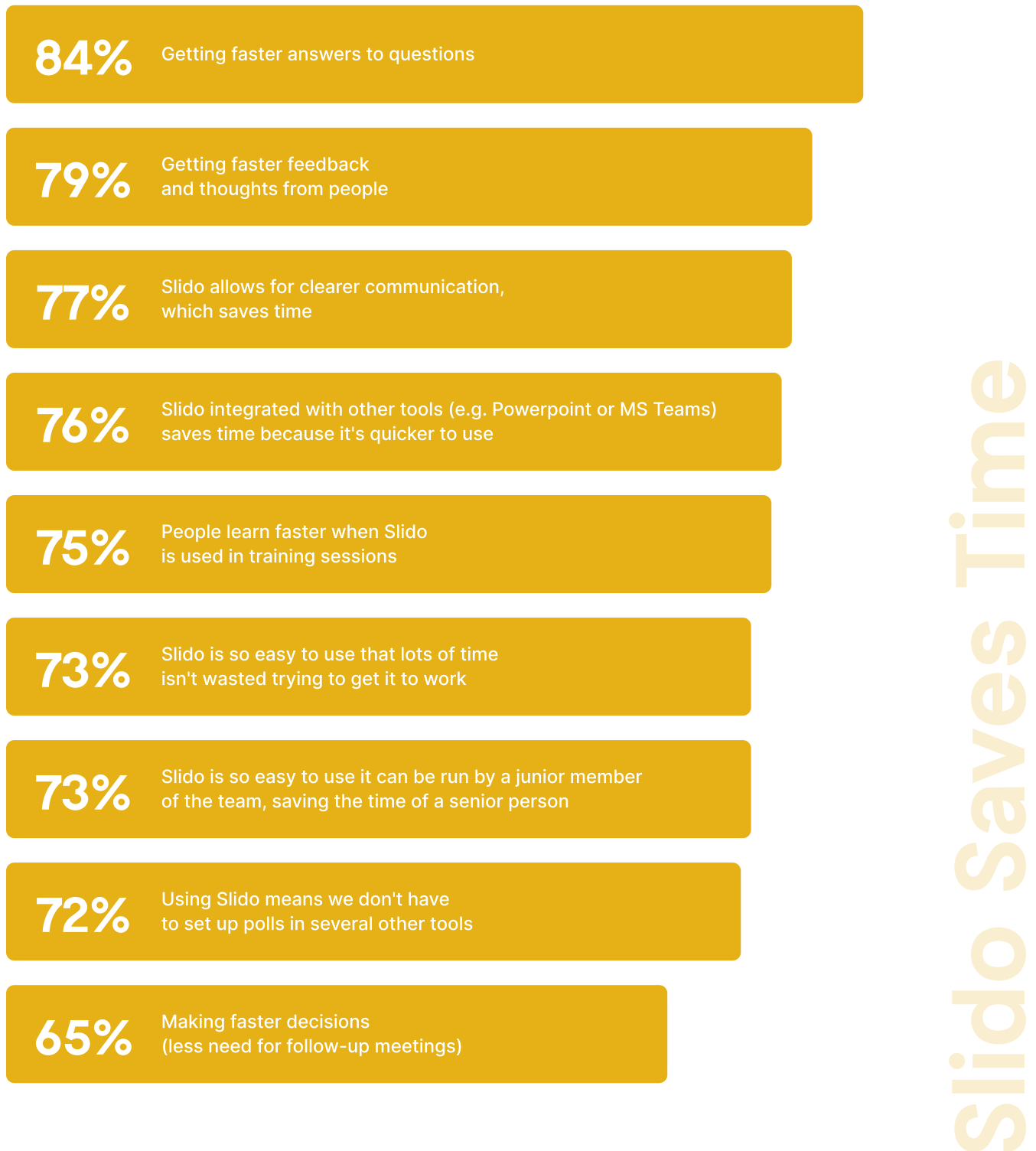
Finally, Slido is often used to **make training engaging**, e.g. using quizzes to check what people have learnt. According to [Seismic](#), organizations that invest in effective employee training experience 11% greater profitability. 75% of Slido customers recognise that **people learn faster in training** when Slido is used. It makes sense, we learn better when we're engaged. Learning faster means less time away from the day job, being trained, and more time applying new skills.

# Question Spotlight

Has using Slido allowed you or your colleagues to save time in any of the following ways?

**Answer |** Yes

**Survey base |** 150 Meeting Organizers who have used Slido as an Organizer / Presenter in the last 12 months



**Note:** Results from Jan 24 & Apr 24 combined

**Source:** Slido Brand Tracker USA

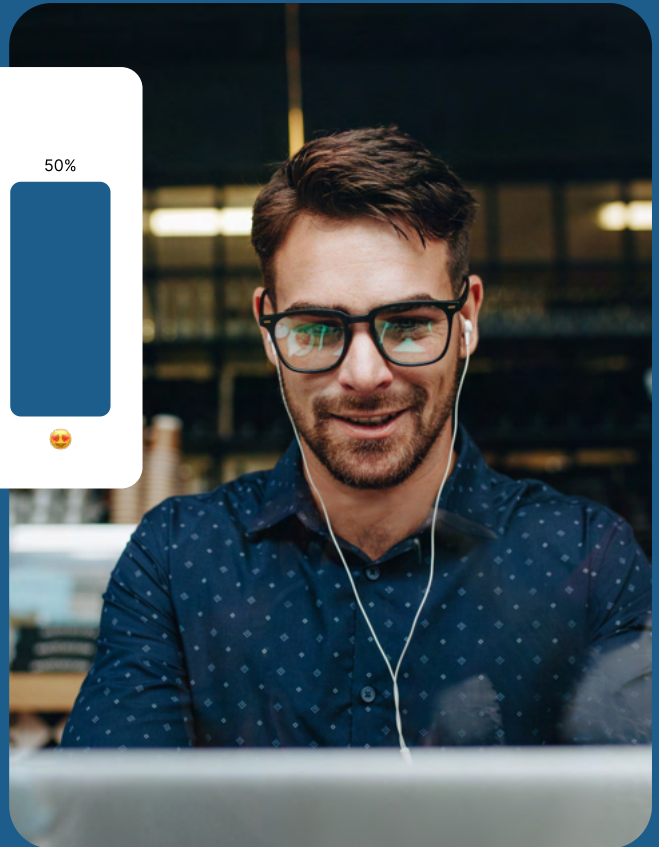
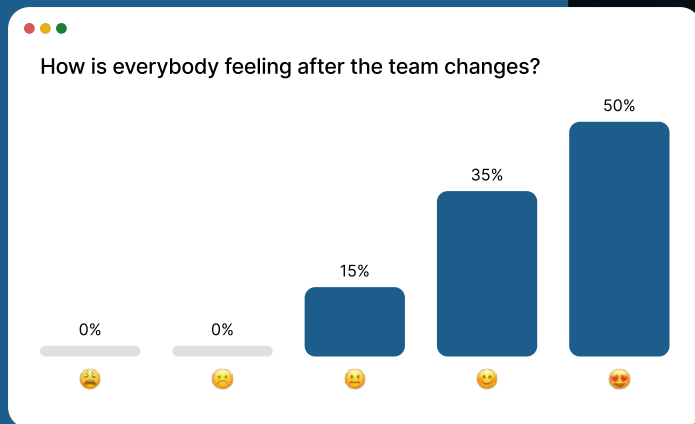
"Instead of multiple follow-up calls about the same topic, we now **get most questions during the meeting** and we **address them instantly**.

This saves me a lot of time."

**Slido Enterprise Customer**

Slido Saves Time





# Money Saved

In this section our attention turns to the money that can be saved using Slido.

Let's start with a big one. According to [IBM](#), the global average **cost of a data breach** in 2023 was \$4.45 million, a 15% increase over 3 years. Companies in the U.S. spend an average of \$9.48 million per breach.

Slido prides itself on security, delivering a solution that is more secure than competitor products, and this matters. Slido is a tool customers can rely on. In fact, 66% of Slido customers report that this **security helps them save money**.

Here are **three more ways** Slido can help save money.

68% of Slido customers report that using Slido to help with internal transparency saves them from **hiring external consultants**.

Consultants can help companies identify areas where information flow is restricted, and suggest solutions like digital tools. However, **consultancy fees** can be expensive as they charge anywhere between \$300 and \$800 per hour, while most projects start at \$500k or over.

69% of Slido customers believe that Slido increases their organization's engagement and transparency which has **helped retain employees**.

How? Well, Slido's 2021 [Meeting Revolution research](#) (conducted by independent research company Alligator Research Ltd) revealed that people who leave meetings without the opportunity to express their thoughts are **twice as likely to want a new job**.

Also, when American office workers were surveyed by Alligator Research Ltd, **one in three** said they'd previously left a job because meetings were badly run (the main reason or one of the reasons). If that seems high, remember we're used to hearing about workers leaving jobs because of bad bosses. Meetings are where we see how well leaders can lead.

Retaining employees saves a lot of money. According to the [Society for Human Resource Management](#) (SHRM), the total cost of a new hire is three to four times the position's salary.

68% of Slido customers report that using Slido is part of their **transparent culture**, which **attracts new recruits**.

How? By word of mouth, either directly from current employees or indirectly via review sites. For example, meetings are often cited on review sites like Glassdoor as a reflection of the overall company culture and management approach.

SHRM says the cost of a new hire includes both hard and soft costs, with soft costs constituting 60% of the total. They include the time managers invest in the hiring process. When candidates are attracted to an organization's culture, **it reduces competition and lost candidates** so the soft costs drop.

It's not just actual quitting that better engagement can help with. It can help with **quiet quitting** too. Higher engagement can lead to a massive [75% reduction in sick days](#).

66%  
of Slido customers say  
that by using Slido  
they've been able to  
**stop paying for more  
than one other tool.**

For example, a company  
could decide to use  
Slido instead of a survey  
tool or a tool that only  
does quizzes and not  
polls or Q&A.

# Question Spotlight

Has using Slido allowed you or your colleagues to save your organization money in any of the following ways?

**Answer |** Yes

**Survey base |** 150 Meeting Organizers who have used Slido as an Organizer / Presenter in the last 12 months

**69%**

Slido increases engagement and transparency, which helps retain employees

**68%**

Using Slido to help with internal transparency saves us hiring external consultants

**68%**

Using Slido is part of our transparent culture, which new recruits are attracted to

**66%**

Using Slido, a secure tool, saves us the cost of a data breach

**66%**

By using Slido we've been able to stop paying for more than one other tool

Slido Saves Money

**Note:** Results from Jan 24 & Apr 24 combined

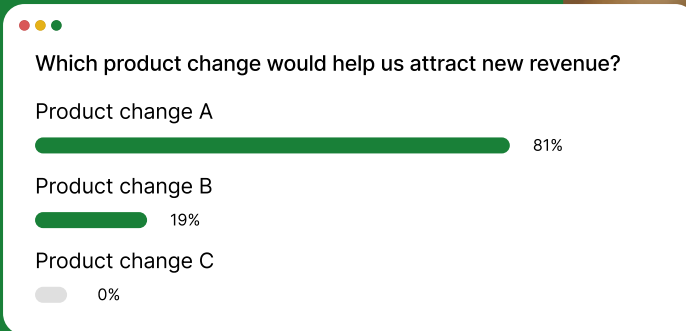
**Source:** Slido Brand Tracker USA

**"Security is a significant matter**  
for us, especially participant privacy  
and verification for participants.

We want to make sure all  
the participants can access our  
meetings while also maintaining the  
**confidentiality of information."**

**Slido Enterprise Customer**

Slido Saves Money



# Money Made

Now we turn to money that can be made using Slido. How have Slido users used it to add directly to the bottom line?

We've touched on productivity already in this report. 67% of Slido customers say Slido helps **increase productivity, which leads to more sales revenue.**

One of the ways Slido increases productivity is by **saving time for sales teams** which can otherwise be used to generate sales revenue (¾ of our customers say this has been true for them).

According to [Salesforce](#), sales reps spend only 28% of their week selling because they get bogged down with inefficient tasks and internal meetings. Any time saved reaching decisions, being effectively communicated to and getting answers to questions can be spent on **revenue generation.**

But it is more than just creating time to make sales, it is also about **better strategic decisions that enable customer-facing teams.** 71% of Slido users report that better feedback from customer-facing teams to senior management via Slido leads to more customer-focused decisions.

Additionally, 69% of Slido customers have noticed that using Slido helps increase trust within their organization, ultimately leading to more revenue. Better communication with customer-facing teams can give a **greater sense of purpose to colleagues in all corners of the business**, helping them see how their efforts ultimately help to drive revenue generation.

A very obvious benefit for sales and CSM teams is that Slido helps them produce **interactive sales presentations**. 69% of our customers believe this has led to more sales revenue. Why? Because the interactivity element allows both seller and customer to get answers from each other, aiding understanding, reducing misunderstanding and building mutual trust.

However, it isn't just customer-facing teams that find Slido helps their organization make money. The way Slido facilitates the flow of information and answers through businesses, provides **better direction and feedback** for those making products or launching services.



71%

of Slido customers agree that using Slido helps to **increase the quality of their product** or service, which leads to **more revenue**.

# Question Spotlight

Has using Slido allowed you or your colleagues to make your organization money in any of the following ways?

**Answer |** Yes

**Survey base |** 150 Meeting Organizers who have used Slido as an Organizer / Presenter in the last 12 months

**71%**

Using Slido saves time which can otherwise be used to generate sales revenue

**71%**

Better feedback from customer-facing teams to senior management via Slido leads to customer-focused decisions

**71%**

Using Slido helps increase the quality of our product or service, which leads to more revenue

**69%**

More interactive sales presentations, using Slido, lead to more sales revenue

**69%**

Using Slido helps increase the trust within our organization, which ultimately leads to more revenue

**67%**

Slido helps increase productivity, which leads to more sales revenue

Slido Makes Money

**Note:** Results from Jan 24 & Apr 24 combined

**Source:** Slido Brand Tracker USA

"Thanks to Slido, **our employees pay more attention** during online meetings and have a **better understanding** of the material.

As a result, we now get **90% participation**. We can see what's getting through to our technicians, and that's the biggest value for us."

**Slido Enterprise Customer**

Slido Makes Money





Jane  
Just now

23

How many dollars will we make  
for every dollar we spend?

↳ Replies

Hybrid

People

# Return on Investment

So, what is Slido's return on investment?



This report highlights the fact that Slido adds value in a multitude of different ways. It generates soft power, which means it adds value in subtle and nuanced ways that aren't immediately easy to quantify. However, the evidence compiled in this report allows us to make some assumptions about the sort of ROI an Enterprise organization might expect to get using Slido.

You may already have an idea of the ROI it could bring to your organization, taking into account your market and unique challenges.

For the sake of illustration though, let's imagine a fictitious organization (Organization A) that is a new Slido customer. Whilst fictitious it's not fantastical, because the problems Organization A faces are ones faced by many new Slido clients, and might be those your organization experiences too.

## The problems of Organisation A - and how Slido helped

1

### Preventing miscommunication

If miscommunication can cost c. \$5.2k per employee (see page 5) then Organization A, with 10k employees, can save lots with Slido. Imagine, for illustrative purposes that Slido prevents miscommunication affecting just 1% of employees, the saving is \$520k.

2

### Reducing spend on consultants

Because Slido can help with internal transparency and gather ideas from employees, Organization A avoids having to hire external consultants, which saves \$500k, the entry-level cost of a consultancy project (see page 9).

3

### Reducing expensive turnover

Slido helps Organization A create a culture of openness and trust, which leads to greater satisfaction. Imagine that 10 employees who were planning to leave decide to stay. Their salaries are \$100k on average and so the company avoids the hiring cost, which would be 3x their salaries i.e. \$3M (see page 10). In a company of 10k employees, this is a conservative estimate of how many people would be convinced not to leave because Slido helps them feel heard.

The savings from these three areas alone equate to \$4.02M. Subtracting the outlay of \$120k for their Enterprise package (300 user seats) **the ROI is \$3.9M**. It means that **for every \$1 they spend with Slido they get \$33 back**.

Apart from the benefits Slido brings in these areas it's not unreasonable to think Organization A's finances would benefit in other ways from investment in Slido.

For example, imagine that Slido helped Organization A uncover a money-saving idea from an employee worth thousands

of dollars (see page 6), enabled more effective training leading to an 11% increase in profitability (see page 6), built an attractive culture that reduced recruitment costs (see page 10), and increased the sales team's selling time above the 28% average (see page 13). Additionally, imagine that by using a tool as secure as Slido, they have even avoided a data breach (see page 9).

All these points, encapsulated in Organization A's story, demonstrate a compelling case for the ROI of Slido.

## Postscript | What you **lose** if you don't use Slido

When thinking about the ROI of Slido it is also important to think about the message you send to employees when using Slido. It isn't something easy to measure in money terms but it can be quantified in other ways.

Potentia's research reveals that when an enterprise organization leader uses Slido to gather Q&A questions instead of a traditional microphone and 'hands-raised' session, it sends out the following message: the leader is seen as **37% more transparent** and **38% more open to receiving multiple questions**, and they are **43% less likely to be seen as intimidating**.

Similarly, Potentia's research shows that if a leader uses a live Slido Q&A, powered by Slido, instead of a survey to get feedback from employees they are seen as 22% more charismatic, 20% more approachable and 22% more likely to act on feedback. The leader might see more risk from a live Q&A than an async survey, but with greater risk can come greater reward, as demonstrated here.

Collectively, these insights demonstrate the value of Slido. They show that **using Slido reflects well on leaders, helping them to build transparency and trust**.

Trust between individuals in an organization can have a positive impact on the revenues of the business.

The useful **positivity Slido reflects** onto leaders is part of the reason why...

# 97%

of Slido's senior Enterprise customers would be disappointed **if they no longer had access to Slido.\***

\*Enterprise Research by Alligator Research Ltd

# About Slido

Slido is the **industry-leading audience interaction platform**. It helps users to get the most out of meetings and events by crowdsourcing top questions and engaging participants with live polls and quizzes. Slido has integrations that work with Webex, PowerPoint, Microsoft Teams, Google Slides and Zoom.

At Slido, we've been on a mission to **transform how meetings are run** since **2012** – from connecting speakers to audiences at major events to facilitating inclusive conversations in all kinds of meetings around the world.

We believe that **great meetings drive great cultures** and we've witnessed it time and time again. By helping companies enable open dialogue, we've seen an increase in **trust and collaboration**, leading to cultures where no one is afraid to speak up, leadership encourages and acts on feedback and everyone contributes and feels heard. That's the change we aim to bring into the world.

Now as a part of Cisco, we're ready to drive inclusion and engagement in the new era of hybrid work and keep the interaction going wherever and however people meet.

## Get in touch

### Slido Bratislava HQ

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### Slido Sales team

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The Slido logo, featuring the word "slido" in a bold, green, lowercase sans-serif font.

## About Potentia Insight

Potentia Insight provides **online data collection solutions** to global clients. Specialising in large and complex projects, we have a strong reputation for **facilitating research** across business and consumer audiences across 100+ markets.

Since acquiring SigDiff in May 2023, Potentia can also provide **data science solutions** via MaxDiffs, conjoints, or segmentation projects. While we utilise the benefits of automation, we've not forgotten the power of collaboration or the human element when delivering insight.

[potentia-insight.co.uk](https://potentia-insight.co.uk) 

The Potentia logo, featuring the word "Potentia" in an orange sans-serif font, followed by a stylized orange plus sign with a horizontal bar.