

TOTAL ECONOMIC IMPACT

New Technology: The Projected Total Economic Impact™ Of IWant By Paycom

A FORRESTER NEW TECHNOLOGY PROJECTED TOTAL ECONOMIC IMPACT
STUDY COMMISSIONED BY PAYCOM, FEBRUARY 2026

COST SAVINGS AND BUSINESS BENEFITS ENABLED BY IWANT

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Executive Summary

Forrester research finds that organizations increasingly seek comprehensive human capital management (HCM) software that consolidates HR and payroll capabilities and data into a unified platform.¹ With a single system of record and a single database, organizations can unlock greater value by embedding user-friendly AI into core workflows to accelerate efficiency and workforce insights while maintaining security and system integrity.

IWant™ is Paycom's command-driven AI engine. It is designed to enable users to easily access workforce information in Paycom's single, automated database through conversational, natural-language queries to support these aforementioned organizational goals. By allowing employees to quickly locate permission-based data and directing them to take further action as needed, IWant can drive efficiency across all roles. With IWant, executives, managers, HR professionals, and employees across an organization can gain fast access to reliable data, supporting informed decision-making and enhancing the value of Paycom's full-service HCM solution.

Paycom commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) organizations may realize by deploying IWant.² The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of IWant on their organizations.

336%-431%

Projected return on investment (ROI)

\$109K-\$141K

Projected net present value (NPV)

"IWant provides immediate application enablement. I get immediate value. Without any training or knowledge of Paycom, I can go in and immediately understand more about my employees and what their company journey looks like."

CEO, technology

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed seven decision-makers across six organizations with experience using IWant. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single composite organization that has 500 employees.

Interviewees' organizations were existing Paycom users that had moved away from fragmented, legacy HR environments to consolidate HR and payroll into a single, automated platform, driving efficiency and improving data analytics. Interviewees saw IWant as a natural and easy next step to derive further value from their Paycom investment without any additional fees or significant implementation effort. They viewed IWant as a forward-looking AI tool that could improve usability and efficiency for their employees, including for managers and executives who did not regularly engage with Paycom as well as new hires using the platform for the first time. Several interviewees also noted that IWant helped differentiate Paycom from alternative HCM solutions that did not offer embedded AI capability.

After deploying IWant, interviewees reported that across their organizations, workforce information became easier to access. It was often available with minimal effort and a single click-through text or voice prompt. Employees increasingly used self-service for their HR needs, while managers and executives gained quick access to permission-based information that supported better decision-making without increasing reliance on HR. Key results from adopting IWant include greater efficiency across all roles, enhanced insights from workforce data, and improved transparency and company culture.

“IWant pays for the entire Paycom subscription because of reclaiming employee time with the self-service. It’s designed to take the bottlenecks out of your business and create immediate access.”

CEO, technology

Key Findings

Quantified projected benefits. Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Productivity gains for managers, saving up to 600 hours annually.** IWant enables managers at the composite organization to quickly retrieve the information they need across the single, automated Paycom solution without navigating to multiple areas or contacting HR. The streamlined access to all Paycom modules and data they are permitted to view (e.g., employee schedules, time-off data, compensation details, certifications, and contact details) drives productivity and improves decision-making, including in frontline settings with the Paycom mobile app. IWant saves existing, tenured managers up to 1.25 hours per month, which is worth up to \$45,000 for the composite organization over three years.
- **Improved information access and insight for executive leadership, saving up to 60 hours annually.** Executives at the composite organization use IWant to gain immediate visibility into workforce data without the need for training or technical expertise, given its straightforward, conversational interface. In addition to saving executive time, IWant provides timely, high-quality insights that allow leaders to make more informed decisions in real time. Executives often avoid delays of hours — and in some cases days — by obtaining information immediately through IWant. Beyond immediacy, executives directly reclaim their time and save up to 1 hour per month given the ease of use of IWant, which translates to up to \$11,000 for the composite organization over three years.
- **Time savings for employees across the workforce, saving up to 2,700 hours annually.** Employees across the composite organization use IWant to more efficiently complete HR-related tasks, such as updating their personal information, requesting time off, checking expense reports, learning the organization chart, understanding their benefits and tax details, and reviewing and approving their paychecks prior to submission. With IWant, employees can self-serve with ease at any time, avoiding the need to reach out to HR or their managers and wait for assistance. Existing employees save up to half an hour per month, resulting in up to \$101,000 of time savings for the composite organization over three years.
- **Improved efficiency for HR, saving up to 240 hours.** The HR team sees fewer inbound inquiries and formal requests through their ticketing system as employees across the composite organization leverage IWant for self-service. HR employees realize additional efficiency gains as they directly use IWant to access data across Paycom’s automated single software and incorporate the tool into their regular workflows. Employees in the HR department each save 4 hours a month with IWant, which is worth up to \$16,000 for the composite organization over three years.

“IWant is a differentiator and enhances Paycom. It makes things easy for HR, easy for managers, and easy for frontline employees. ... Paycom continues to show that it impacts not only HR and end users but the business as a whole.”

Chief HR officer, consumer goods

Up to 3,600

Total employee hours saved annually

Unquantified benefits. Benefits that provide value for the composite organization but are not quantified for this study include:

- **Faster onboarding and system learning.** By enabling users to ask questions in natural language and navigate directly to the correct area of Paycom, IWant allows the composite organization to accelerate onboarding and see fast proficiency among new hires who are unfamiliar with Paycom. The shortened learning curve extends to new users in all roles (e.g., HR, managers, and employees at large) and supports the efficient use of Paycom across the workforce.
- **Improved insight through a single, unified source.** IWant surfaces reliable data from Paycom's single database, enabling deeper insights and greater confidence in the information used for decision-making at the composite organization. It also serves as an entry point for leaders to explore additional analytics in Paycom that inform workforce planning and strategy.
- **Secure, role-based access to information.** IWant provides permission-based results directly from Paycom's unified environment, helping ensure data security and confidentiality for the composite organization.
- **Improved transparency and company culture.** IWant gives employees and managers easy access to accurate information, which improves transparency and builds trust at the composite organization. IWant supports a more engaged company culture that can improve retention and the overall employee experience.
- **Ability to focus on higher-value work.** The time savings IWant enables allow executives, managers, HR, and employees across the composite organization to direct more effort toward strategic priorities and their core job functions.
- **Supportive of modernization and AI adoption strategy.** IWant aligns with the composite organization's future-looking approach to HR technology, as well as broader goals to leverage AI for enhanced efficiency and improved user experience.

"IWant gives us our time back, which is invaluable."

Payroll specialist, healthcare

Costs. Three-year, risk-adjusted PV costs for the composite organization include:

- **Change management.** IWant is included with Paycom and does not incur any incremental fees or direct implementation costs. No formal training on IWant is needed. To support more effective adoption and usage, the composite organization engages in optional rollout activities aimed at helping users understand the full extent of IWant's capabilities and maximize the value realized from IWant.

Forrester modeled a range of projected low-, medium-, and high-impact outcomes based on evaluated risk. This financial analysis projects that the composite organization accrues the following three-year net present value (NPV) for each scenario by enabling Paycom IWant:

- Projected high impact of nearly \$141,000 NPV and projected ROI of 431%.
- Projected medium impact of over \$124,000 NPV and projected ROI of 381%.
- Projected low impact of over \$109,000 NPV and projected ROI of 336%.

"IWant is part of our overall strategy [of using] AI and modern technology to reduce human intervention and make technology friendlier for employees."

Director of HR, entertainment

Key Statistics

336%-431%

Projected return on investment (PROI)

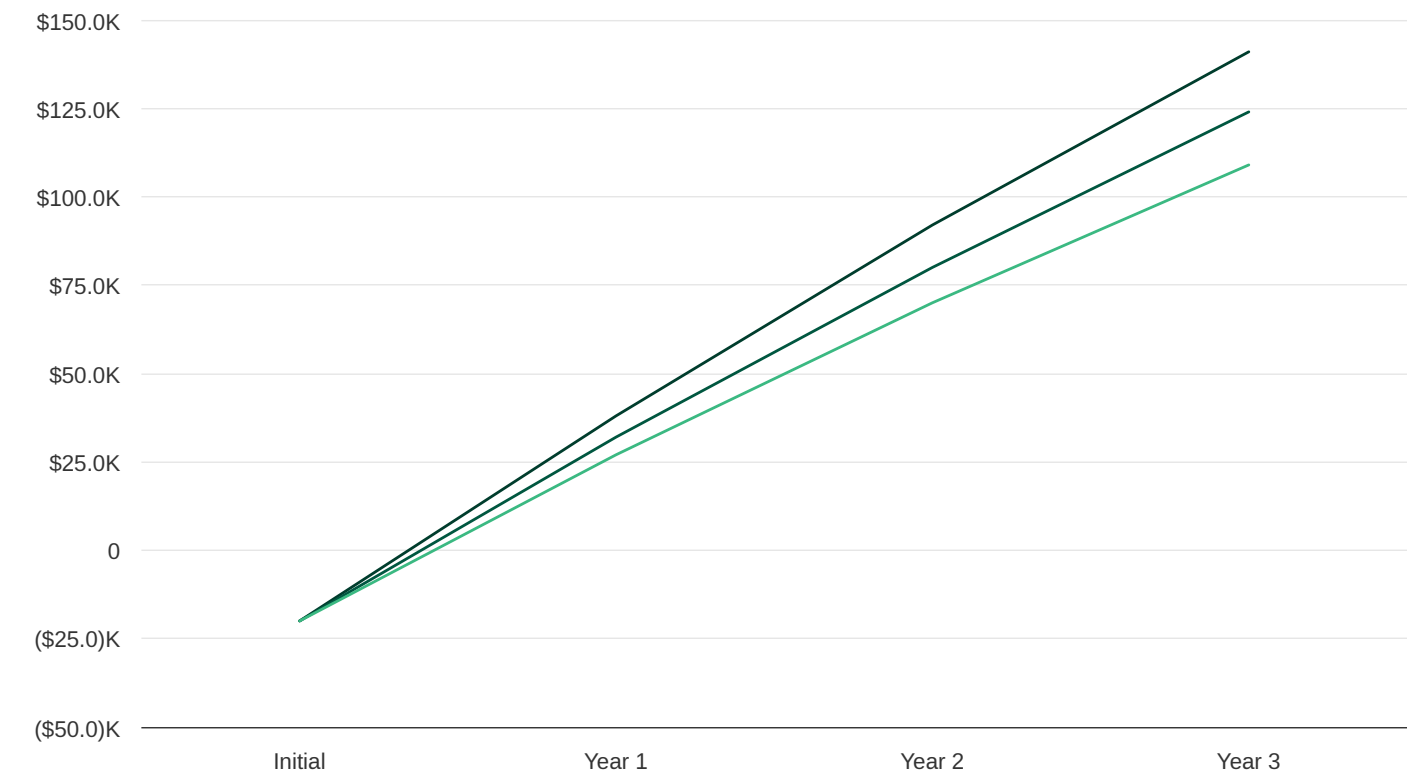
\$142K-\$173K

Projected benefits PV

\$109K-\$141K

Projected net present value (PNPV)

Three-Year Projected Financial Analysis For The Composite Organization



The IWant By Paycom Customer Journey

Drivers leading to the IWant investment

Interviews		
Role	Industry	Total Employees
Director of HR	Entertainment	5,000
Director of HR	Retail	2,500
VP of people	Professional services	600
Manager of people	Professional services	600
Payroll specialist	Healthcare	400
Chief HR officer	Consumer goods	200
CEO	Technology	100

Key Goals

Interviewees' organizations were existing users of Paycom's single-database HCM software with full-solution automation, implementing it to replace their legacy HR solutions. As current Paycom users, interviewees had the following goals in adopting IWant:

- Accelerated efficiency and self-service.** Interviewees said that Paycom was already easy to use and supportive of self-service. They saw IWant as a natural accelerator of these existing features by further simplifying how employees accessed their information and completed tasks. The director of HR in entertainment said, "The value of IWant is being able to access information without having to go search for it."
- Empowering managers and executives with fast access to information.** Several interviewees identified empowering managers and executive leadership as a specific goal in adopting IWant to enable faster, on-demand access to reliable workforce information. The payroll specialist in healthcare said, "I was really looking forward to something where our managers and executive leaders could just type in what they're looking for and access everything." Interviewees said their executives previously relied on HR or analysts to retrieve information on their behalf, but with IWant, they could easily and confidently obtain it directly. The CEO in technology added: "I wanted to get insight and information about my employees. I wanted to become proficient with Paycom without having to go inside the platform because [as a CEO] I didn't [directly] use it."
- Easy-to-use, mobile solution.** Interviewees saw significant value in the Paycom mobile app and noted IWant had the same mobile access, which was especially beneficial for frontline and deskless employees. The director of HR in retail explained: "We have a workforce that doesn't sit in front of a computer, so a robust mobile app was important for us. ... The Paycom mobile app is very user-friendly for employees."
- AI and modern tool adoption.** Interviewees viewed IWant as part of their organizations' broader goals to adopt AI-enabled tools that enhanced usability, drove efficiency, and provided their employees with modern technology. They saw IWant as a natural and practical way to make AI available within existing workflows.

“We’re able to get 100% of the insights that we need with a single database, a single source, with Paycom. IWant reinforces all of that. It’s a responsive, language-based interface. I don’t need to be a technologist to use it.”

CEO, technology

Composite Organization

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the interviewees’ organizations, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

- **Description of composite.** Across the composite organization there are 500 employees total, including 40 managers, five executives, and five employees in the HR department. Their average fully burdened hourly rates range from \$30 to \$150.
- **Deployment characteristics.** The composite organization is an existing user of Paycom’s single-database HCM software with full-solution automation and adopts IWant as a newly available feature included with Paycom. The organization enables IWant across the workforce, using it alongside existing Paycom functionality. All employees use Paycom and have access to the IWant tool. Prior to adopting Paycom, the composite organization used legacy HR software and lacked an HCM solution with automated tools built on a single database.

KEY ASSUMPTIONS

- 500 total employees
- 40 managers
- Five executives
- Five HR employees

“Our team relies heavily on the Paycom mobile app. The ability to find data quickly and easily with IWant on the app is a really big deal.”

Director of HR, retail

Analysis Of Benefits

Quantified benefit data as applied to the composite

Total Projected Benefits					
Benefit	Year 1	Year 2	Year 3	Total	Present Value
Total projected benefits (low)	\$57,120	\$57,120	\$57,120	\$171,360	\$142,050
Total projected benefits (mid)	\$63,000	\$63,000	\$63,000	\$189,000	\$156,672
Total projected benefits (high)	\$69,600	\$69,600	\$69,600	\$208,800	\$173,085

Productivity Gains For Managers

Evidence and data. Interviewees said managers saw significant value from IWant, and several identified them as the cohort that benefited the most. Managers at interviewees' organizations used IWant's role-based access to quickly retrieve information, including but not limited to employee compensation, history with the company, certifications, time off, daily scheduling, and contact information. Their use extended to frontline settings and other instances when managers were away from their desks, as they could easily access IWant through the Paycom mobile app. Interviewees typically reported more than 1 hour saved per manager per month due to IWant. Beyond time savings, interviewees noted that the greater information access and retrieval speeds ultimately led to more confident and better decision-making, such as reviewing recent attendance or performance notes before making staffing decisions, ensuring certifications or deadlines were met for upcoming assignments, and considering tenure and role history when evaluating a direct report's needs.

- The director of HR in entertainment described the ease of information retrieval and resulting improvement in productivity for managers with IWant: "Managers are able to find the employee information they need efficiently. It's a great tool from an on-demand perspective. In one click, they put in what they need and find it versus navigating the system."
- The payroll specialist elaborated on how managers used IWant at their healthcare organization: "Our managers use IWant to look up seniority, pending expenses, attendance, and who's on shift for the day. They also use it for certification management — looking up if an employee has a certification and when it expires — without having to go into the dashboard."
- Interviewees emphasized that in addition to saving time, the faster and broader access to accurate information with IWant also led to managers improving decision-making. The CEO in technology explained, "The reality is the ROI [with IWant] is not just about saving manager time, but about how their decisions are getting better."
- The chief HR officer in consumer goods added that Paycom empowered managers with data and that IWant furthered this: "My job is to empower managers, so Paycom has been critical in that because it gives them data. And now with IWant, it's data at their fingertips." This included instant visibility into team schedules, time-off balances and requests, certifications and deadlines, current compensation, and recent performance and attendance history.

"The feedback from our managers is that IWant is so easy. On their phone or desktop, they can just pull information instantly. That has been very beneficial for them."

Payroll specialist, healthcare

- The same interviewee described how IWant helped managers build trust with their employees by enabling them to confidently and accurately answer common questions about time-off balances, schedules, and job duties. The interviewee

added: “With IWant, managers can better answer employees’ questions. That helps communication and builds trust. [It’s a benefit that] you can’t put an ROI on.”

- Some interviewees noted that managers leveraged IWant for a more efficient and informed employee review process. The interviewees said the easier access to review history and supporting data served as helpful context when preparing for reviews.
- Several interviewees highlighted the convenience of using IWant within the Paycom mobile app for frontline leaders. The chief HR officer in consumer goods added: “Managers working on the floor love the [Paycom] mobile app and not having to be in front of a computer. IWant makes the mobile app that much more manager friendly.”
- Interviewees also noted that the solution’s 24/7 mobile availability enabled managers to get answers from IWant anytime and act immediately.

“It’s not just about how much time IWant is saving managers. It’s also about the better decision-making and what it enables them to do.”

CEO, technology

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

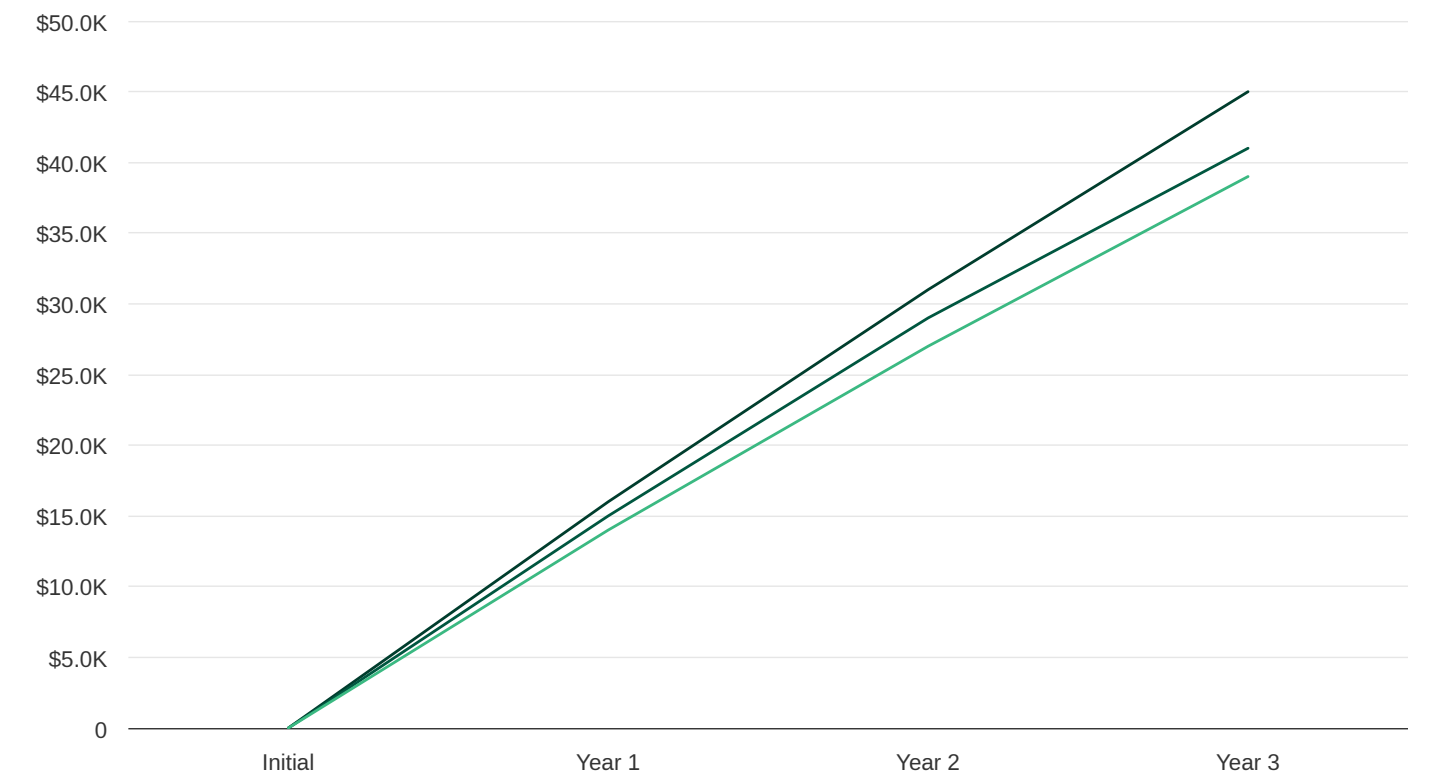
- There are 40 managers.
- Due to IWant, each manager saves between 1.1 (low) and 1.25 (high) hours per month. This results in up to 600 hours saved per year.
- The fully burdened hourly rate for managers is \$60.
- The productivity recapture rate for managers is 50%. This means managers convert 50% of their saved time into productive time.

Results. This yields a three-year projected PV ranging from \$39,000 (low) to \$45,000 (high).

“Managers have information available quickly with IWant. They can make decisions on the spot without having to circle back to it.”

Payroll specialist, healthcare

Productivity Gains For Managers: Range Of Three-Year Cumulative Impact, PV



Productivity Gains For Managers					
Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Managers using IWant	Composite	40	40	40
A2 _{LOW}			1.10	1.10	1.10
A2 _{MID}	Time saved monthly per manager due to IWant (hours)	Interviews	1.15	1.15	1.15
A2 _{HIGH}			1.25	1.25	1.25
A3 _{LOW}			528	528	528
A3 _{MID}	Total manager time saved due to IWant (hours)	A1*A2*12	552	552	552
A3 _{HIGH}			600	600	600
A4	Fully burdened hourly rate for a manager	Composite	\$60	\$60	\$60
A5	Productivity recapture	TEI standard	50%	50%	50%
At _{LOW}			\$15,840	\$15,840	\$15,840
At _{MID}	Productivity gains for managers	A3*A4*A5	\$16,560	\$16,560	\$16,560
At _{HIGH}			\$18,000	\$18,000	\$18,000
Three-year projected total: \$47,520-\$54,000			Three-year projected present value: \$39,392-\$44,763		

Improved Information Access And Insight For Executive Leadership

Evidence and data. Interviewees said executives gained immediate insight into their workforce with IWant without needing to master Paycom. Leaders at interviewees' organizations used the tool to retrieve employee-specific data around compensation, tenure, education, job descriptions, organizational structure, review history, schedules, time-off status (including approved and denied requests), work history details, and contact information directly from Paycom's single database to learn in real time and make informed decisions. Interviewees typically reported up to 1 hour saved per executive per month due to IWant but emphasized that the greater impact was the quality and immediacy of insights. IWant also prompted executives to engage more with Paycom's reporting and analytics.

- Interviewees said IWant made valuable data in Paycom easily accessible to executives, many of whom had not previously engaged directly with the broader system, by featuring IWant at the top of the home screen upon login. The director of HR in entertainment said: "We don't expect executives to master Paycom. With IWant, they have an easy tool to find things quickly. They can just ask IWant and be navigated directly to [the information they want]."
- Interviewees noted that executive leaders saw immediate enablement with IWant as it could be used without any assistance or Paycom training. The director of HR in retail added, "An executive with no knowledge of the [Paycom] system can just jump in and use IWant."
- The CEO in technology explained how they utilized IWant in practice: "IWant helps me build my company IQ as a CEO. I get more knowledge and insight about the people that work for me. I might look at someone's educational background, compensation, PTO, [or] how long they've worked at the company."
- Interviewees described additional IWant use cases for executives, such as quickly reviewing the organizational chart and related employee data to prepare for budget or review meetings.
- Interviewees highlighted that quick and easy access to information with IWant resulted in better decision-making. The CEO in technology emphasized that IWant reduced the lag in obtaining relevant data, stating, "A value [of IWant] is the fact that I get information immediately now from my cell phone."

"IWant makes it easy for me as a CEO to just ask a question and gain insight about anybody working at the company — compensation, education, PTO."

CEO, technology

- The CEO in technology also noted that IWant was an easy way for executives to gain familiarity with Paycom, engage with the automated software more broadly, and ensure its insights are being effectively leveraged. The interviewee said: "As a result of using IWant, I'm now getting inside of Paycom and seeing all the other great stuff I can do. I'm blown away from how much insight I get from all the other modules inside Paycom."
- The same interviewee said IWant made Paycom more user-friendly than their other, non-Paycom enterprise solutions: "I'm realizing that Paycom is very, very simple to go in and navigate around. IWant provides that hook. It's simple and interactive. I don't have that for my accounting or ERP [enterprise resource planning] solutions. Paycom is ahead of the game."

"With IWant, I know everything I need to know about my employees without having to go to a training session about how to use Paycom. I don't have to get a technologist or somebody in IT involved. That's really important."

CEO, technology

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

New Technology: The Projected Total Economic Impact™ Of IWant By Paycom

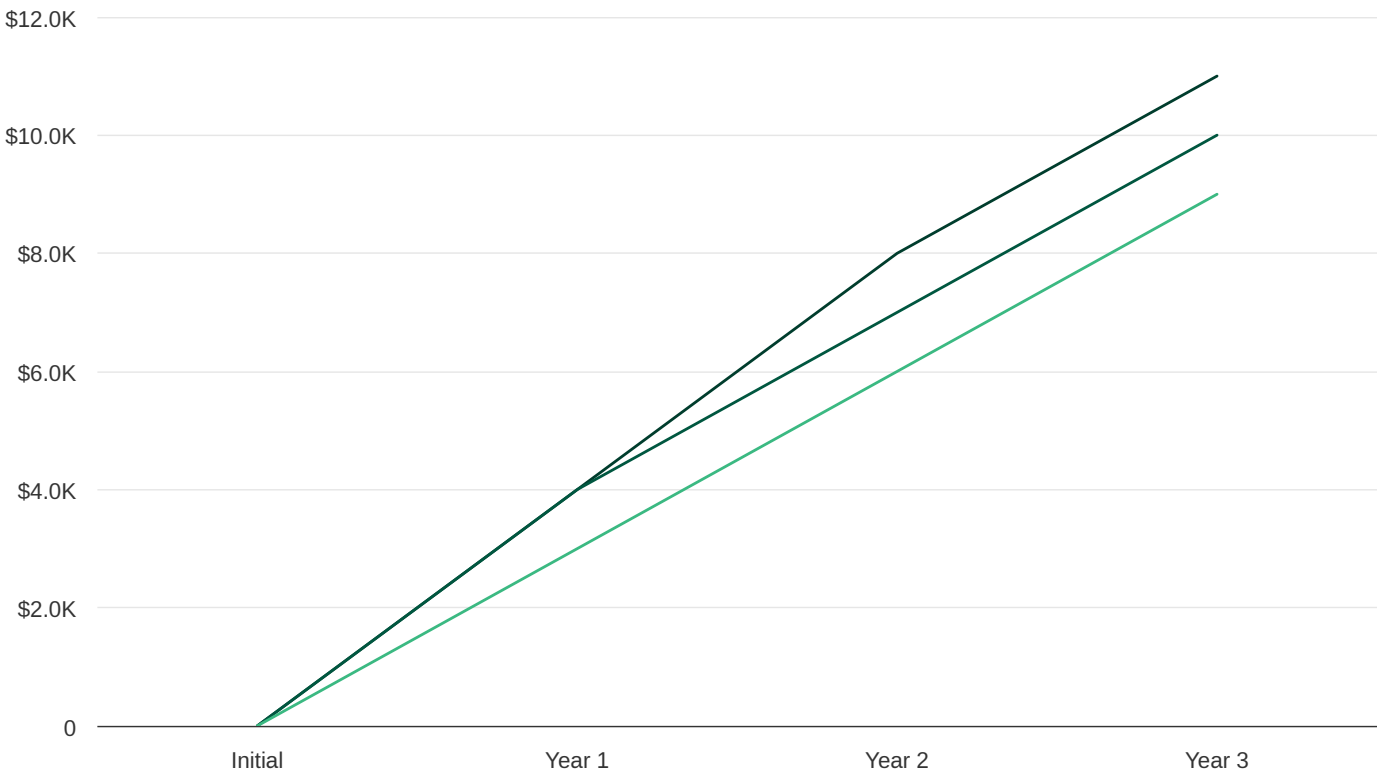
- There are five executives.
- Due to IWant, each executive saves between 0.8 (low) and 1 (high) hour per month. This results in up to 60 hours saved per year.
- The fully burdened hourly rate for executives is \$150.
- The productivity recapture rate for executives is 50%. This means executives convert 50% of their saved time into productive time.

Results. This yields a three-year projected PV ranging from \$9,000 (low) to \$11,000 (high).

“The quick and easy access to relevant information with IWant is a huge benefit, especially for those in leadership roles. Anytime you can increase access to information and make fact-based decisions, that’s a good thing.”

CEO, technology

Improved Information Access And Insight For Executive Leadership: Range Of Three-Year Cumulative Impact, PV



Improved Information Access And Insight For Executive Leadership					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Executives that use IWant	Composite	5	5	5
B2 _{LOW}			0.8	0.8	0.8
B2 _{MID}	Time saved monthly per executive due to IWant (hours)	Interviews	0.9	0.9	0.9
B2 _{HIGH}			1.0	1.0	1.0
B3 _{LOW}			48	48	48
B3 _{MID}	Total executive time saved due to IWant (hours)	B1*B2*12	54	54	54
B3 _{HIGH}			60	60	60
B4	Fully burdened hourly rate for an executive	Composite	\$150	\$150	\$150
B5	Productivity recapture	TEI standard	50%	50%	50%
Bt _{LOW}			\$3,600	\$3,600	\$3,600
Bt _{MID}	Improved information access and insight for executive leadership	B3*B4*B5	\$4,050	\$4,050	\$4,050
Bt _{HIGH}			\$4,500	\$4,500	\$4,500
Three-year projected total: \$10,800-\$13,500			Three-year projected present value: \$8,953-\$11,191		

Time Savings For Employees Across The Workforce

Evidence and data. Interviewees said employees across their organizations used IWant to streamline their use of Paycom and enable greater self-service. Instead of navigating the system or contacting HR, employees simply used IWant as they updated personal information, put in time-off requests, referred to their benefits, checked expense report status, learned the organization chart, or reviewed their paychecks and tax details. Interviewees reported that whenever employees interacted with Paycom, IWant saved time. At interviewees' organizations, these time savings typically added up to about half an hour per employee per month, which interviewees observed were substantial since it applied across the workforce.

- Interviewees noted that IWant allowed employees to find the forms and information they needed in one click, enhancing the value of Paycom. The director of HR in retail added: "For employees, Paycom is straightforward in finding what you want. But IWant makes it even easier."
- Employees used IWant to access information around their time off, pay, and other personal information. The director of HR in entertainment said: "IWant is a great tool for employees. It saves time. [For example], they can use the tool to understand how much time off they have and how to put in a PTO request." The chief HR officer in consumer goods added: "Employees use IWant to understand their paychecks and time off. It's fewer clicks for them."
- Interviewees highlighted that IWant enabled after-hours self-service, supporting employees as they made personal decisions. The chief HR officer in consumer goods explained: "IWant being 24/7 helps us after hours. Employees can ask questions themselves. They don't necessarily have to put in a ticket and wait for HR. They're getting their responses when they're booking a vacation and doing their bills."

"IWant allows [employees] to find exactly the information they need with one click."

Director of HR, entertainment

- In addition to quickly accessing their own personal data, employees used IWant to better understand their companies. For instance, the manager of people in professional services said: “If you want to know your section or find an organization chart, for example, IWant is really good for that. It gives you insight into who your peers are.”
- IWant also drove consistency for the interviewees’ organizations’ employees who occasionally received inconsistent answers when interacting directly with their colleagues in the HR department, giving them confidence in the information they received. The payroll specialist in healthcare said, “IWant gives employees their time back and provides consistent information that employees are able to rely on.”
- The same interviewee described the value of IWant’s translation capabilities: “IWant is especially helpful for our Spanish-speaking employees. I would say 100% of our Spanish-speaking employees are using IWant. It’s easy to navigate [with the translation feature]. They can just type in what they need in Spanish, and IWant brings it up for them. It’s very helpful.”
- Interviewees noted that IWant has role-based permissions and returns only the information an employee is authorized to see, keeping the data within Paycom’s single-database environment private and secure.
- Interviewees also noted that IWant helped new hires and employees unfamiliar with Paycom learn the system quickly. By allowing users to ask questions in plain language and click directly to the relevant area of Paycom, IWant shortened the learning curve during onboarding and supported faster adoption across the workforce.

“IWant is definitely a differentiator of Paycom. I’ve used other systems and they don’t have something like this. It’s very easy to ask questions and access information, and it is very user-friendly for management and employees.”

Payroll specialist, healthcare

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

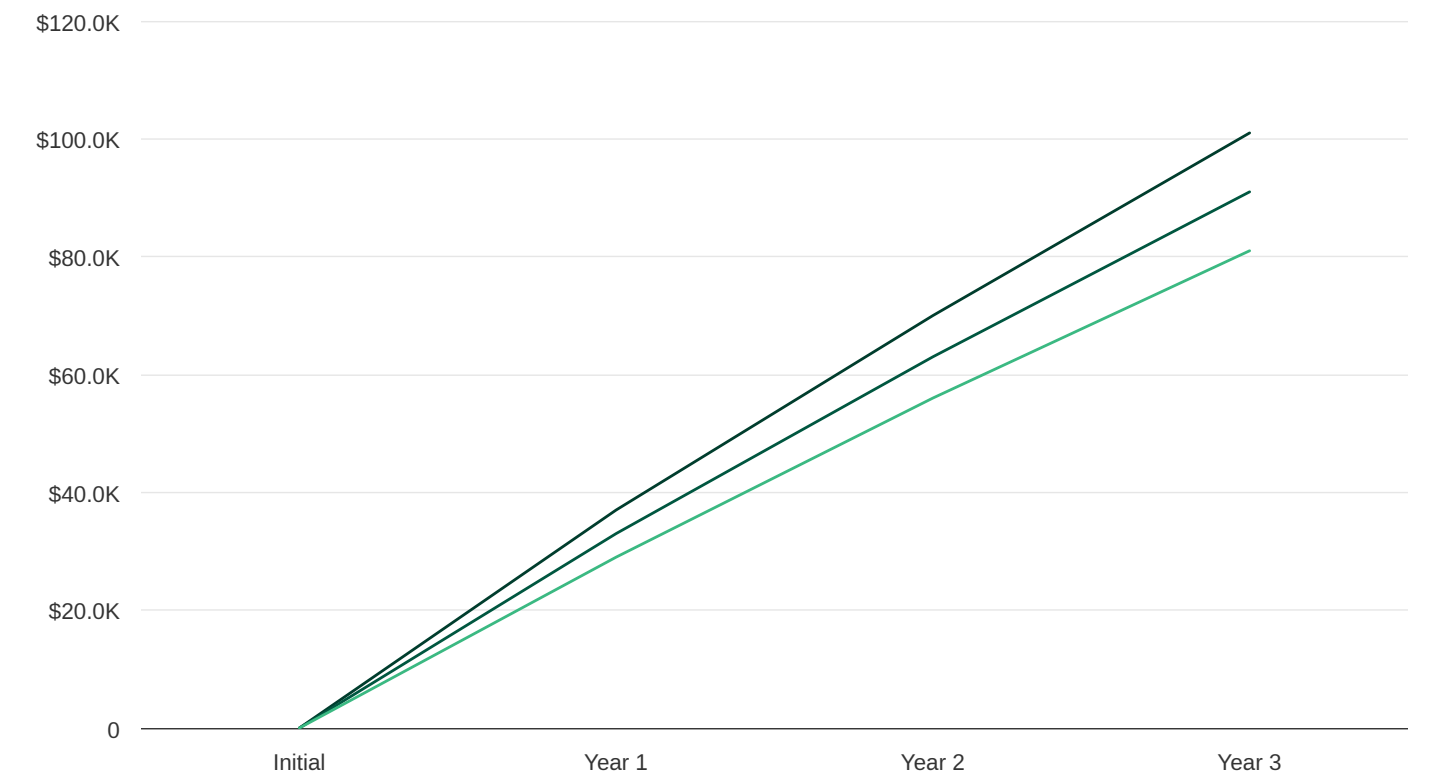
- There are 450 employees across the workforce who are not in executive, managerial, or HR roles.
- Due to IWant, each of these employees saves between 0.4 (low) and 0.5 (high) hours per month. This results in up to 2,700 hours saved per year.
- The fully burdened hourly rate for these employees is \$30.
- The productivity recapture rate for employees is 50%. This means employees convert 50% of their saved time into productive time.

Results. This yields a three-year projected PV ranging from \$81,000 (low) to \$101,000 (high).

“IWant is an AI tool that allows people to more quickly and easily access the forms, documents, and information that they need to do their job.”

Director of HR, retail

Time Savings For Employees Across The Workforce: Range Of Three-Year Cumulative Impact, PV



Time Savings For Employees Across The Workforce					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	Employees at large across the workforce	Composite	450	450	450
C2 _{LOW}			0.40	0.40	0.40
C2 _{MID}	Time saved monthly per employee due to IWant (hours)	Interviews	0.45	0.45	0.45
C2 _{HIGH}			0.50	0.50	0.50
C3 _{LOW}			2,160	2,160	2,160
C3 _{MID}	Total employee time saved due to IWant (hours)	C1*C2*12	2,430	2,430	2,430
C3 _{HIGH}			2,700	2,700	2,700
C4	Fully burdened hourly rate for an employee	Composite	\$30	\$30	\$30
C5	Productivity recapture	TEI standard	50%	50%	50%
C _t _{LOW}			\$32,400	\$32,400	\$32,400
C _t _{MID}	Time savings for employees across the workforce	C3*C4*C5	\$36,450	\$36,450	\$36,450
C _t _{HIGH}			\$40,500	\$40,500	\$40,500
Three-year projected total: \$97,200-\$121,500			Three-year projected present value: \$80,574-\$100,718		

Improved Efficiency For HR

Evidence and data. Interviewees said the HR team benefited from a reduction in inquiries and tickets as the workforce, including executives, used IWant to self-serve. Moreover, HR employees themselves used IWant to more efficiently complete their work, quickly retrieving information from Paycom's single database and often incorporating IWant into their workflow. Interviewees typically reported up to 4 hours saved per HR employee per month.

- Interviewees reported that employee self-service with IWant alleviated inquiries to HR and resulted in meaningful time savings for the team. The director of HR in entertainment said, "The new standard is employees, instead of calling us first, will instead go to IWant once they've had a successful experience with it."
- The reduction in routine tickets allowed HR employees at interviewees' organizations to focus on more complex inquiries that actually required their involvement.
- HR employees also directly used IWant themselves for greater efficiency as they executed their day-to-day job duties. The payroll specialist in healthcare explained: "IWant pulls all the information, whether it's from the HR, payroll, or even talent management side. It reiterates that Paycom is one system. HR can just type in the question and get that information as IWant pulls from all those sections in Paycom."
- The same interviewee noted that the HR team often kept IWant open during the workday and incorporated it into their workflow: "I always keep IWant open in a tab. So, I don't have to open up other screens and move around. HR can just [use IWant] and grab information really quickly."
- Interviewees also said IWant was incorporated into onboarding and team training, shortening the ramp time for new HR employees.

"IWant makes it easier for [HR] to find exactly what we're looking for. ... And IWant empowers employees to access information themselves, making HR communications with them much easier."

Director of HR, entertainment

Modeling and assumptions. Based on the interviews, Forrester assumes the following about the composite organization:

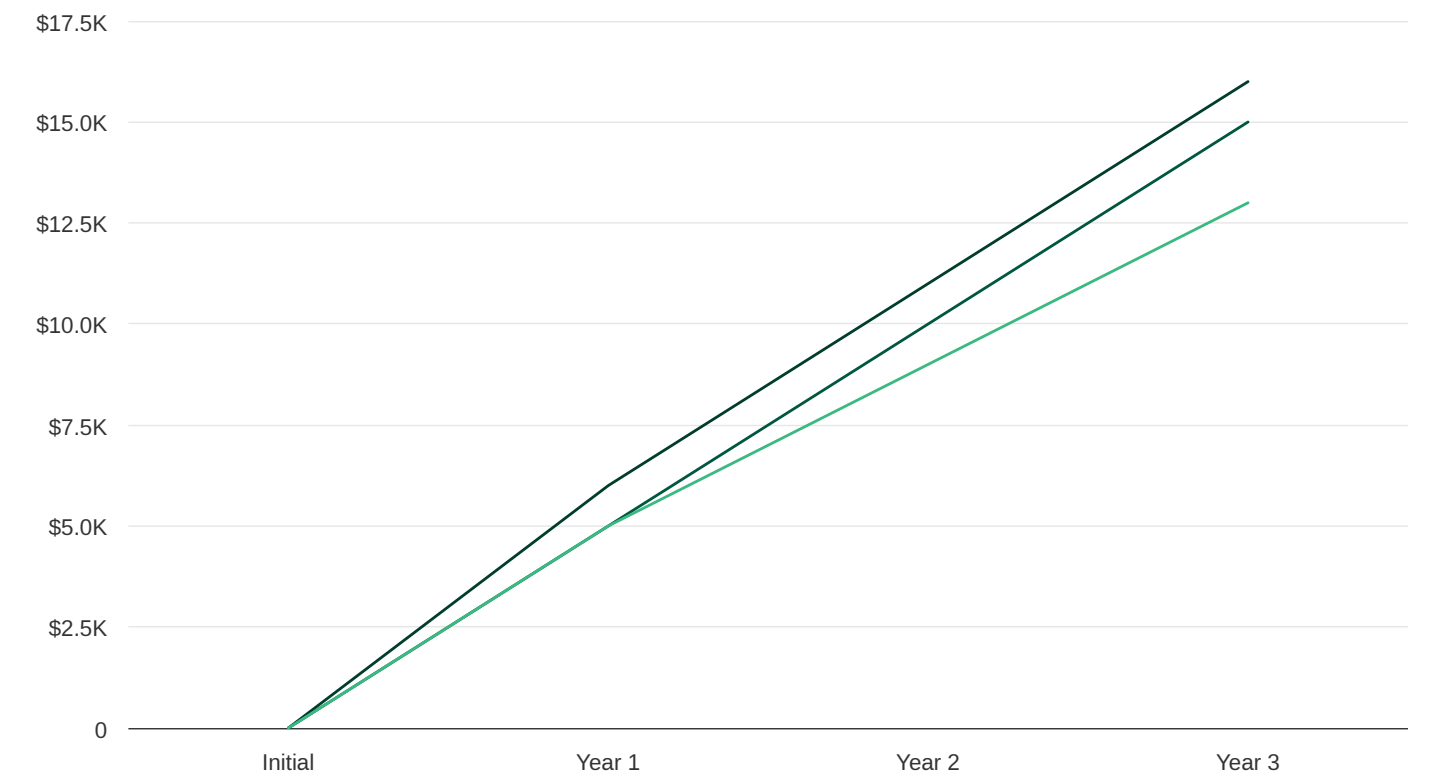
- There are five employees in the HR department.
- Due to IWant, each employee in the HR department saves between 3.2 (low) and 4 (high) hours per month. This results in up to 240 hours saved per year.
- The fully burdened hourly rate for HR employees is \$55.
- The productivity recapture rate for HR employees is 50%. This means HR employees convert 50% of their saved time into productive time.

Results. This yields a three-year projected PV ranging from \$13,000 (low) to \$16,000 (high).

"IWant reduces the number of requests HR has to address for the community. It has freed up a lot of their time."

CEO, technology

Improved Efficiency For HR: Range Of Three-Year Cumulative Impact, PV



Improved Efficiency For HR					
Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	Employees in the HR department	Composite	5	5	5
D2 _{LOW}			3.2	3.2	3.2
D2 _{MID}	Time saved monthly per HR employee due to IWant (hours)	Interviews	3.6	3.6	3.6
D2 _{HIGH}			4.0	4.0	4.0
D3 _{LOW}			192	192	192
D3 _{MID}	Total HR employee time saved due to IWant (hours)	D1*D2*12	216	216	216
D3 _{HIGH}			240	240	240
D4	Fully burdened hourly rate for an HR employee	Composite	\$55	\$55	\$55
D5	Productivity recapture	TEI standard	50%	50%	50%
D _t _{LOW}			\$5,280	\$5,280	\$5,280
D _t _{MID}	Improved efficiency for HR	D3*D4*D5	\$5,940	\$5,940	\$5,940
D _t _{HIGH}			\$6,600	\$6,600	\$6,600
Three-year projected total: \$15,840-\$19,800			Three-year projected present value: \$13,131-\$16,413		

Unquantified Benefits

Interviewees mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- **Faster onboarding and system learning.** Interviewees highlighted that IWant helped new hires and other users unfamiliar with Paycom learn the system quickly. Several interviewees described how employees could simply ask IWant where to find information rather than navigate menus or contact HR, which accelerated onboarding and increased confidence when using Paycom. The CEO in technology described using Paycom effectively through IWant alone without prior training.
- **Improved insight through a single, unified source.** Interviewees said IWant surfaced reliable employee insights directly from Paycom's single database, prompted leaders to explore additional automated modules, and ultimately led to deeper insights and better and more confident decision-making. The CEO in technology said, "Having insight [with IWant] into your employee base and understanding things like how long they've been there and their compensation without having to go through complex systems [allows for] better decisions."
- **Secure, role-based access to information.** Interviewees noted that IWant returns permission-based results and accesses and keeps data within the single Paycom database. The manager of people in professional services explained: "From a security and data safety standpoint, there's an advantage because everything is in Paycom. So it's very helpful to have an AI tool that can directly interact with that data rather than congregate it from different sources."

"[With IWant], we have more awareness about what's going on and a more comprehensive understanding of our employee base. Having insight and understanding about your team is going to help with retention, being forward-thinking, and company growth."

CEO, technology

- **Improved transparency and company culture.** Interviewees observed that easier access to accurate information with IWant strengthened trust and manager-employee relations. The payroll specialist in healthcare said: "IWant provides access to information and that brings yet another layer of transparency that Paycom already offers to our employees. It builds trust." The CEO in technology added that the cultural impact of IWant improved employee retention: "IWant is about culture, too. You tend to value employees more when you understand more about them. Creating better culture makes the employee journey better and helps retention."
- **Ability to focus on higher-value work.** The time savings that employees at interviewees' organizations saw with IWant allowed them to focus on higher-level work. The director of HR in entertainment described how this played out in the HR department, noting, "[With the time IWant saved], we can focus more on programs and policies versus telling someone how to submit a PTO request."
- **Supportive of modernization and AI adoption strategy.** Interviewees noted that IWant aligned with their organizations' broader goals of AI adoption and leveraging modern tools to enhance efficiency and ease of use.

"IWant reduces any barrier to the Paycom system. No matter your level of technological savvy, you can use it and quickly find the information you need."

Director of HR, entertainment

Flexibility

The value of flexibility is unique to each customer. There are multiple scenarios in which a customer might implement IWant and later realize additional uses and business opportunities, including:

- **Greater use of analytics.** Interviewees anticipated additional analytics use cases as IWant develops, including insight into matters that would further inform planning and decision-making, such as overtime trends and attrition risk.

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in [Total Economic Impact Approach](#)).

“Paycom is the only enterprise platform that we’ve ever deployed inside our organization that required no IT to get deployed. We use it for HR, learning management, payroll, benefits — all these things in one place. It’s kind of mind-blowing it got fully deployed and is fully supported by the citizen technologists in our company. IWant reinforces all of that.”

CEO, technology

Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Etr	Change management	\$20,310	\$4,934	\$4,934	\$4,934	\$35,111	\$32,579
	Total costs (risk-adjusted)	\$20,310	\$4,934	\$4,934	\$4,934	\$35,111	\$32,579

Change Management

Evidence and data. Interviewees noted that IWant does not require any additional fees or direct implementation costs as it is included as part of Paycom’s automated single software. Interviewees consistently described the tool as easy to use and suitable to deploy without formal training. At the same time, interviewees felt that brief, optional enablement efforts, such as short communications with examples of useful prompts, helped users understand the full range of IWant’s capabilities, encouraged more consistent adoption across their organizations, and maximized the benefits users could derive, especially as the IWant tool becomes more robust.

- The payroll specialist in healthcare observed the value of structured training and change management efforts, noting, “I think training would be helpful to give more examples of how you can use it, the information you can find, and just feel more comfortable with it.” The global VP of people in professional services added, “There might need to be some level of training or resource available [to fully understand] IWant capabilities.”
- However, interviewees also emphasized that IWant was straightforward and did not require formal training to be useful. The director of HR in retail said: “IWant is very easy to use. It’s very intuitive. I think anybody can jump in [and start using it].”

Modeling and assumptions. Based on the interviews, Forrester assumes the composite organization expends internal effort to understand the full extent of IWant’s capabilities, manage change, and roll out the solution. These costs total \$16,925 initially, decreasing to \$4,111 annually from Years 1 to 3. While these activities are optional, they support broad adoption and effective use of IWant.

Risks. The cost of change management will vary based on:

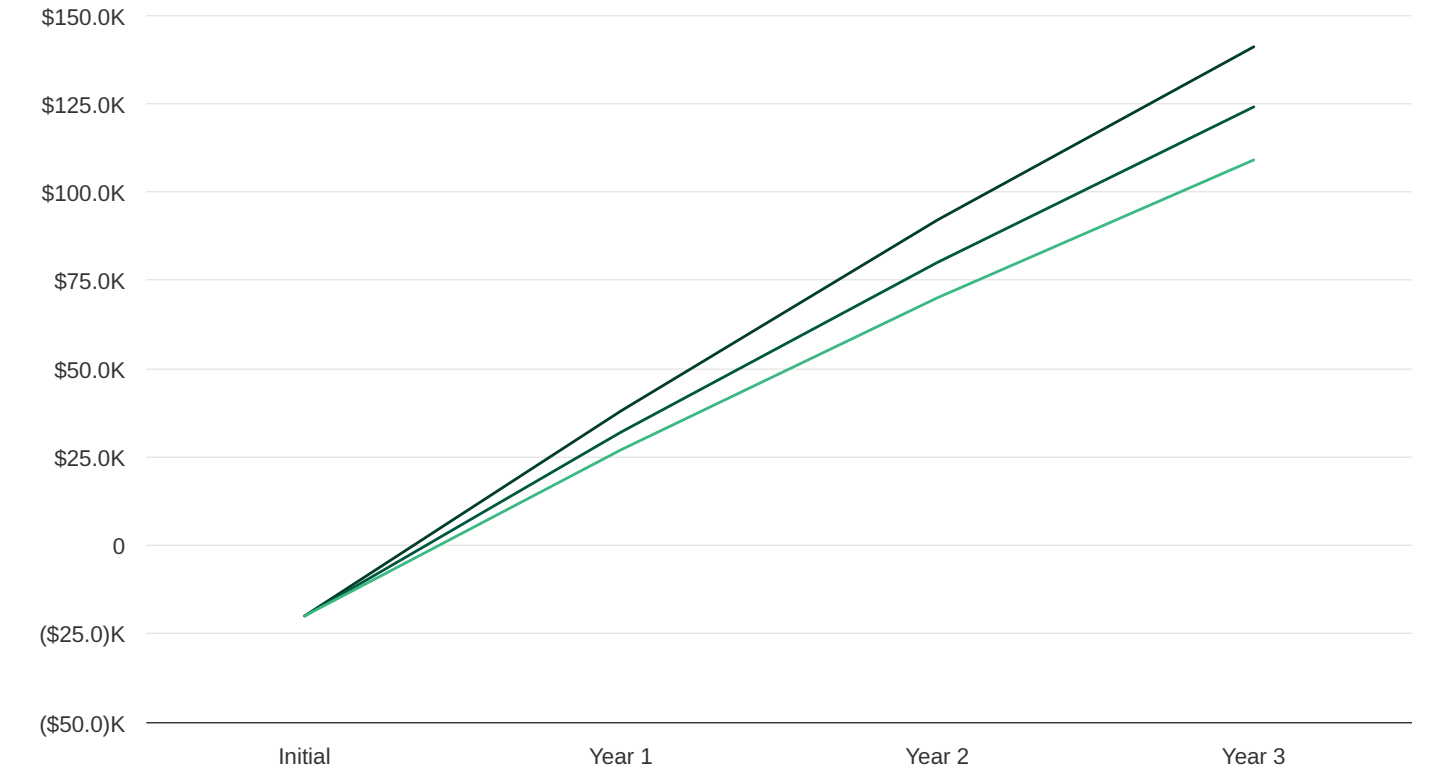
- The number of employees.
- The extent to which the organization formalizes training.
- The level of communication and rollout support provided by HR.

Results. To account for these risks, Forrester adjusted this cost upward by 20%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$33,000.

Change Management						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
E1	Change management costs	Composite	\$16,925	\$4,111	\$4,111	\$4,111
Et	Change management	E1	\$16,925	\$4,111	\$4,111	\$4,111
	Risk adjustment	↑20%				
Etr	Change management (risk-adjusted)		\$20,310	\$4,934	\$4,934	\$4,934
Three-year total: \$35,111			Three-year present value: \$32,579			

Financial Summary
Consolidated Three-Year, Risk-Adjusted Metrics

Three-Year Projected Financial Analysis For The Composite Organization



Cash Flow Analysis (Risk-Adjusted)						
	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$20,310)	(\$4,934)	(\$4,934)	(\$4,934)	(\$35,111)	(\$32,579)
Total benefits (low)	\$0	\$57,120	\$57,120	\$57,120	\$171,360	\$142,050
Total benefits (mid)	\$0	\$63,000	\$63,000	\$63,000	\$189,000	\$156,672
Total benefits (high)	\$0	\$69,600	\$69,600	\$69,600	\$208,800	\$173,085
Net benefits (low)	(\$20,310)	\$52,187	\$52,187	\$52,187	\$136,250	\$109,471
Net benefits (mid)	(\$20,310)	\$58,067	\$58,067	\$58,067	\$153,890	\$124,093
Net benefits (high)	(\$20,310)	\$64,667	\$64,667	\$64,667	\$173,690	\$140,506
PROI (low)						336%
PROI (mid)						381%
PROI (high)						431%

Please Note

The financial results calculated in the Benefits and Costs sections can be used to determine the PROI and projected NPV for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted PROI and projected NPV values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

New Tech TEI Framework And Methodology

From the information provided in the interviews, Forrester constructed a New Technology: Projected Total Economic Impact™ (New Tech TEI) framework for those organizations considering an investment in IWant.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the projected impact that IWant can have on an organization.

Due Diligence

Interviewed Paycom stakeholders and Forrester analysts to gather data relative to IWant.

Early-Implementation Interviews

Interviewed seven decision-makers at six organizations using IWant to obtain data about projected costs, benefits, and risks.

Composite Organization

Designed a composite organization based on characteristics of the interviewees' organizations.

Projected Financial Model Framework

Constructed a projected financial model representative of the interviews using the New Tech TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.

Case Study

Employed four fundamental elements of New Tech TEI in modeling the investment's potential impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see [Appendix A](#) for additional information on the TEI methodology.

Glossary

Total Economic Impact Approach

Projected benefits

Projected benefits represent the projected value the solution delivers to the business. The New Tech TEI methodology places equal weight on the measure of projected benefits and projected costs, allowing for a full examination of the solution's effect on the entire organization.

Projected costs

Projected costs comprise all expenses necessary to deliver the proposed value, or benefits, of the solution. The methodology captures implementation and ongoing costs associated with the solution.

Flexibility

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. The ability to capture that benefit has a PV that can be estimated.

Risks

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

Financial Terminology

Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PVs of costs and benefits feed into the total NPV of cash flows.

Projected net present value (PNPV)

The projected present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.

Projected return on investment (PROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

Discount rate

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

Appendixes

APPENDIX A

NEW TECHNOLOGY: Projected Total Economic Impact

New Technology: Projected Total Economic Impact (New Tech TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The New Tech TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

APPENDIX B

Endnotes

¹ Source: The Human Capital Management Solutions Landscape, Q2 2025, Forrester Research, Inc., April 25, 2025.

² Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

Disclosures

Readers should be aware of the following:

This study is commissioned by Paycom and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in IWant.

Paycom reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Paycom provided the customer names for the interviews but did not participate in the interviews.

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