

AI ROI GUIDE

The AI Impact ROI Guide for SaaS & Tech Teams

.TrackImpact



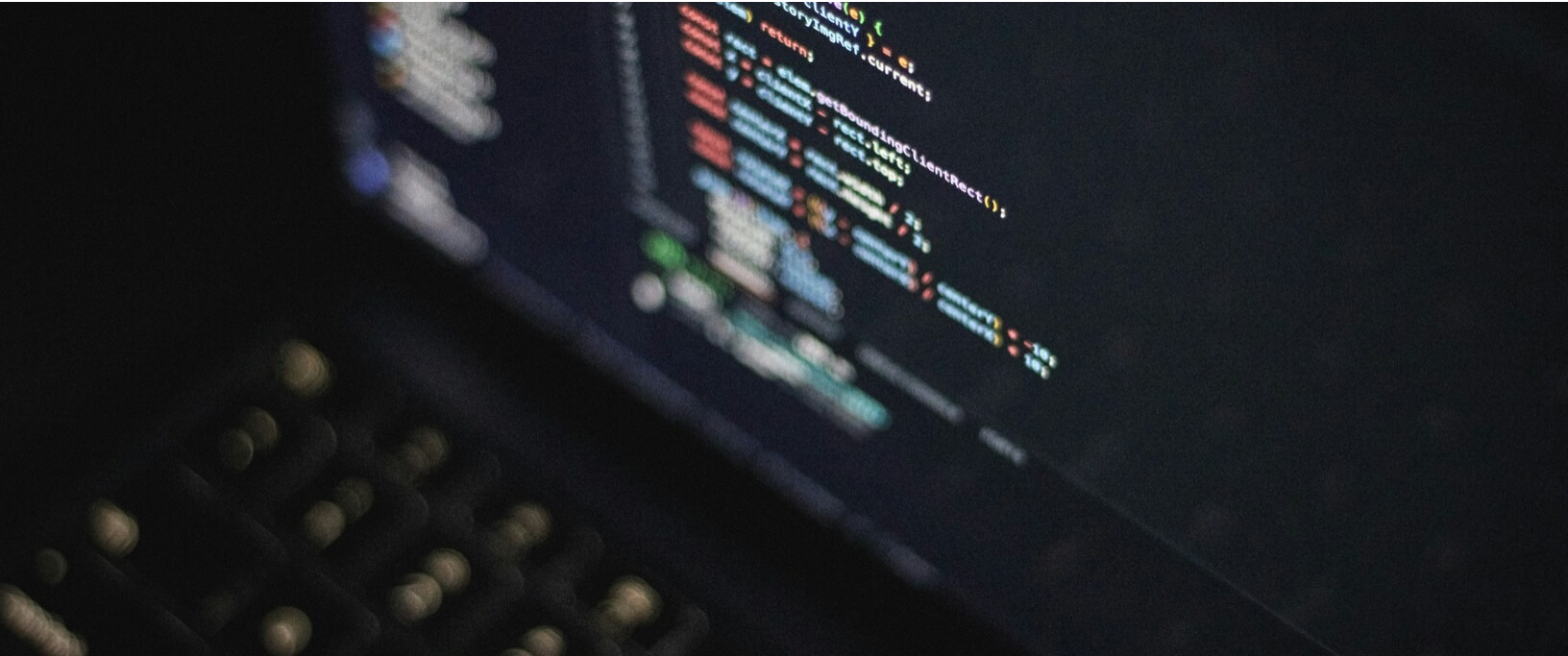
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What ROI Means for SaaS & Tech Teams

Time saved is the leading indicator — but for SaaS and tech companies, the compounding value shows up in faster shipping without added headcount, higher-quality releases with fewer rollbacks, and support teams that resolve more volume without burning out.



Velocity & Capacity

AI pair programming and code review tools are already helping engineering teams ship more pull requests and clear more support tickets without adding headcount — freeing capacity during the exact sprints when roadmaps are tightest.

Quality & Margin

Teams using AI-assisted code review and testing report meaningfully fewer failed builds and rollbacks — directly protecting engineering velocity without adding QA headcount.

Talent

By automating repetitive toil — boilerplate code, routine support tickets, first-draft specs — AI gives engineers and support staff back the time and focus that burnout research consistently ties to attrition, a real cost in a talent market where senior engineers are expensive to replace.

Why ROI for AI Adoption Matters Now



SaaS and tech companies are navigating a familiar squeeze: boards asking for proof that AI spend is paying off, engineering leaders under pressure to ship faster without growing headcount, and a support org expected to handle rising ticket volume on flat budget.

Developer-side AI adoption has moved from early-adopter to default fast. 91% of developers now use AI coding tools, with 82% using an assistant daily or weekly — and developers report saving roughly 3.6 to 3.7 hours per week as of Q4 2025.

Source: DX, "AI-Assisted Engineering: Q4 2025 Impact Report"

Developers using AI coding tools

91%

Using an assistant daily or weekly

82%

Support queries resolved by AI

50.8%

But adoption alone doesn't guarantee company-level gains — individual output increases don't automatically show up as faster company-wide delivery without process changes to match. That's exactly why proof, not just usage, is what boards and leadership are asking to see.

Source: DX, "AI-Assisted Engineering: Q4 2025 Impact Report"

On the support side, results are even more measurable. AI support agents are already resolving more than half of inbound queries at scale — Anthropic's own support team achieved a 50.8% resolution rate and saved over 1,700 hours of team time in the first month of deployment alone.

Source: Intercom / Fin, "Build vs Buy: Why Anthropic Chose Fin," customer case study, 2025

Where AI Actually Delivers

✓ Efficiency	✓ Accuracy	✓ Time Back
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Where It Still Needs a Human

✗ Relationships	✗ Human Judgment
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Proven ROI Levers for SaaS & Tech Teams

Core levers SaaS and tech companies are using today to connect AI adoption to measurable business outcomes — ordered by priority and grounded in publicly reported, sourced examples from across the industry.

Business Outcome	Example Lever	Real-World Example
Engineering Velocity	AI pair programming / code completion	In a randomized controlled trial, Accenture developers using GitHub Copilot saw an 8.69% increase in pull requests and a 15% increase in PR merge rate.
Code Quality	AI-assisted code review & testing	Accenture saw an 84% increase in successful builds among GitHub Copilot users — evidence of higher-quality code, not just faster output.
Support Ticket Deflection	AI support agents	Anthropic's Fin AI Agent reached a 50.8% resolution rate (up from 36% at launch) and saved 1,700+ hours of support team time in its first month.
Engineer Retention & Satisfaction	Reduced repetitive toil	90% of Accenture developers reported feeling more fulfilled in their jobs, and 95% said they enjoyed coding more, when using GitHub Copilot.
Response Time	AI-first support triage	Fin AI Agent is involved in 96% of Anthropic's customer conversations across email and chat, cutting response times industry-wide.
Firm-Wide Adoption	Platform rollout depth	91% of developers now use AI coding tools, with 82% using one daily or weekly, per DX's Q4 2025 developer research.

TURNING INSPIRATION TO ADOPTION

Turning Inspiration to Adoption

Real ROI comes from moving beyond broad enthusiasm to focused execution. Teams seeing the strongest results narrow in on a set of high-impact workflows where AI materially changes how work gets delivered — not just makes individual tasks faster.

A feature's path from spec to ship is a clear example. From planning through support, AI can reduce friction across the full lifecycle — accelerating development, testing, and ticket resolution, and freeing engineers and support staff for the work that actually moves the roadmap.



Shipping a Feature From Spec to Support

#	Stage	How Teams Use AI	Process
1	Spec & Planning	AI-assisted PRD & spec drafting	AI drafts first-pass specs and user stories from a feature brief, cutting the time PMs and eng leads spend on planning documents before a sprint kicks off.
2	Development	AI pair programming & code completion	Engineers use AI coding assistants inline — Accenture's randomized trial found an 8.69% increase in pull requests and a 15% increase in PR merge rate among Copilot users.
3	QA/Testing	AI-assisted test generation & code review	AI flags likely bugs and suggests test cases before code reaches CI — Accenture saw an 84% increase in successful builds as a result.
4	Support Ticket Resolution	AI support agents	AI resolves routine tickets end-to-end and triages complex ones to humans — Anthropic's Fin AI Agent resolves 50.8% of queries without escalation.
5	Release & Reporting	AI-assisted release notes & reporting	Reclaimed engineering and support time is redirected toward the roadmap instead of status updates and manual write-ups.

Real-World Examples

Two publicly reported, independently sourced examples of AI adoption in software engineering and customer support — included to show what realistic ROI looks like today, cited from the vendors' own published research and case studies.

Quantifying GitHub Copilot's Impact at Accenture



GitHub partnered with Accenture to run a randomized controlled trial studying how developers integrated GitHub Copilot into their daily workflows — assigning one group of developers access to Copilot and comparing DevOps telemetry against a control group with no access.

Key Outcomes

- Developers using Copilot saw an 8.69% increase in pull requests, a proxy for team throughput
- PR merge rate — a proxy for code quality as judged by reviewers — increased 15%
- Successful CI builds increased 84%, indicating higher code quality, not just faster output
- 90% of developers reported feeling more fulfilled in their jobs, and 95% said they enjoyed coding more, when using Copilot

Source: GitHub, "Research: Quantifying GitHub Copilot's Impact in the Enterprise with Accenture," 2024

Scaling Support Without Scaling Headcount



Anthropic — the AI research company behind Claude — chose Intercom's Fin AI Agent to power its own customer support, rather than building an in-house solution, after evaluating the tradeoffs between building and buying an AI-first support tool.

Key Outcomes

- Fin AI Agent is involved in 96% of Anthropic's customer conversations across email and Messenger
- Resolution rate reached 50.8% within just over a month, up from 36% at launch
- Anthropic's support team saved more than 1,700 hours in the first month alone
- An internal one-week "hackathon" refining Fin's content lifted the resolution rate by another 5.5 percentage points

Source: Intercom / Fin, "Build vs Buy: Why Anthropic Chose Fin," customer case study, 2025

Time Saved → Business Value

A 6-person engineering and support team saves roughly 20 hours/month per person by stacking AI across development, QA, and ticket resolution — a conservative slice of the productivity gains reported by DX, GitHub, and Fin.

Assuming a conservative 50% of that reclaimed time converts to shipped roadmap work or resolved support volume, here's what that's worth against the cost of TrackImpact's own tracking layer.

Reallocated Hours

hrs/mo	20 hours saved per team member, per month	× 6 people
	× 50% reallocated to roadmap work or ticket resolution	
=	Total reallocated hours per month	60 hours

Value Created

value	60 reallocated hours	× \$90/hr blended eng/product/support rate
=	Value created per month	\$5,400

Cost to Track & Prove It

cost	6 seats	× \$19/seat/month (TrackImpact Team)
=	TrackImpact cost per month	\$114

That's roughly a 47x return — not on the AI tools doing the work, but on the cost of proving what they're worth.

\$90/hr is an illustrative blended hourly value across engineering, product, and support roles, including overhead — actual figures vary by role, seniority, and market. This calculator separates two different costs: the AI tools generating the time savings (coding assistants, support agents, and similar platforms) and TrackImpact's own cost to track and prove that value.

TRACKIMPACT — TRACK & SCORE

Turn Everyday AI Use Into Evidence

Once a task is worth doing, TrackImpact is where it gets logged — the tool, the task, the time saved. Every entry is automatically scored for automation-readiness, and the highest-scoring tasks are flagged as candidates to become a standing loop: a process that runs on a trigger, takes a bounded action, and gets better from its own results.

Track, score, and step back — the whole loop, live today. That's how scattered AI usage becomes the evidence the next budget conversation runs on.

TOOL	TASK	TIME SAVED	SCORE
ChatGPT	Draft first-pass client email	15 min	82 — Loop candidate
Otter.ai	Transcribe client call	20 min	65
Excel Copilot	Reconcile month-end entries	35 min	40



↳ Recorded outcome feeds the next run

Get started → trackimpact.io

ROI Is a Change Management Process

AI doesn't create ROI on its own — proving it requires a structured approach to adoption, and a system for turning scattered usage into evidence leadership can act on.



Start With a Targeted Pilot

AI doesn't create ROI on its own — proving it requires more than picking a workflow and hoping. The strongest pilots follow three steps: **track** the real, granular tasks inside the workflow — not "support" but "draft the first response to this routine ticket"; **score** each logged task for automation-readiness — does it need a person's judgment, is it a good AI+human candidate, or could it run with minimal oversight; then **step back** and ask which high-scoring tasks could become a standing loop — something that runs on a trigger, takes a bounded action, and gets better from its own results — instead of a one-off AI-assisted task repeated by hand.

What Strong Pilots Include

#1

A logged, high-volume workflow

A repetitive task tracked at the task level — spec drafting, code review, support ticket triage.

#2

A clear KPI to track against

PRs per week, merge rate, or ticket resolution rate.

#3

A defined pre-/post-benchmark

Measured before rollout begins, so the pilot has something real to compare against.

#4

A small, engaged group

A handful of engineers and support staff — not just the most tech-forward team.

TRACKIMPACT — SEARCH PROFILES

Not Sure Where to Start? Search Your Job Title.

TrackImpact's marketplace covers thousands of O*NET job titles, and every profile breaks the role down into its real, recurring tasks — not "use AI for marketing," but the actual activities someone in that seat does every week — each matched to a concrete AI approach and an automation-readiness read.

Instead of guessing which tasks are worth automating, search the job title and see the answers already mapped out.

SEARCH

"Senior Financial Analyst"

TASKS MAPPED

38 recurring tasks found

→ SAMPLE TASK MATCH

"Reconcile the variance report against last month, flag anything outside a 5% band."

HITL SCORE: MEDIUM — AI DRAFTS, YOU REVIEW

Search your job → www.trackimpact.io/search/

From Proven ROI to Company-Wide Impact



AI is already helping SaaS and tech companies deliver real ROI — not just in hours saved, but in faster shipping, higher build quality, and support teams that scale without scaling headcount.

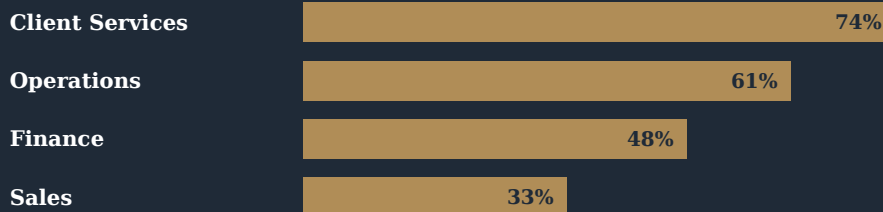
Outcomes will vary by team and how deeply a company integrates AI into its workflows. But the teams seeing the strongest returns are the ones treating adoption deliberately — tracking who's using what, for which tasks, and what it's worth — instead of guessing at year-end.

TRACKIMPACT — TEAMS

See Impact Across the Whole Organization

Teams brings every individual's tracked and scored activity together at the organizational level — so leadership can see adoption and value by department, site, or role, and compare who's driving results.

It's the difference between a handful of enthusiastic early adopters and a rollout that can actually be managed and reported on.



See how it works → trackimpact.io

Start Scoping ROI for Your Team

This section is the input TrackImpact uses to help you scope, track, and prove AI's impact on your team — here's how the pieces fit together, and what to work out with your team before you roll anything out.

Questions to Answer Before You Scale

These are the questions that shape how your company rolls out and tracks AI adoption — work through them with your team before committing to a rollout.

What are your top business priorities, and how might AI support them?

e.g. Shipping faster without adding headcount, scaling support without scaling costs

Which workflows do you want to focus on first? Why?

e.g. AI pair programming, code review, support ticket triage

What would the impact of improvement look like?

e.g. More PRs merged per sprint, higher ticket resolution rate without added headcount

What pain points are slowing your team down today?

e.g. Spec drafting, code review bottlenecks, rising support ticket volume

Who else needs to be involved in evaluating this?

e.g. VP Engineering, Head of Product, Head of Support, Finance/COO

What questions or objections are you anticipating?

e.g. "How is this different from what we already track in our dev tools?" "What about code security and IP with AI-generated code?"

Ready to Set Up TrackImpact for Your Team?

Reach out and we'll get you started — mapping roles, setting up your team, sending onboarding invites to your staff, and walking through how the platform and reporting work.



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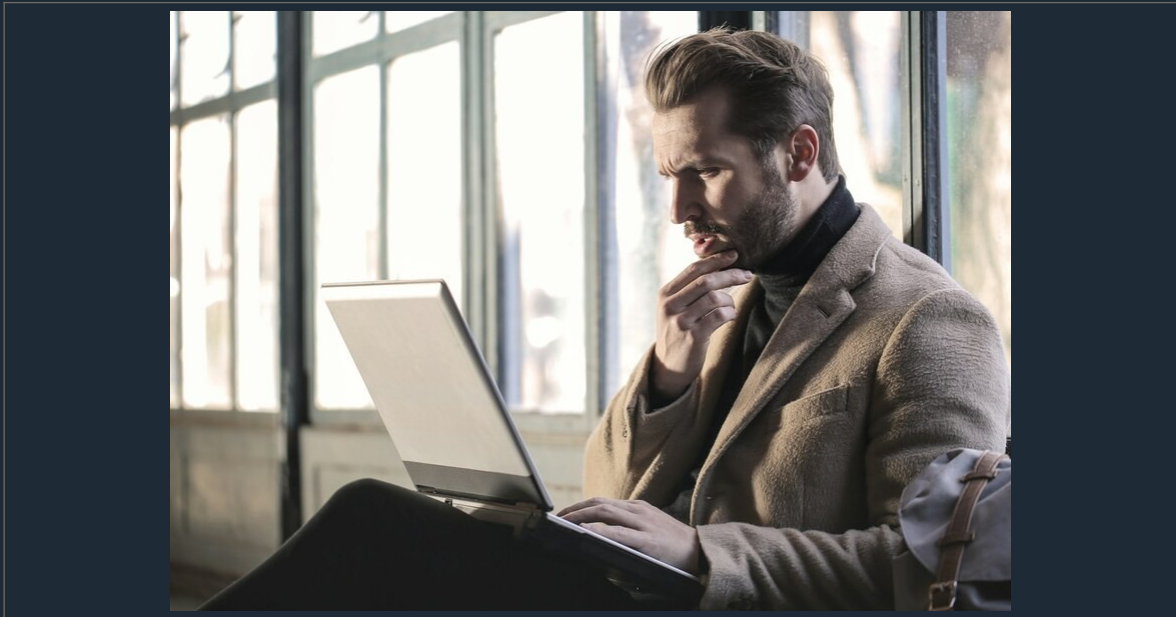
Web: trackimpact.io

READ NEXT

The AI Skills Guide

This guide made the case for AI at the organizational level. The AI Skills Guide takes it to the individual — the specific habits, prompts, and workflows that turn AI from a tool people dabble with into one they rely on daily.

A natural next step for any team lead rolling this out person by person.



Read the AI Skills Guide → www.trackimpact.io/guides/ai-skills-guide/

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