



Uncover hidden costs of DIY



Uncover hidden costs

If you need help either saving money or help to convince your organization to invest more, this cost-savings checklist will help get everyone on the same page.

We've found through experience that a DXP approach saves our customers money during development by expanding capacity and enabling their teams to do more. It can also save you money by improving digital customer experience and reducing the load on your support teams. This, combined with a lower cost of customer acquisition and better customer experience, better SEO, and cheaper tools for marketing automation, provides instant cost savings which you might have not considered.

Find out more:

- [Are you building or buying?
Be smart with your Drupal investment.](#)
- [Four ways you can lower Drupal's total cost of ownership.](#)

Hidden costs in development & deployment

- Is anyone sitting idle while they are waiting on someone else's work?
- Are projects queued and waiting because of some operational or infrastructure requirements?
- How long does it take to get a new site provisioned.
- Where are you experiencing error-prone tasks that could potentially be automated?
- How much time are members of your development team spending on building developer tools?

Hidden costs in the content & feature creation workflow

- Is there something which your team is skilled and capable to do, but otherwise, they aren't given the autonomy because of a system limitation?
- Does your team feel hampered because of some limitations in a service agreement or features?
- Drupal is a powerful site building tool. Can your marketing and content teams create landing pages and content without needing developer support?

Hidden costs in customer acquisition

- What are the costs of customer acquisition right now?
- How much are you investing in sales or paid advertising?
- Ask your sales team if customers are coming into the process well informed or starting from square one?
- Ask new customers where they first discovered you or looked for information about your services or products?
- What % of your traffic is coming from organic search?

Hidden costs in customer support

- Are problems in the customer experience adding to the customer support burden?
- Investigate if customers who come to support have tried other options for self-service before.
- Find out if they have attempted to resolve their queries with online searches or on your website before they came to your support team.



Tell us why you're stuck

We'd love to hear from you: which kinds of tasks are time-consuming and bothersome for your team? Is there anything we missed? We can help you figure this out.

[Get in touch](#) to talk about solutions, or [start your free trial](#) today.

