ROI Case Study: HiBob at ecosio

NUCLEUS RESEARCH
2025
ROI AWARDS
WINNER

ROI: 706%
Payback: 2.3 Months

ANALYST

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The Bottom Line

ecosio, a B2B integration provider specializing in EDI and e-invoicing, achieved a 706 percent ROI after deploying HiBob, recovering its investment in the solution less than three months after deployment. Previously reliant on a lightweight system with limited functionality, ecosio sought a scalable platform to reduce administrative burden and improve visibility into workforce data. Nucleus found that with HiBob, ecosio avoided approximately €302,400 annually in extraneous headcount, reduced payroll processing time by 75 percent, and improved onboarding efficiency by up to eight days per contract. These operational gains translated into more than €582,000 in annual labor cost savings by the third year of deployment. The project also positively impacted employee engagement and retention at ecosio, with the ability to run engagement surveys and analyze results resulting in a 7.7 percent improvement in the organization's employee retention rate, which delivered more than €25,000 in annual benefits.

The Company

ecosio GmbH is a provider of B2B integration solutions, specializing in electronic data interchange (EDI) and e-invoicing to deliver automated communication across supply chains. The organization serves clients across a broad range of industries and is headquartered in Vienna, Austria, employing approximately 200 people across three locations in Europe.

"Bob is very visual. It's very easy to navigate."

- People Operations Team Lead

The Challenge

Prior to implementing HiBob, ecosio had a lightweight HR system in place that was only used for time tracking. This made tasks such as payroll processing, performance cycles, and compensation reviews entirely manual. The highly manual environment required a substantial number of emails sent back and forth to complete crucial processes, ultimately leading to delays and, in some cases, data inaccuracies. Additionally, a lack of access to analytics hindered visibility into metrics around retention and employee engagement. While the organization had the opportunity to scale up functionality with its existing vendor, its capabilities did not meet specific needs. Operating with a leaner HR team, ecosio required a more functionally advanced HCM system that could scale with its growth and automate tedious HR processes.

Prior to its HiBob implementation, ecosio only had access to time tracking functionality, leaving most core HR processes fully manual.

The Strategy

Leaders conducted a full RFP process, evaluating several HCM suites. While the people operations team lead had previously implemented Bob at another company, they recognized that different organizations have different needs, making it essential to look at the full breadth of options. The evaluation process included using test accounts, with the organization creating groups of stakeholders from different departments who could evaluate each system from their own perspective. These tests ran for approximately two to four weeks for each vendor, followed by a vote where HiBob was ultimately chosen.

The implementation was completed in just 60 days, enabling a January 1st launch.

The full launch of Bob was completed in just two months, with leaders keen to have the system live by the beginning of 2023. Much of the implementation work involved integrating the solution with the organization's existing tools, including Slack, Notion, and its payroll and IT ticketing systems, to ease the setup of automated workflows. While Bob's intuitive interface did not require any formalized training, the HR team made training pages in its work management tool, Notion, so that users could get help with any questions they had surrounding the use

of the platform as needed. On an ongoing basis, the people operations team lead conducts quarterly meetings with various senior stakeholders from ecosio's IT, finance, and workplace management departments to ensure that all user personas continue to drive incremental value from the platform.

Primary Benefits

The primary benefits of ecosio's HiBob implementation include avoided costs, increased HR productivity, and improved employee engagement and retention.

Avoided Costs

By retiring its previous HR system, ecosio was able to offload €13,000 in annual software costs. Additionally, had the organization kept the solution in place for time tracking, it would have likely needed to integrate separate third-party solutions for areas such as performance reviews. ecosio has experienced strong growth, increasing headcount by more than 110 employees since HiBob went live in 2023. While the organization did bring on an additional people operations team member in 2024, it was able to avoid at least four additional people operations hires that would have been required to manage the scale of operations with previous methods in place. Nucleus found that this translates to annual savings of approximately €302,400 per year.

Increased HR Productivity

▶ **Payroll Processing**
Access to automated workflows in Bob led to substantial time savings for ecosio's people operations team. For example, payroll used to take two people operations team members eight days to process each month. This was mostly due to the need to triple-check time data in the incumbent system, which was not always accurate. Upon deploying Bob, improved data accuracy and synchronization through the vendor's Payroll Hub led to a 75 percent reduction in time dedicated to the process and a subsequent €29,720 in annual cost savings.

▶ **Contract Processing & Onboarding for New Hires**
Before Bob was deployed, the people operations team had to manually process contracts and onboard new hires, which required significant back-and-forth. This method of operation led each contract to take five to eight full days of work. Since Bob was implemented, new hires automatically receive an email when they

"We've created API connections between our internal systems, so tickets are created automatically for new hires from the moment they are in the system."
- People Operations Team Lead

Bob was able to support ecosio's rapid growth without the need to substantially increase people operations headcount.

Entries in ecosio's previous time tracking solution were not always accurate, which led to excessive time spent double and even triple-checking time data.

accept an offer, and automated workflows take them through the process while providing them with everything they need. The organization has also been able to get all necessary stakeholders involved, which would have been virtually impossible when employing manual outreach. For example, the workplace management team receives information on what they need to ship to the new hire, and the IT team receives an automated ticket for technology provisioning. The People Team Lead noted that each contract process now takes about 15 minutes of work per new hire. This near elimination of time has led to expanded monetary benefits as the organization has grown, with an estimated €92,051 cost savings in year one of the deployment to approximately €552,310 in savings in year three.

Improved Employee Engagement and Retention

Since going live with Bob, ecosio's retention rate has increased from approximately 85 percent to just under 93 percent. Meanwhile, attrition rates dropped to approximately 3.9 percent. While the organization made other changes that likely contributed to this change, Nucleus found that enhancements to retention attributable to the HiBob deployment translated to €22,500 in annual savings. This improvement can be credited to higher levels of employee engagement facilitated through the solution. For example, the organization never had employee surveys before having access to them through Bob. Now, the people operations team has full visibility into promoters, passive employees, and detractors, and can take appropriate action with its newfound access to analytics. From 2024 to 2025, the organization's eNPS score rose from 54 to 75, with detractors falling from 10.6 percent to 0.7 percent.

Key Cost Areas

The primary cost areas of the deployment include the software's annual subscription cost, a one-time implementation fee, people operations time spent cleaning data and implementing the system, time spent converting overtime to compensatory time off over the first year of deployment, ongoing meetings with finance, IT, and workplace management, time spent creating training pages, and the additional HR hire made in year three of the deployment.

> "We automated almost everything possible [in Bob]."
> - People Operations Team Lead

> Previously lacking engagement survey and analytics functionality, Bob has given ecosio full visibility into employee sentiment.

Lessons Learned

Having implemented Bob previously, the people operations lead brought best practices, including internal communications and gamification, to ecosio's deployment to improve adoption.

The deployment of Bob has already delivered several lessons learned since going live, for instance, the importance of testing new features with smaller pilot groups to truly understand their current pain points. Initially, the organization had done this with larger, broader groups (e.g., all managers), but realized that users need more personalized support by department. The people operations team decided to offer 30-minute time slots to answer user questions about processes in the system, and quickly realized that once the meetings were completed, users did not come back to them with questions later on, saving additional time.

Targeting smaller user groups when collecting feedback and testing new features allowed for more personalized support.

Calculating the ROI

Nucleus Research calculated the costs of software, personnel, and user training over a three-year period to quantify ecosio's total investment in HiBob technology.

Direct benefits quantified include retired legacy software costs, avoided extraneous headcount, and improved retention rates.

Indirect benefits quantified include productivity increases across payroll and new hire contract processing. The indirect benefit is multiplied by a correction factor to account for the inefficient transfer of time between time saved and additional time spent working.

Detailed Analysis

Benefits	Pre-start	Year 1	Year 2	Year3
Direct	0	337,900	337,900	337,900
Indirect	0	121,773	202,318	582,032
Total	0	459,673	540,218	919,932

Time to Value
2.3 Months

Costs	Pre-start	Year 1	Year 2	Year3
Software	27,920	28,272	65,832	0
Hardware	0	0	0	0
Consulting	0	0	0	0
Personnel	33,023	2,570	919	76,519
Training	21,465	0	0	0
Other	0	0	0	0
Total	82,408	30,842	66,751	76,519

Net Cash Flows
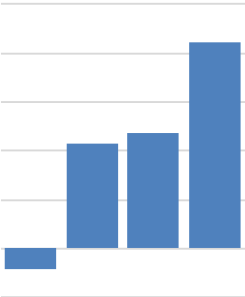
Net Benefit	Pre-start	Year 1	Year 2	Year3
Net	(82,408)	428,830	473,467	843,413
Cumulative	(82,408)	346,422	819,889	1,663,302

Cumulative Benefit
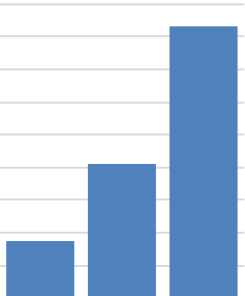
Financial Calculations

Annual ROI	**706%**
Payback (months)	**2.3**
Benefit to cost ratio	7.5 : 1
Net Present Value (NPV)	781,214
Average Annual Cost of Ownership	85,507
Average Annual Benefit	639,941
3-Year IRR	536%
Assumed cost of capital	7.0%

In the first three years the project returns 7.5 for every 1 invested.