

Evaluation That Makes Sense

What to Look For



When scoring the criteria, make sure you use a scale that can be easily applied to key questions. Take note of language used: brand tone of voice and align to your goals. Make it easy to repeat and compare across every response.

Criteria	Weighting	Questions	Scoring
Great Service	30%	How quickly and helpfully do they respond when people need support? Do they communicate in plain English? Are they proactive about preventing problems?	• CSAT and NPS scores • Clear SLAs and response times • Level of communication used • Ticketing system and account reviews
Strategic Partnership	25%	Do they help you plan and make good technology decisions? Can they help you get more value from your existing software? Do they understand charity-specific needs like grant applications and volunteer management?	• Onboarding process • IT roadmaps and account management • Third-party application expertise • Technology partnerships and accreditations • Evidence of sector knowledge and expertise
Transparency and Value	25%	Are their costs clear and predictable? Do they offer flexible contract terms? Can they show how their support will benefit your mission?	• Prices clearly laid out • Transparent terms and conditions • List of any extras or additions
Cultural Fit	20%	Do they understand the charity sector? Are they patient and inclusive with people at different technical levels? Do their values align with yours?	• Recent case studies • Relevant references • Relatable background and company information • Evidence of ESG or CSR activities and programmes