StreetSmart
A division of ClickSoftware

Mobile Workforce App Vendor Selection
30 Questions to Ask Before You Buy A Mobile Workforce App

Best-in-class companies incorporate non-product decision criteria when selecting a new mobile workforce app. Product capabilities and features are an essential part of the selection process, but standards based on the software provider's company and ability to deliver what they promise should also be considered. Here are 30 non-product discovery questions to ask during the selection process.

Price-to-Performance Value

- What is the cost per user?
- Is unlimited administrative and manager access included in the price?
- Are onboarding and ongoing training included in the price?
- Is 24x7x365 live support included in the price?
- Is it a monthly subscription, one-time or annual fee?
- Can I easily scale the number of subscriptions as field staff grows?
- Are the package offerings priced according to their capabilities?

Customer Ownership Experience

- Is the solution turnkey and easy to configure to our operation's requirements?
- Do I need to dedicate IT staff or other resources to implement and maintain the solution?
- How quickly can the solution be implemented?
- Do I have access to a dedicated onboarding specialist?
- Are there on-demand training materials like videos and best practice documentation?
- What happens if I need to train someone new months after we implemented the solution?

Customer Service Experience

- Is live customer support available when our field teams are working?
- Can I reach customer support by phone and email 24x7x365?

Customer Purchase Experience

- Does the vendor provide professional sales consultants that are knowledgeable about our industry and use case needs?
- Does the vendor offer ROI calculations using our numbers?
- Can the solution be purchased through multiple channels such as app stores, online marketplaces, value added resellers, system integrators or direct sales?

Brand Equity

- Are the vendor and their solutions well-known?
- Is the solution a core-competency for the vendor?
- Are there customer case study references available?
- Has the vendor or their solutions earned awards or industry accolades?

Financial Performance

- How long has the vendor been in business?
- Is the vendor financially stable?
- Is the vendor making investments back into the company and their solutions?

Customer Acquisition

- Does the vendor understand and have proven experience in my industry?
- Who are some of their key customers?
- Do they have customers that are similar to my company?

Growth Potential

- Does the vendor demonstrate that they are growing with new customers?
- Is the vendor expanding into additional industries or solution use cases?

Knowing the answers to these 30 vendor-related questions, along with an in-depth understanding of the product capabilities, will lead to a successful mobile workforce app selection process.