



# CRM PLATFORM SCORECARD



Criteria	Weight %	Your CRM shortlist				
		Vendor 1	Vendor 2	Vendor 3	Vendor 4	Vendor 5
Annual cost						
Easy to use						
Implementation						
Mobile app						
Integration						
Analytics						
Sales automation						
Marketing automation						
Scalability						
Customisability						
Data access						
Customer support						
Implementation support						
Staff training						
Security						
Flexibility						
Data location						
Reporting & analytics						
Customer portals						
Document storing						
Office 365 integration						