

Employee Recognition Provider Scorecard

A scorecard or decision matrix is an excellent way to quantify the strengths and weaknesses of your options, remove subjectivity, and help you arrive at a solid, rational decision. Creating one is easy, and to make it even easier, here are some tried-and-true examples that can be used by an individual or an entire buying committee.

SAMPLE SCORECARD: PROVIDER A

CRITERIA	WEIGHT (1-5)	x	RATING (1-5)	=	SCORE
Mobile App	5		2		10
Integrations	4		4		16
Offline Tools	4		2		8
Security	4		1		4
Custom Awards	5		2		6
Customer Service	3		2		6
Easy User Interface	3		5		15
Global Capabilities	2		2		4
Cost	2		3		6
Financial Strength	1		4		4
TOTAL					79

The scorecard above lets you evaluate a single provider. First, fill in the criteria column with features and capabilities that matter most to your organization. Because certain criteria will likely be more important to your decision, you'll want to weight each one appropriately, perhaps by a factor of 1 to 5. Next, give each criterion a rating (here we used a scale of 1 to 5). Then multiply the two numbers to arrive at a score.

Now consolidate the scores for each provider on a single scorecard like this:

SAMPLE SCORECARD: PROVIDER COMPARISON

CRITERIA	PROVIDER A	PROVIDER B	PROVIDER C
Mobile App	10	15	5
Integrations	16	4	16
Offline Tools	8	4	8
Security	4	8	4
Custom Awards	6	15	6
Customer Service	6	3	6
Easy User Interface	15	9	3
Global Capabilities	4	10	6
Cost	6	10	10
Financial Strength	4	5	2
WEIGHTED TOTAL SCORES	79	83	66

This scorecard makes it easy to see which provider has the best overall score, plus compare strengths and weaknesses across the board.

If multiple committee members participate in the scoring process, there are two important things to remember: 1. To avoid chaos, be sure to establish the criteria and scales for rating and weighting before distributing the scorecards; 2. Have participants fill out scorecards on their own, rather than in a marathon committee meeting where people's titles or personalities can have an outsized influence.