

Mobile Commerce Key Questions to Ask Providers

Company

1. How long have you been in this business?
2. How many clients have you sold? How many have you lost, and why?
3. What size or types of clients fall into your “sweet spot”?

Products/Services

1. Is your solution offered as perpetual licensed software or on-demand multi-tenant solution?
 - a. What are the client support requirements for each?
 - b. What is the process to add features you currently don't have?
2. What is your solution built on (which OS, code base and database)?
3. Please describe your architecture.
4. How long to launch a basic site or campaign? A sophisticated one?
5. What type of training do you provide to use your solution?
6. What skills does my organization (or hired third party) need to implement this platform?
7. What technical support services are available?
 - a. Are there human beings I can reach during reasonable hours (chat or phone) or do I have to wait over 24 hours for an email response or callback?
 - b. Is your support team located in the US or abroad? What is your SLA for support issues?
8. Do you have a support knowledgebase, community forum, or applications that are shared by customers?

Features

1. What key features are included in your solution? (Please indicate if they are B2B- or B2C-based.)
 - a. Is there a key feature you have that no one else has?
 - b. What features are currently missing that many of your competitors have?
 - c. What features are on your roadmap?
 - d. What features does management love? What about shoppers?
2. What is your product's competitive advantage over other packages? Why?
 - a. Price? Features? Ease of use? Flexibility? Don't say “all of the above”.
3. Does your solution also have an eCommerce application? Please describe its features.
4. Can I integrate my own eCommerce system with your mCommerce solution?
 - a. How can I do this?
 - b. Please list the eCommerce solutions for which you have standard integrations already built.
 - c. Please list ones where you have built custom integrations.
5. Is your platform geared strictly to B2B sales or is there special B2B functionality available as well?
 - a. Describe the features that you consider B2B.
6. Do you have a management console? What can I manage with it? Is it web-based, application-based, other?
 - a. Does it include reporting and a dashboard?
 - i. Please describe your reporting capabilities, ad hoc reports, etc.
 - ii. Please provide a list of standard reports.
7. Does your platform come pre-configured for shipping, tax and payment processing integration? If I don't want to use the providers you selected, what are my options?
8. What analytics tools does your solution include?
 - a. Does it provide the ability to analyze cart abandonment, quantify browser searches, tie product purchases to search terms, etc.?
9. How does your mobile platform address the evolving security standards? Has it been certified by independent third parties as PCI DSS compliant or do you just promise it is?

Pricing

1. What is the license fee (if perpetual license)?
2. What are the pricing schedules and what features do they include? On what are they based? Provide an annual estimate of cost, based on some performance metrics.
3. How do you charge for annual support? What about maintenance?
4. Are there any hidden fees (e.g., implementation, transaction costs, revenue sharing)?

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