

COMPARING 360 FEEDBACK SUPPLIERS

Knowing the market place very well, I'm conscious that whilst on the face of things 360 feedback suppliers look very similar – when you get into the 'detail of buying', we are in fact very different in our offerings.

To support organisations find the right 360 partner for them / make the comparison process easier, we've put together a really useful 360 provider comparison guide that lets you easily compare potential providers against the most important purchasing criteria, namely:

- Credibility – Pedigree, time in the market place, existing customers etc
- Service provided – A 'fully managed' vs 'self-managed/ software package'
- Usability – Simple, intuitive, one login, mobile friendly, instant 24/7 support if needed etc
- Customisation – User journey, questionnaires, rating scale, branding, email messaging, number/ type of automated reminders etc
- Questionnaire design – Off the shelf questionnaires are dead (!) – 360 only works if the questionnaire is 'fit for purpose'
- Customer Support – Both in terms of the strategic support needed to ensure the whole process adds value and the 'day to day' administrative support needed to ensure a smooth hassle free experience for all
- Report types – Individual, group report etc
- Price – The summative (all-in) cost per person
- Supporting services– Coaching, train the coach workshops etc
- Data security – Hosting, backup and encryption

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