

Conversation intelligence weighted scorecard

Equipping your team with the right conversation intelligence platform to suit your needs is a must.

This scorecard will help you weigh up the options available to you, so you can make the right decision. Follow the steps below and fill out the chart as you learn more about each platform. If you have any questions, just drop the Jiminny Team a message.

Step 1: Define your priorities

Identify the features/functionality most crucial to your use case. Assign a weighting factor out of 100% to each feature based on its importance to your team. All the weighting factors in total should amount to 100% (e.g, if sales coaching is high priority, it might be 50%, whereas a low priority might be just 5%).

Step 2: Calculate weighted scores

For each platform, assess performance for each criteria from 1 (not good) to 5 (very good). Once you have a score out of 5, times this number by the weighting factor for that criteria, then put the result in the box below. (eg, if you score Sales Coaching as 4 out of 5 and your weighting factor for Sales Coaching is 50%, the number you put in the box below would be 2.0).

Step 3: Add up totals

Add up all the weighted scores for each platform to get the total score. Compare the total scores to identify the platform that best meets your needs.

This process will give you an objective and tailored selection based on your specific requirements.



		Platform		
Scoring	Weighting factor	1	2	3
System integration	%			
Sentiment/conversation analysis	%			
Keyword/topic tracking	%			
Coaching functionality	%			
Reporting and analytics	%			
Ease of implementation	%			
Scalability and performance	%			
Support	%			
Pricing	%			
Totals	100%			

