

MCIF Evaluation Scoresheet

<p><i>This RFI is designed to be used two ways. Use it internally as both a pre-RFI discussion outline with your team and as a post RFI decision tool. Add/delete items that you and your team deem necessary. Once you have a complete worksheet, share it with the vendors you wish to include in your evaluation. When you have received the form back, simply evaluate each vendor's ability to meet your expectations - and score it appropriately. Additional weighting may be placed on functions you find more important.</i></p>					
<p><i>This RFI is an objective starting point. Special emphasis should be placed on how each vendor shows how their software satisfies these functions in real life situations. You and your team will need to determine how well the vendor has met your expectations. In addition, you will need to determine if your front-line staff will find the software easy for them to use, as well.</i></p>					
<p><i>Please ask for this MCIF focused RFI in an Excel Format.</i></p>					
Score (1-5)	Weight 1-3 (3=High)	Total Score	MCIF Vendor _____	Yes or No	Vendor Comments
			MCIF Basics		
			Compliance grade data cleansing tools; scrub all incoming records to increase household match accuracy before householding routines		
			Import from core systems, as well as all 3rd Party systems; such as Insurance, Investments, Credit Cards, etc.		
			Ability to update Core data daily, in an automated fashion.		
			Ability for Householding to create retail, business and combined super-households that include all accounts and services		
			Ability to view individual, customer/member, or household information		
			Reporting of opportunities for at least 5 levels of hierarchy i.e.: holding company, bank, region, branch, officer.		
			Assign or reassign customers to officers		
			Ability to append demographic information or lifestyle categories included (if not - is it an option and if so, how much?)		
			Ability to append prospect lists included (if not is it an option and how much)		
			Ability to append demographics to prospect lists? (if not how much?)		
			Ability to predictively model the next most likely product for each household		
			Ability to develop/customize your own Predictive Modeling Algorithms		
			True windows based system not DOS		
			Profitability		
			Ability to measure profitability by account, product, household, etc.		
			Ability to import data from a stand alone profitability system		
			Flexible profitability that balances to your General Ledger.		
			Ability to include transaction information standard		
			Ability to use limited funds transfer pricing		
			Profitability set up is included (if not how much?)		
			Built-in automated tools for balancing profitability each month		
			What if product re-pricing, with account/HH migration & attrition analysis		
			Filtering/query capability		
			Ability to store multiple time periods for trend analysis within system		
			Ability to segment/filter on any field imported or created		
			Ability to create and name segments for target marketing		
			Ability to save and name filters/queries		
			Standard Filters...pre-built...saved and included.		
			Filter customer information for opportunities to assign for frontline officer calls		
			Automated processor for running selected filters each month		

Score (1-5)	Weight 1-3 (3=High)	Total Score	MCIF Vendor _____	Yes or No	Vendor Comments
			Direct Mail Campaigns		
			Campaign worksheet to analyze potential ROI		
			Ability to track multiple ongoing targeted marketing campaigns		
			Ability to track return on investment (ROI) of Campaigns.		
			Ability to produce matrix mailing campaigns		
			Monitor the progress of Matrix and other Direct Mail Campaigns		
			Mailing list to include zip + 4 and carrier postal route for best postage rate		
			Reports Graphs and Mapping		
			Numerous pre-built board ready reports		
			Custom report writer included		
			Ability to export any data		
			Built in Graphing capabilities (if not, is it an option and how much)		
			Built in mapping program (if not, is it an option and how much)		
			Ability to push messages based on household segmentation to ATM or PC banking systems		
			Automated processor to run selected reports each month		
			MCIF Training		
			Is training available, if so what kind of classes?		
			Is training included (if not, how much)		
			Is customized on-site training available		
			Is customized on-site training included (if not, how much)		
			Are there additional training classes included (if not, how much)		
			On-going web based training included (if not, how much)		
			Are there tutorials available and included (if not how much)		
			Security, support & maintenance		
			Technology protects all client data and is compliant with current regulations		
			All of the institution's MCIF & CRM information (client data) will reside at the institution, under our control		
			Security levels that control who can access filters, graphs, and/or reports		
			Are there fees to re-setup the software if we switch core processors		
			Will the vendor charge more to help us change or improve profitability		
			Are there fees for changes to the data interface (if so how much)		
			Are the fees for Support and Maintenance included in first year fee?		
			Unlimited technical support		
			Unlimited marketing support		
			All system set-up/customization is included.		
			Is there a high level support team assigned to us for guidance?		
			Is web-site support available?		
			Do they have marketing support materials easily available on their web-site?		
			Do they provide best practice case studies on their web-site?		
			Do they provide a marketing activities calendar?		

Score (1-5)	Weight 1-3 (3=High)	Total Score	MCIF Vendor _____	Yes or No	Vendor Comments
			Optional CRM systems		
			Vendor has one or more CRM systems written by them that integrate with and are populated by MCIF		
			CRM Systems is browser based		
			System is LAN based		
			Unlimited seats...fee?		
			Security controls who gets to see or edit information, by the line function level		
			Ability to link non-related Households together that share a center of influence.		
			Ability to share with affiliates		
			CRM and MCIF system pass updated information to each other seamlessly		
			Updates account balances nightly		
			Vendor offers MCIF service options for data updating, etc. - optionally		
			Vendor offers Strategic and Tactical consulting optionally.		
			Includes paperless referral tracking and incentive calculations		
			Ability share enriched household information from MCIF		
			Basic contact management, next contact etc		
			Ability to add prospects from the front line		
			Ability to edit and add contact information to retail and/or business households		
			Ability to create custom profiles and collect the information for retail and/or commercial relationships		
			Create and take surveys		
			Show next likely product and whether or not someone has offered it		
			Collect: Opt out or no mail requests		
			Free form notes that anyone can add to		
			Ability to link retail households with small family businesses at the frontline		
			Total Vendor Score		

Marketing Solutions

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