

Insights Community Benchmarking Scorecard

Use this when evaluating a current or prospective insights community partner.
Seven dimensions. Five minutes.

HOW TO USE

Rate your current or prospective provider on each dimension using a 1 to 5 scale.

- 1 SIGNIFICANTLY BELOW EXPECTATIONS
- 2 BELOW EXPECTATIONS
- 3 MEETS EXPECTATIONS
- 4 ABOVE EXPECTATIONS
- 5 SIGNIFICANTLY ABOVE EXPECTATIONS

WHAT YOUR SCORE MEANS

Most providers can clear 20. The question is whether yours is getting to 28 and above, where strategic value and real partnership show up in the work.

- 28-35** **STRONG PARTNERSHIP:** Your provider is delivering real value.
- 20-27** **ROOM FOR IMPROVEMENT:** Talk to your provider about changes.
- < 20** **TIME TO EXPLORE OPTIONS:** The cost of staying likely outweighs switching.

DIMENSION

1. TEAM QUALITY & FOCUS: Do you have a strategic partner or an order taker?

SCORE **1 2 3 4 5** NOTES _____

2. PLATFORM & TECHNOLOGY: Does the platform expand what's possible or limit it?

SCORE **1 2 3 4 5** NOTES _____

3. AI READINESS & INTEGRATION: Is AI driving real outcomes or just marketing language?

SCORE **1 2 3 4 5** NOTES _____

4. METHODOLOGICAL BREADTH & RIGOR: Can they match the method to the question?

SCORE **1 2 3 4 5** NOTES _____

5. STORYTELLING & ACTIVATION: Do insights turn into decisions or just reports?

SCORE **1 2 3 4 5** NOTES _____

6. FLEXIBILITY & COST STRUCTURE: Does the model work for you over time?

SCORE **1 2 3 4 5** NOTES _____

7. STRATEGIC FIT & FUTURE READINESS: Are they aligned with where you're going?

SCORE **1 2 3 4 5** NOTES _____

TOTAL SCORE: _____ / 35

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