Mobile App Provider Evaluation

1. Provider Background
- Years of Experience in Radio Industry:
- List of Radio Clients:

2. Features Offered
- Live Streaming Compatibility (Apple CarPlay, Android Auto):
- Push Notifications Capabilities:
- Content Sharing Options:
- Interactive Features (Polls, Contests, Requests):
- Podcast and On-Demand Content Accessibility:
- Schedule and Program Guide Integration:
- Advertising and Sponsorship Opportunities:
- Analytics and Listener Insights Tools:
- Customizable User Interface:

3. Integration and Compatibility
- Website Integration (RSS, API):
- Social Media Integration:
- CRM and Marketing Tool Integration:
- Compatibility with Existing Digital Assets:

4. Customization and Branding
- Ability to Customize App Look and Feel:
- Options for Personalized User Experience:
- Branding Consistency Across Platforms:

5. Cost Assessment
- Initial Setup Fee:
- Monthly/Annual Service Fees:
- Contract Term/Renewal:
- Additional Costs for Features or Upgrades:
- Long-term Cost Effectiveness Analysis:

6. Client Testimonials and Case Studies
   - Positive Feedback:
   - Negative Feedback:
   - Case Studies Showing ROI and Audience Growth:

7. Security and Compliance
   - Data Security Measures:
   - Compliance with Industry Regulations (e.g., FCC):
   - User Privacy Policies:

8. Scalability and Growth
   - Options for Scaling Up as Station Grows:
   - Feature Additions and Upgrades Process:

9. Service and Support
   - Availability of Technical Support (24/7, Business Hours):
   - Training and Onboarding for Your Team:
   - Service Level Agreements (Response Time, Resolution Time):

10. Post-Launch Services
   - Monitoring and Analytics Post-Launch:
   - Feedback and User Experience Improvement Plans:
   - Update and Maintenance Schedules:

Additional Comments/Notes: