

ASSESS FIT.
BENCHMARK VENDORS.
MOVE FORWARD WITH CONFIDENCE.

Activity Capture Vendor Evaluation Checklist for FinServ

This checklist helps Financial Services teams evaluate activity capture solutions across Salesforce usability, governance, end-user workflow, and security trust signals — without turning into a vendor-risk questionnaire.



Best for:

 Salesforce Admins & CRM Owners		 Compliance partners(buyer-level)	
 Sales Leaders	 Operations		 IT stakeholders.

What you'll get:

- ✓ Fast fit checks & quick disqualifiers
- ✓ Capability benchmarks: email, calendar, contacts, linking
- ✓ Admin & governance controls
- ✓ Implementation readiness checklist
- ✓ Demo scorecard + vendor comparison worksheet

How to use the checklist

- 1 Use Fast Fit Checks to shortlist vendors
- 2 Run a 30–45 min demo using the scorecard
- 3 Send Appendix A to your Security/Privacy team
- 4 Score and select

How to score vendors

Use this simple 0–3 scale. Require vendors to show the capability in Salesforce and describe the admin controls behind it

Score	Meaning	What to ask for
0	Not supported / not possible	Vendor confirms it's out of scope
1	Partially supported (workaround or limited)	Explain limitations; show workaround live
2	Supported (standard)	Show in Salesforce + explain admin controls
3	Supported + proven at scale (best-in-class)	Show + explain governance + reference similar deployment (if available)

Tips:

- ✓ Score only what the vendor can show live in Salesforce and explain in plain language. If it requires “trust us,” score it lower until proven.
- ✓ If two vendors score similarly on features, use “Admin effort to maintain” as the tiebreaker – complexity is the silent adoption killer.
- ✓ Ask vendors to define what “captured” means (metadata only vs. full body, attachments, participants, linking behavior). It varies a lot.

Fast Fit Checks

In Financial Services, the core question isn't "Can it capture activity?" It's "Can we govern it and report on it inside Salesforce?"

Tips:

- ✓ If activity data sits outside Salesforce or can't be reported on with native tools, expect downstream friction (compliance evidence, analytics, forecasting).
- ✓ Don't over-index on a long feature list here. You're looking for predictability: what gets captured, how it links, and who can control it.
- ✓ Prioritize delegated mailbox workflows early. If assistants can't work naturally, adoption drops – even if the tool is "secure."

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Salesforce-first data	Ask where activity data is stored and how it's accessed (reports, API, objects).	Keeps activity governed our CRM operating model.	Captured activity is available in Salesforce for reporting and downstream automation.	–
You control retention via Salesforce	Confirm activity records follow Salesforce retention/deletion policies (no separate vendor retention gate).	Avoids mismatched retention rules and reduces governance complexity.	Data lives in Salesforce; retention and deletion are governed by your Salesforce policy.	–
Admin-managed capture rules	Ask to show admin configuration for what gets captured and what is excluded.	Prevents over-capture and aligns to supervision/compliance needs.	Admins control inclusion/exclusion rules without end-user effort.	–

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Predictable linking to Accounts/ Contacts/ Opportunities	Run a demo: capture an email + meeting and show how it links to the right records.	Bad linking creates noise and reduces trust in reporting.	Deterministic, explainable linking with easy correction paths.	–
Delegated mailbox workflows	Ask for a live demo: assistant sends/ receives on behalf of an advisor and it still captures correctly.	Common in FinServ; assistants support multiple principals.	Delegated mailbox / delegate calendar scenarios work reliably.	–
End-user simplicity	Have the vendor show the rep/ advisor workflow end-to-end (no extra steps).	If it's clunky, adoption drops—even with strong admin controls.	Runs in the background; minimal clicks; consistent outcomes.	–
Deployment flexibility (if required)	Confirm supported deployment models (SaaS, private cloud) based on your institution's requirements.	Some firms require specific hosting models for internal policy reasons.	Multiple deployment options with clear ownership and responsibilities.	–
Deployment alignment	Ask: what systems are involved (Salesforce, Microsoft/Google), and how identity is handled (OAuth/ SSO).	Reduces surprises during IT/ security review.	Clear architecture and minimal moving parts; no credential storage.	–
Reporting / searchability	Ask to show Salesforce reports/ dashboards on captured activities and adoption visibility.	You need proof the data is usable, not just captured.	Searchable, reportable activities with standard reporting patterns.	–

Capability Benchmarks

3.1 Email Capture

“Capture everything” is not the goal. The goal is to capture the right things consistently with clear admin rules and exceptions.

Tips:

- ✓ Ask for two demos: (1) typical advisor email thread, (2) edge case (multiple contacts, multiple opportunities). Linking quality matters more than volume.
- ✓ Confirm what happens when emails involve internal participants, aliases, or distribution groups – this is where tools differ.

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Automatic email capture via admin rules	Ask to show the admin rules that control automatic capture (e.g., domains, direction, participants).	Reduces manual effort and keeps capture consistent.	System captures based on admin-defined rules and governance controls.	–
Manual “log to Salesforce” option	Ask users can manually log specific emails when needed (one-off or exception cases).	Supports edge cases without changing global rules.	A simple manual option that doesn’t break governance.	–
Email metadata completeness	Verify fields captured (From/To/CC, subject, timestamps) and how they appear in Salesforce.	Ensures reporting and supervision workflows are usable.	Complete, consistent metadata mapped into Salesforce fields.	–

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Attachments & documents clarity	Ask what happens when emails include attachments or links – what is stored vs referenced.	Avoids confusion and ungoverned data copies.	Clear handling: store only what’s intended; reference when appropriate; admin governs behavior.	–
Delegated mailbox email capture	Demo an assistant sending/receiving on behalf of a principal; confirm capture and correct attribution.	Delegated access is common in FinServ.	Works with delegated mailbox permissions and preserves the right context.	–



3.2 Meetings and Calendar Capture

Calendar capture should be judged on accuracy and relationship context, not just “events appear.”

Tips:

- ✓ Ask how the system handles reschedules, recurring meetings, and updated attendees – these create duplicate/noisy records in weaker solutions.
- ✓ Validate assistant workflows: “EA schedules on behalf of advisor” and “advisor forwards invite” – both are common in FinServ.

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Calendar event capture	Demo a meeting created in Outlook/ Google and confirm it appears in Salesforce with attendees and key fields.	Meetings are often the highest-value activity signal.	Events captured consistently with attendees and timing.	–

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Updates, cancellations, and reschedules	Demo a meeting update/cancel and confirm Salesforce stays accurate (no duplicates).	Prevents messy timelines and incorrect reporting.	Changes are reflected cleanly and predictably.	–
Private meeting handling (buyer-level)	Ask how private/confidential meetings are treated (e.g., exclude by category/marker).	Avoids capturing sensitive personal meetings.	Admins can exclude private events using practical controls.	–
Delegated calendar support	Demo assistant scheduling on behalf of a principal and confirm capture works as expected.	Assistants manage calendars for multiple advisors.	Delegated calendar scenarios are supported reliably.	–

3.3 Contact & Relationship Management

Contact creation can be helpful – or it can create a data hygiene problem. Define how the system is allowed to create CRM contacts from captured activity. Decide your rule: “create automatically,” “prompt a user to confirm whether to create the contact,” or “only admins or designated data stewards can approve or create new records.” In the end it is a data governance decision.

Tips:

- ✓ Ask how the system avoids creating duplicates and how it respects your existing Salesforce matching rules.

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Contact creation options	Ask how new contacts are created from email interactions and how duplicates are prevented.	Avoids dirty CRM data and duplicate contact sprawl.	Configurable rules; guardrails to reduce duplicates.	–
Account association logic	Demo how contacts relate to Accounts and how mismatches are handled.	Correct relationships improve segmentation and reporting.	Explainable logic with easy remediation paths.	–
Activity timeline completeness	Show a single Account/Contact timeline with emails + meetings in order.	Helps users trust the record and reduces manual searching.	A unified, readable timeline inside Salesforce.	–

3.4 Capture rules & exclusions (governance)

Exclusions are a governance feature, not a limitation. Good tools make exclusions easy to set and easy to understand.

Tips:

- ✓ Ask vendors to show how an admin would exclude: personal domains, internal-only emails, or specific subject patterns – without breaking capture overall.

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Inclusion/exclusion controls	Ask for allow/deny rules (domains, addresses, internal-only, etc.).	Controls capture scope to align with policy and practicality.	Admins can define what is captured and what is excluded.	–
Sensitive recipient/participant handling	Ask how to prevent capturing certain recipients/groups when needed.	Reduces unintended exposure and noise.	Practical exclusion options and governance guardrails.	–
Rule transparency	Ask: if an activity was captured (or not), can admins explain why (in plain terms).	Admins need to troubleshoot without deep logs.	Clear, admin-friendly diagnostics and predictable outcomes.	–

3.5 Search, reporting, and audit-readiness (buyer-level)

You're not evaluating security logs here – you're evaluating whether the captured activity is reporting-ready and defensible for business use.

Tips:

- ✓ Ask for 2–3 example reports you actually care about: “last touch,” “coverage by account,” “meeting cadence,” “advisor activity mix.”

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Salesforce reporting on captured activity	Demo standard reports/dashboards: activity by user/account, recent interactions, engagement volume.	Ensures captured data is usable for operations and leadership.	Data is reportable with standard Salesforce report builder.	–

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Adoption visibility (buyer-level)	Ask for a view of capture coverage (e.g., which users/ accounts have activity, basic completeness trends).	Supports rollout and coaching without heavy admin burden.	Simple adoption views that don't require reading raw logs.	–
Export and downstream usage	Confirm captured activity can be used by workflows, automation, and analytics.	Prevents vendor lock-in and boosts operational value.	Data supports automation and analytics inside Salesforce.	–

3.6 Availability sharing (scheduling)

Scheduling features should reduce back-and-forth while staying within your organization's controls.

Tips:

- ✓ Ask whether availability sharing respects working hours, buffers, time zones, and delegated scheduling – those are real-world requirements.

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Availability sharing experience	Demo generating an availability link and booking a meeting.	Reduces scheduling friction for clients and internal teams.	Simple availability sharing with clean booking flow.	–

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Controls: working hours, buffers, time zones	Show how scheduling respects availability rules and time zones.	Avoids back-and-forth and scheduling errors.	Configurable constraints (hours, buffers, time zones).	–

3.7 End-user workflow (adoption)

Adoption is driven by fewer clicks and fewer choices – not “training.”

Tips:

- ✓ Ask vendors to show the rep/advisor experience for: “log one email,” “log a meeting,” “fix a wrong link.” If those are painful, adoption will suffer.

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Minimal end-user steps	Ask users to show their daily workflow with capture enabled.	Drives adoption and consistency.	Background capture; no extra data entry for typical use.	–
Consistency across devices	Ask whether the workflow is consistent across desktop and mobile usage patterns.	FinServ users are mobile and calendar-driven.	Works reliably across common client setups.	–
No duplicate clutter	Demo how duplicates are prevented (or cleaned) when the same activity appears via multiple paths.	Duplicates erode trust and inflate reporting.	Clean timelines with predictable deduping behavior.	–

3.8 Record linking and data model fit

Incorrect linking is worse than missing activity because it creates false confidence in reporting.

Tips:

- ✓ Ask how linking rules handle: multiple open opportunities, multiple contacts on one email, and household/account structures.

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Opportunity linking	Demo linking an email and meeting to a specific Opportunity and verifying reporting impact.	Improves pipeline visibility and reduces manual updates.	Easy linking and consistent reporting behavior.	–
Multiple match handling	Ask what happens when multiple Accounts/Contacts match an email domain or participant.	FinServ orgs often have complex account structures.	Clear matching rules and simple corrections.	–
Custom objects / data model fit	Confirm compatibility with custom objects or your specific CRM schema (buyer-level).	Avoids rework and keeps data consistent.	Works with your Salesforce configuration with predictable behavior.	–

Admin & Governance

Governance should feel like control, not overhead. If admins need constant tuning, the solution won't scale.

Tips:

- ✓ Ask: "What changes can admins make without involving the vendor?"
That's a practical indicator of long-term maintainability.
- ✓ Evaluate how the solution supports different teams with different needs (wealth, commercial, support) without creating separate systems.

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Centralized admin configuration	Ask where admins configure capture and linking rules and how changes are managed.	Ensures scalability and consistent behavior.	One place to manage rules with clear change impact.	–
Permissions & access controls (buyer-level)	Confirm how access to captured activities aligns with Salesforce permissions/sharing.	FinServ needs strict access alignment with CRM rules.	Access honors Salesforce permissions and sharing settings.	–
Governance of exclusions	Ask how exclusions (domains/users) are managed and audited at an admin level (plain language).	Reduces accidental over-capture.	Controlled exclusions with admin visibility and accountability.	–

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Sandbox / testing readiness	Ask if configuration can be validated in sandbox before production rollout.	Reduces rollout risk and admin workload.	A safe way to test and validate configuration changes.	–
Operational support for admins	Ask what admin support looks like (documentation, enablement, escalation paths).	Admins need fast answers during rollout.	Clear support model and enablement resources.	–

Section 5

Implementation & rollout readiness

The fastest implementations are the ones that reuse your existing identity, Salesforce permissions, and operating model.

Tips:

- ✓ Treat rollout like a product launch: pilot with one region/team, measure adoption and linking quality, then scale.
- ✓ Ask vendors for a realistic “Week 1 / Week 4” plan, including what needs to be configured, tested, and trained.

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Identity and access	Confirm authentication model (OAuth/SSO). Ask whether the vendor stores user credentials.	Minimizes security friction and simplifies deployment.	Uses OAuth/SSO; no stored credentials; aligns to existing identity controls.	–

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Implementation prerequisites	Ask for prerequisites: Salesforce permissions, email/calendar environment, and any required components.	Prevents last-minute blockers during pilot.	Clear prerequisites and lightweight setup steps.	–
Pilot-to-scale approach	Ask for a sample rollout plan: pilot group, success criteria, scale-out steps.	Ensures predictable adoption and stakeholder alignment.	A practical phased rollout with measurable success criteria.	–
End-user workflow simplicity	Ask how users are enabled (training needs, changes to daily routine).	Less change = faster adoption.	Minimal training; workflow stays natural.	–
Performance at scale	Ask how the solution performs with large mailboxes, many activities, and enterprise org sizes (buyer-level).	Avoids slowdowns and incomplete capture.	Consistent performance and stability at scale.	–
Support model	Confirm support coverage, escalation path, and involvement during rollout.	Rollouts need responsive help.	A clear support model with defined SLAs/expectations.	–

Deployment + architecture fit

Architecture decisions are policy decisions in Financial Services. The right option is the one that fits your institution's requirements – not the “most modern” one.

Tips:

- ✓ Ask for a simple data-flow diagram that answers: what systems touch message content, metadata, and attachments – and where data ultimately lives.
- ✓ If your organization has strict network rules, confirm early what connectivity is required (outbound only vs. inbound requirements).

Architecture requirements	What to confirm	Why it matters
Deployment options	Confirm supported deployment models (SaaS, private cloud) and any feature differences.	Aligns to institutional policy and IT architecture constraints.
Network connectivity	Confirm required connectivity (Salesforce, Microsoft/Google) and any firewall/proxy considerations (buyer-level).	Avoids surprises during IT review.
Data processing locations (buyer-level)	Confirm where data is processed/stored and how that aligns to your regional requirements.	Some institutions have residency or processing constraints.
Identity and access	Confirm OAuth/SSO flow and that credentials are not stored by the vendor.	Simplifies security approvals and reduces risk.
IP restrictions (if applicable)	Confirm whether IP-based access restrictions can be supported in your deployment model.	Some environments require network-based controls.

Architecture requirements	What to confirm	Why it matters
Encryption and key management (high level)	Confirm encryption in transit and at rest (high-level statement).	Baseline expectation for sensitive environments.
Architecture transparency	Ask for a clear data-flow overview (systems that touch customer data).	Builds confidence and accelerates stakeholder review.

Section 7

Security and Privacy Trust Signals

Your job isn't to audit security controls – your job is to confirm the vendor can provide the standard assurances your InfoSec team will require. You are not expected to 'grade' the security controls in this checklist.

Tips:

- ✓ Ask where security documents live (Trust Center) and what's available under NDA. Vendors that are prepared here usually shorten procurement cycles.
- ✓ Keep security questions high-level in the demo. Deep dives belong in the InfoSec review once the business case is validated.

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Security assurance (buyer-level)	Ask for SOC 2 Type II availability (often via Trust Center) and any relevant ISO certificates.	Quick confidence signals before deeper review.	Clear attestation of audits/certifications and how to request documentation.	–

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Privacy posture (buyer-level)	Ask for a privacy notice/statement, subprocessors list, and data processing agreement (DPA) availability.	Clarifies how data is processed and who touches it.	Up-to-date privacy docs and subprocessor transparency.	–
Credential handling	Confirm OAuth/SSO model and that vendor does not store user passwords.	Reduces authentication risk and review friction.	No stored credentials; standard OAuth/SSO patterns.	–
Resiliency overview	Ask for incident response and BC/DR overview at a high level.	Sets expectations for enterprise readiness.	Documented IR + BCDR overview with clear commitments.	–

Appendix A: Handoff (for your InfoSec/Vendor Risk team)

Most organizations already have a formal vendor-risk process. Use this appendix as a clean, high-level handoff – without duplicating your internal questionnaire.

 Security assurance ✓ SOC 2 Type II report (or attestation of availability via Trust Center) ✓ ISO 27001 certificate (if applicable) ✓ Summary of security program ownership and audit cadence	 Privacy and data processing ✓ DPA / privacy addendum ✓ Subprocessors list + locations ✓ Data flow overview (systems that touch customer data) ✓ Privacy notice / privacy statement
 Data protection ✓ Encryption in transit and at rest (high-level statement) ✓ Access control model (SSO/OAuth, no stored credentials) ✓ How customer data is segregated between tenants (if SaaS)	 Resiliency ✓ Incident response overview + notification commitments ✓ BC/DR overview + RTO/RPO targets (where applicable)

Appendix B: 30-45 minute demo scorecard (keep it objective)

A good demo is not a tour – it’s a proof session. If it can’t be shown live, assume it’s not reliable.

Tips:

- ✓ Use one realistic account/opportunity scenario and make every demo follow that path: email → meeting → linking → reporting.
- ✓ Ask the vendor to show the admin controls behind one feature. This reveals whether the solution is scalable or “services-heavy.”
- ✓ Ask vendors to demonstrate these items live. Capture notes and score on the same 0-3 scale.

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0-3)
Email capture to Salesforce (end-to-end)	Send an email and show it appears on the right Account/Contact timeline.	Proves basic capture + usability.	Correct record, clean timeline, complete metadata.	-
Delegated mailbox workflow	Demo assistant sending/receiving on behalf of a principal; confirm correct capture and attribution.	Common FinServ workflow; often breaks in generic tools.	Delegated scenarios work reliably without hacks.	-
Meeting capture + update	Create a meeting, then reschedule it; confirm Salesforce reflects the change without duplicates.	Ensures timelines stay accurate over time.	Updates/cancels stay clean; no duplicate clutter.	-
Admin capture rules	Show the admin UI for inclusion/exclusion rules and explain a sample configuration.	Governance is the difference between usable and noisy capture.	Admins can control scope in plain language.	-

Evaluation point	What to verify (ask / demo)	Why it matters	What good looks like	Score (0–3)
Opportunity linking	Link captured activity to an Opportunity and show it in relevant reports/views.	Improves pipeline visibility and adoption.	Linking is predictable and easy to correct.	–
Reporting & adoption visibility	Show a dashboard/report on captured activities by user/account/time period.	Buyers need evidence the data is reportable.	Native Salesforce reports/dashboards are straightforward.	–
Availability sharing	Generate an availability link and book a meeting; show time zone/working hours behavior.	Reduces back-and-forth and improves client experience.	Simple scheduling with sensible controls.	–
Data control narrative (Salesforce-first)	Explain where data lives and how retention/deletion are controlled (Salesforce policy).	Aligns to governance expectations without extra vendor rules.	Clear: data is controlled inside Salesforce; no separate retention gate.	–

Vendor comparison worksheet

Weight categories based on what creates pain today: reporting gaps, adoption issues, assistant workflows, governance requirements, or deployment constraints.

Tips:

- ✓ If you're stuck, use this weighting heuristic: Linking accuracy + admin control + reporting are usually more valuable than "more capture sources."
- ✓ Add one qualitative line: "Would users keep this enabled?" That single question often predicts rollout success.
- ✓ Score each category 0–3 and add short notes. Weight categories based on your institution's priorities.

Category	Weight (optional)	Score (0–3)	Notes
Fast fit checks	–	–	
Email capture	–	–	
Meeting/calendar capture	–	–	
Delegated mailbox support	–	–	
Linking accuracy & data quality	–	–	

Category	Weight (optional)	Score (0–3)	Notes
Admin controls & governance	–	–	
Reporting & adoption visibility	–	–	
Implementation readiness	–	–	
Security trust signals (buyer-level)	–	–	