



How SelectHub Helped

Easterseals

MORC

Find Software That Meets

100% of Their High-Priority Needs

Easterseals MORC

CLIENT OVERVIEW

Easterseals MORC provides services for children, adults and seniors with disabilities and/or special needs, and long-term care support to families. As one of the largest disability service providers in Michigan, Easterseals MORC assists over 20,000 individuals and their families with living arrangements, daily life skills, education, employment and community integration.

The company has a 100-year history of social service and aims to empower people to maximize their potential.

In 2014, Easterseals MORC Training started using an LMS (Learning Management System) but discovered that the software's internal and external administrative functions were complicated, requiring extensive training on their part. The company engaged SelectHub through their [Managed Selection Services](#) program to help them choose a solution that would address their training needs as well as other key challenges in the company.

Fact Sheet

Name of Client	Easterseals MORC Inc
SelectHub Program	Managed Selection Service
Types of Software	LMS
Employees	845
Revenue Range	Medium Enterprise
Industry	Social Services
Location	Clinton Township, Michigan

The Challenge


A large part of the client's customer base, including external customers, are not technologically literate. Challenges with their initial system included errors from manual data extraction, functionality issues, high costs, limited integrations and minimal helpdesk support.

Key factors in their search for a new solution:

- Ease of Use
- Affordability
- Functionality
- Data Analytics
- Reliability

Solution Proposal

SelectHub provided an array of services to help the selection process by leveraging its **Managed Selection Services** methodology. These included requirements gathering, gap analysis, vendor shortlisting and RFP creation, and – once the software was selected – onboarding, stakeholder conferences, response review and demo scorecards. Talking about the efficacy of the services, the client explained,

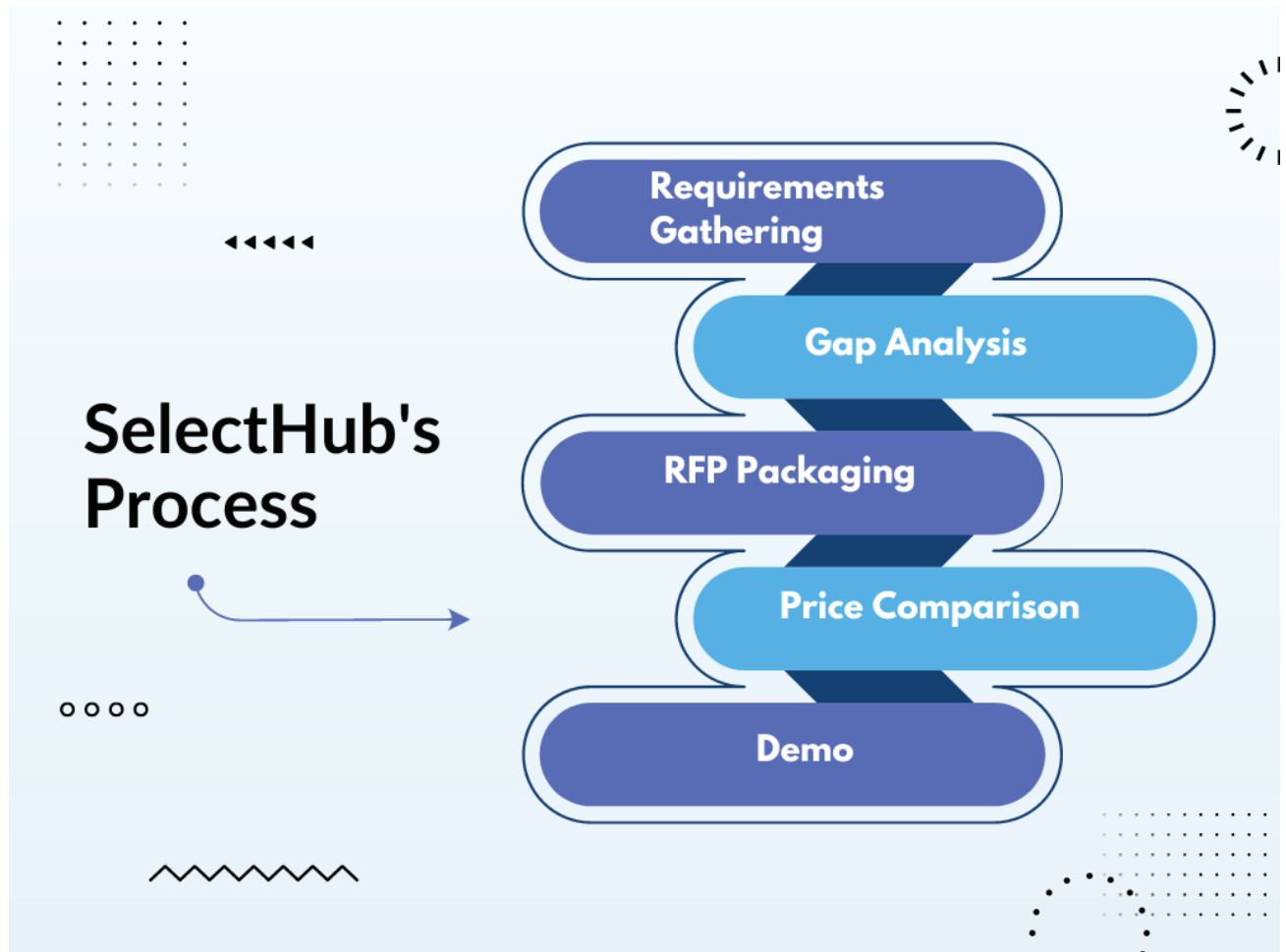


SelectHub helped us understand what we needed, what worked best for the environment we're in and the customers we serve. It was nice to go through different formats, answer questions, and grade parameters – a huge help in making the process easier for us.

Kym Juntti, Director of Training

Activities


SelectHub offered client research, SME services and an RFP platform to carry out the software selection process.



1. Easterseals MORC gathered their requirements using SelectHub's starter [requirements template](#). SelectHub reviewed them and finalized a list of requirements to be considered in software evaluations.
2. SelectHub conducted a gap analysis to quantify the weaknesses of the client's current system and rated its features from zero (not supported) to 100 (fully supported) against the new requirements. Most features scored 50 or less.
3. SelectHub then recommended 20 viable vendors based on the client's company size, industry, functional needs, budget and timeline.
4. SelectHub created the [RFP packaging](#), including necessary documents like the questionnaire and guidelines, configured it based on the client's suggestions and issued it to the vendors on October 21,

2022, with a response deadline of November 11, 2022.

5. While working on the RFP, SelectHub's advisory team onboarded vendors on the [RFP platform](#) to provide the necessary training for responding to the request. In the same period, Easterseals MORC, SelectHub and other stakeholders held vendor conferences to discuss topics around working on the RFP.
6. SelectHub reviewed and validated the vendors' responses and created a price comparison matrix for an easy, side-by-side comparison of vendors' pricing based on varying models and structures. This helped the client see how the solutions compared in terms of costs, like implementation and license costs per user. Based on the RFP review comments and pricing matrix, the client shortlisted eight vendors.
7. SelectHub conducted software demos in two rounds. The first one involved the vendor, where the vendor decided which features and functionalities to include in the demo to make it most relevant to the client. In the second, the vendor demonstrated use cases created by the client, with help from SelectHub for contextual understanding.
8. SelectHub also created a scorecard to rate the demos and enable the client to compare the vendor's performance.
9. Based on the RFP process, pricing and demo scorecards, Easterseals MORC chose [LearnUpon](#).
10. The selection process took 4.5 months, and the solution went live in February 2023.

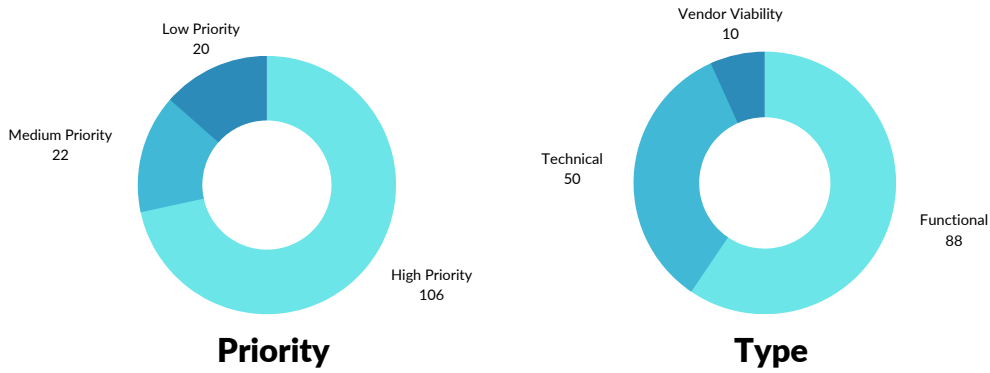


Our contract with the previous vendor ended in early February, so we had to go through the whole process within three months. We launched on the day that we said we needed to and for that, I have to thank SelectHub's timely support.

Robyn Frantz, Office Manager

Metrics Measured

During the requirements gathering phase of the selection process, the client came up with a list of 148 medium, high and low-priority requirements. They were further categorized as technical, functional and vendor viability and implementation requirements.



Upon benchmarking MORC's existing LMS against their identified requirements, SelectHub found that it scored only 48%, signifying a gap of 52% between their current system and their desirable LMS.

On the other hand, the new LMS scored 86% and bridged the existing gap by 73%, a significant marker for being the right solution for MORC's requirements. Furthermore, *LearnUpon* met 100% of their high priority requirements.

Timeline



The selection process took 4.5 months to complete. The client onboarded with SelectHub in August 2022, met with the vendors from October to December, and completed the engagement by February 2023.

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Kym Juntti, Director of Training

SelectHub helped coordinate the client's consultations and meetings with vendors, adjusted timelines to accommodate changes and facilitated communication to expedite the selection process. "From requirements gathering, building the RFP and right up to launching the solution, SelectHub helped us collaborate with vendors, understand new concepts better and go through the process in a structured way," Robyn added.

Results



Easterseals MORC's primary focus was to find an accessible platform so even non-tech users could easily operate it. Additionally, their current system was costly, with limited functionality, unresponsive support and inadequate reporting tools.

SelectHub resolved these challenges by helping them select the ideal software with a well-timed and collaborative approach. MORC expressed that *LearnUpon* offers intuitive functionality and is easy to operate for all of its user groups. The company appreciates its knowledgeable and prompt customer service, economical pricing, training resources and comprehensive reporting capabilities.

Easterseals MORC concluded that SelectHub made the process systematic and informative, and made them feel "ready to make a selection." Elaborating on their experience, Robyn Kym expressed,



SelectHub's process will lead you to the right software selection decision for your organization."

Robyn Frantz, Office Manager

About Managed Selection Services

SelectHub works on your behalf and guides you on how to achieve your research, evaluation and selection objectives:

- **Proven Methodology:** SelectHub's software selection methodology allows you to do the right things in the right order, validating along the way. Quickly identify inconsistencies or "false positives" that can hurt your project during the implementation phase and easily share demo use cases and corresponding success criteria with shortlisted vendors.
- **Leverage Real Data:** Driven by data from detailed research, and validated across thousands of diverse selection projects, SelectHub saves an average of 15% in software and implementation costs by analyzing past deals.
- **Decision Platform:** SelectHub's Managed Selection Services team leverages the SelectHub Decision Platform, powered by data from thousands of projects and developed using the team's extensive industry knowledge and experience.
- **Expertise:** SelectHub has real-world expertise in working with internal stakeholders and vendors throughout the selection process to ensure nothing is left to chance. SelectHub experts provide companies with tried-and-true tips and tricks we have learned running hundreds of selection projects.

> [Learn how we can guide your team through complexity to the right decision.](#)

About SelectHub

SelectHub is a software selection service and research & analyst firm designed for SMBs and small and medium sized enterprise companies. It makes IT selections easy with built-in modules for IT and enterprise software requirements, product evaluations, RFx processes, vendor communications and more. SelectHub is a recognized independent expert in helping buyers understand their software needs and reaches well over 35 million unique users worldwide annually. To discuss your selection project today, visit us at: <https://www.selecthub.com/>