

Questions to Ask New Suppliers

A printable tick sheet from Business Match AI

Use this checklist when you are evaluating any new supplier — software, services, equipment or professional support. Tick each box as you cover it, and add notes in the margin. If a supplier can't or won't answer a question, that itself is an answer.

**Supplier
name:**

Date:

Company & background

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| ☐ | How long has the company been trading? |
| ☐ | Are they registered at Companies House? (get the number) |
| ☐ | Who owns the business — and who is your main contact? |
| ☐ | Can they provide two references from customers your size? |
| ☐ | Do they hold professional or trade-body memberships? |
| ☐ | What is their public liability / professional indemnity insurance cover? |

Terms & conditions

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| ☐ | What is the minimum contract length? |
| ☐ | What is the notice period to cancel? |
| ☐ | Does the contract auto-renew? Can it be switched off? |
| ☐ | What are the price-increase terms — is there a cap? |
| ☐ | Are there any early-termination or exit fees? |
| ☐ | Who owns your data, and what format can you export it in? |
| ☐ | Is there a cooling-off or trial period before you commit? |

Pricing & payments

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| ☐ | Is pricing fully itemised (setup, licence, support, extras)? |
| ☐ | Are there hidden costs — modules, users, API calls, storage? |
| ☐ | What payment terms do they offer (monthly, annual, upfront)? |
| ☐ | Are there setup or onboarding fees, and what do they cover? |
| ☐ | What happens to pricing if you add users or scale up? |
| ☐ | Are there discounts for annual payment or multi-year? |

Deliveries & logistics

- ☐ What are the standard delivery / turnaround times?
 - ☐ Are delivery or call-out charges included or extra?
 - ☐ Do they provide tracking or status updates?
 - ☐ What is the returns / refund / rework policy?
 - ☐ How are delays or missed deliveries handled?
 - ☐ Is there a service-level agreement (SLA) on response times?
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Location & coverage

- ☐ What geographic area do they cover?
 - ☐ Do they have local staff or contractors in your region?
 - ☐ Can they support remote, hybrid or on-site work as needed?
 - ☐ Are there travel or mileage charges for site visits?
 - ☐ Do they operate UK-based support, or is it offshore?
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Social media & online presence

- ☐ Which social media platforms are they active on?
 - ☐ How quickly do they respond to messages or reviews online?
 - ☐ Are there public reviews on Google, Trustpilot or similar?
 - ☐ How do they handle complaints publicly — can you see examples?
 - ☐ Is their website up to date and professional?
 - ☐ Do they publish case studies or testimonials you can verify?
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Support & service

- ☐ What are the support hours — 9–5, extended, or 24/7?
 - ☐ How do you contact support — phone, email, portal, chat?
 - ☐ What are the guaranteed response and resolution times?
 - ☐ Is there a named account manager or dedicated contact?
 - ☐ What training and onboarding is included, and for how many staff?
 - ☐ Is there a self-service knowledge base or help centre?
 - ☐ What happens out of hours or in an emergency?
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Quality & guarantees

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| ☐ | What warranties or guarantees come with the product or service? |
| ☐ | Do they hold certifications — ISO, Cyber Essentials, etc.? |
| ☐ | What is their process for handling faults or defects? |
| ☐ | Is there a satisfaction guarantee or money-back period? |
| ☐ | How often do they release updates or improvements? |
| ☐ | Can you see examples of similar work or deployments? |
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Security & data protection

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| ☐ | Are they UK GDPR compliant — and will they sign a data processing agreement? |
| ☐ | Where is your data stored — UK, EU, or elsewhere? |
| ☐ | Have they had any data breaches? If so, what happened? |
| ☐ | What security certifications do they hold (Cyber Essentials, ISO 27001)? |
| ☐ | How is access to your data controlled and audited? |
| ☐ | What is their data retention and deletion policy? |
| ☐ | Do they back up your data, and how often? |
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