

## Motivational Management through Metrics

Key Performance Indicators (KPIs) are a good measure of the productivity of an employee, a team, and even the company as a whole. Avionté keeps track of many KPIs for you and can show the results in many different reports.

### Recruiter Metrics

Reports which provide recruiter KPIs

1. Comprehensive AQ series (Employee, Customer, Order, Assignment)
  - # of assignments
  - Turnover
  - Compliance
2. Recruiter Metrics Report
  - # of interviews
  - # of assignments
  - Calls
  - Compliance

### Sales Metrics

Reports which provide the following sales KPIs

1. Comprehensive Customer AQ
  - Cost per acquisition
  - Account Value
2. Follow Up Report
  - Last point of contact
  - Account Value
  - Calls
3. Revenue Opportunity AQ
  - Last point of contact
  - Account Value
4. Sales History Report
  - Commission
  - Account Value

### Admin Metrics

Reports which provide admin KPIs

1. Gross Profit Report
  - Gross profit/sales
  - Margins
2. Branch Scorecard Report
  - Gross profit/sales
  - Margins
3. KPI Report
  - Gross profit/sales
  - Margins
  - New employees
  - Turnover
  - Aging

### Jack of All Trades

This report gets special mention for tracking KPIs across all divisions

1. Staffing Action AQ
  - # of calls/emails/tasks/appointments
  - # of new contracts/employees/assignments
  - Sales funnel drop off rate
  - Compliance
  - Productivity