

AVIONTÉ
CONNECT

Building a Data Driven Culture

STRATEGIES FOR EMBEDDING ANALYTICS
IN YOUR ORGANIZATION

Meet the Team



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The Agenda

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Why Should I Care?

2

Importance of Data

3

Back to the Basics... What is Data?

4

So, Why is it Important?

5

Case Studies

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Next Steps and Q&A

WHY SHOULD I CARE?

By leveraging data, decision-makers can make **informed choices** that are more likely to be **accurate and effective** and can continuously **refine their approach** based on new data and insights.

Data-driven decision making can give businesses a **competitive advantage** over their rivals. By using data more effectively, businesses can **identify opportunities** their competitors may miss, and address any potential issues that can create a competitive opening proactively.

Want to be competitive?



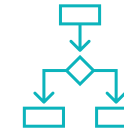
CONSOLIDATE

Combine applicable data sources for a holistic view of business activity.



ANALYZE

Identify overperforming or underperforming industries, divisions, etc.



REFINE

Make strategic decisions, monitor results, and refine as needed to see success.

Improve profitability and efficiency while reducing cost!

Importance of Data



**GREATER
TRANSPARENCY &
ACCOUNTABILITY**



**CONTINUOUS
IMPROVEMENT**



**REFINED
BUSINESS
DECISIONS**



**REDUCED COST
AND IMPROVED
REVENUE**



**VISUALIZED
TRENDS**

BI tools enable teams to share data and insights more easily, leading to better collaboration and teamwork



The Lesson?

You cannot keep doing what you have always done and expect the results to be different.

"That wouldn't be logical"
Spock, Star Trek

Importance of a Data Driven Culture

What is Data?

Data is Information

So a “Data Driven Culture” is an organization that uses information to make decisions.

Again, Why is Data Important?

**More Information Leads to Better
Decisions.**



Which Candidate would you choose?

Candidate A

- Candidate tells you they are great at doing a certain job.
- Candidate tells you they are reliable, always on time, and you can count on them.

Candidate B

- You have a strong resume that clearly details every professional training, certification, and credential for the role you're looking to fill.
- The resume also shows examples of working at similar companies in the same or similar role with good job duration.
- You have assessment test results that prove the candidate possesses the required skills for the role.

Can there be too much information?



3 Reasons Why Too Much Information Can Be a Bad Thing.

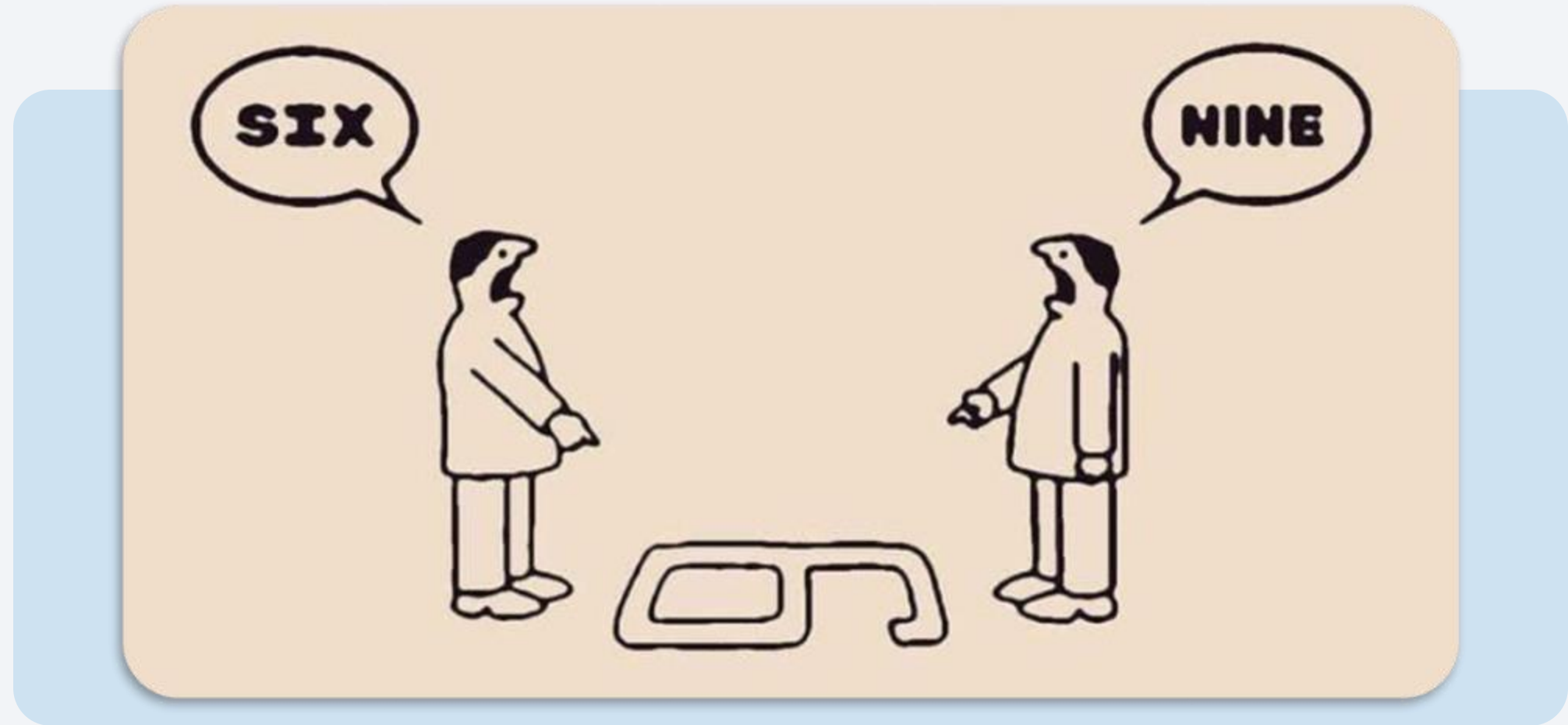
It's just too much



It's irrelevant



It's not clearly defined



It's not clearly defined

Spread

- The difference between the bill rate and the pay rate.

Gross Margin

- The difference between the bill rate and the pay rate, including all payroll related burden.

Attrition

- Should it include assignments that were completed satisfactorily or where the client converted them from temp-to-perm?

Real Examples



Sales Performance

Q1 Conversion Rates	Input	Output	Conv%	Total Conversion Rates	Input	Output	Conv%	GM Target	\$ 400,000
Meeting Conv.	2,105	28	1%	Meeting Conv.	8,554	155	2%	Clients Target	32
Proposal Conv.	28	16	57%	Proposal Conv.	155	91	59%		
Client Conv.	16	7	44%	Client Conv.	91	30	33%	7.50%	

Q2 Conversion Rates	Input	Output	Conv%	Category	Metric	Conversion
Meeting Conv.	2,119	32	2%	Total New Clients	30	
Proposal Conv.	32	19	59%	Total New Clients - JO	45	150%
Client Conv.	19	5	26%	Total New Clients - Billed	39	130%

Q3 Conversion Rates	Input	Output	Conv%	Category	Metric
Meeting Conv.	2,065	53	3%	Proposals to Get 1 Billing Client	2
Proposal Conv.	53	29	55%	Meetings to Get 1 Billing Client	4
Client Conv.	29	11	38%	Activities to Get 1 Billing Client	219

Q4 Conversion Rates	Input	Output	Conv%	Q4 Conversion Rates	Actual	Needed	Est. GM	Target GM
Meeting Conv.	2,081	42	2%	Annual GM of New Client	\$ 12,500.00		\$	13,333
Proposal Conv.	42	27	64%	Activities per week	165	135		
Client Conv.	27	7	26%	Clients per week	0.58	0.62	\$ 375,000	\$ 400,000



Action Steps

Since it appears the salesperson will miss their goal you need to consider a few things:

1. Increasing the number of prospects so their current conversion rates will generate the needed clients.
2. Improve the quality of prospects to better align with the value you provide.
3. Improve the skills of the salesperson to increase their conversion rates.
4. Increase the Mark-Up or Gross Margin to increase the value of the client.



Sales Performance

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Situation

1. They completed more prospecting activities.
2. They converted those activities into more sales meetings, and at a higher conversion rate.
3. They converted those sales meetings into more proposals, and at a higher conversion rate.
4. They converted those proposals into fewer contracts, and a lower conversion rate.

What's the problem and why is it happening?



Action Steps

Since the proposal to contract conversion has decreased, the most common three reasons this occurs are:

1. The salesperson didn't properly establish value during the sales process. (Training issue – Value Selling)
2. The salesperson hasn't properly followed up with the prospect. (Training issue – Process)
3. The pricing doesn't reflect the market. (Pricing issue)



Good Pay Rates

Warehouse	Pay Range	Bill Range	Job Order Fill%
Order Packer	\$17 - \$19	\$24 - \$29	85%
Order Packer	< \$17	< \$24	40%



Action Steps

1. Determine the decisions your producers need to make to be successful and work backwards to determine the information they need to make the best decision.
2. Create a Glossary of Terms for your organization and make sure everyone understands what terms and data means, so everyone will interpret the data the same way.
3. Define “Good” for your agency and train everyone to that standard.



Choosing the Right Metrics



Choosing the Right Metrics

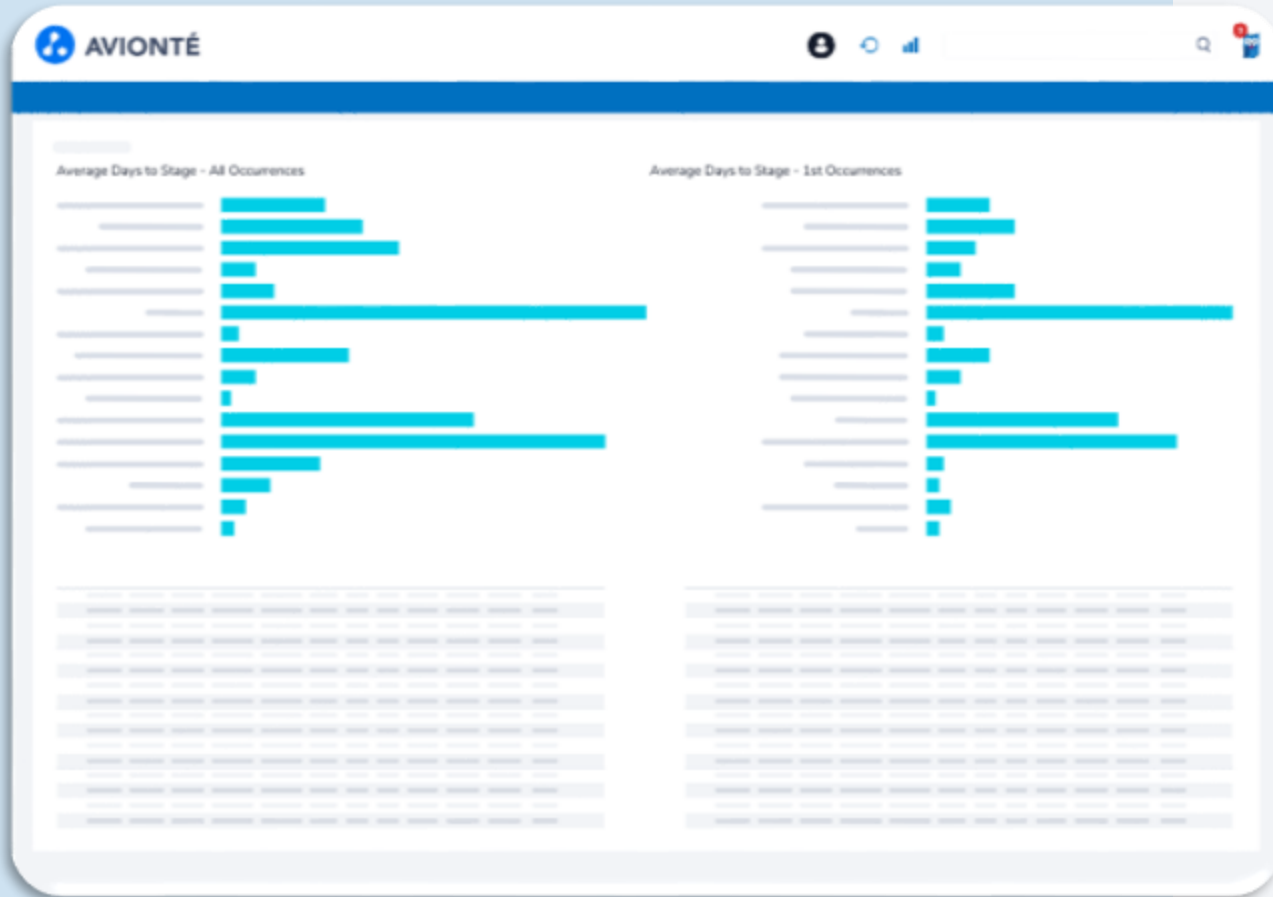
What are you trying to achieve?

- Is the metric easy to understand?
- Is the metric easy to calculate?
- Is it actionable?
- Is it accessible?



Tools and Platforms





MyDashboard

40 widgets accessible via BOLD:

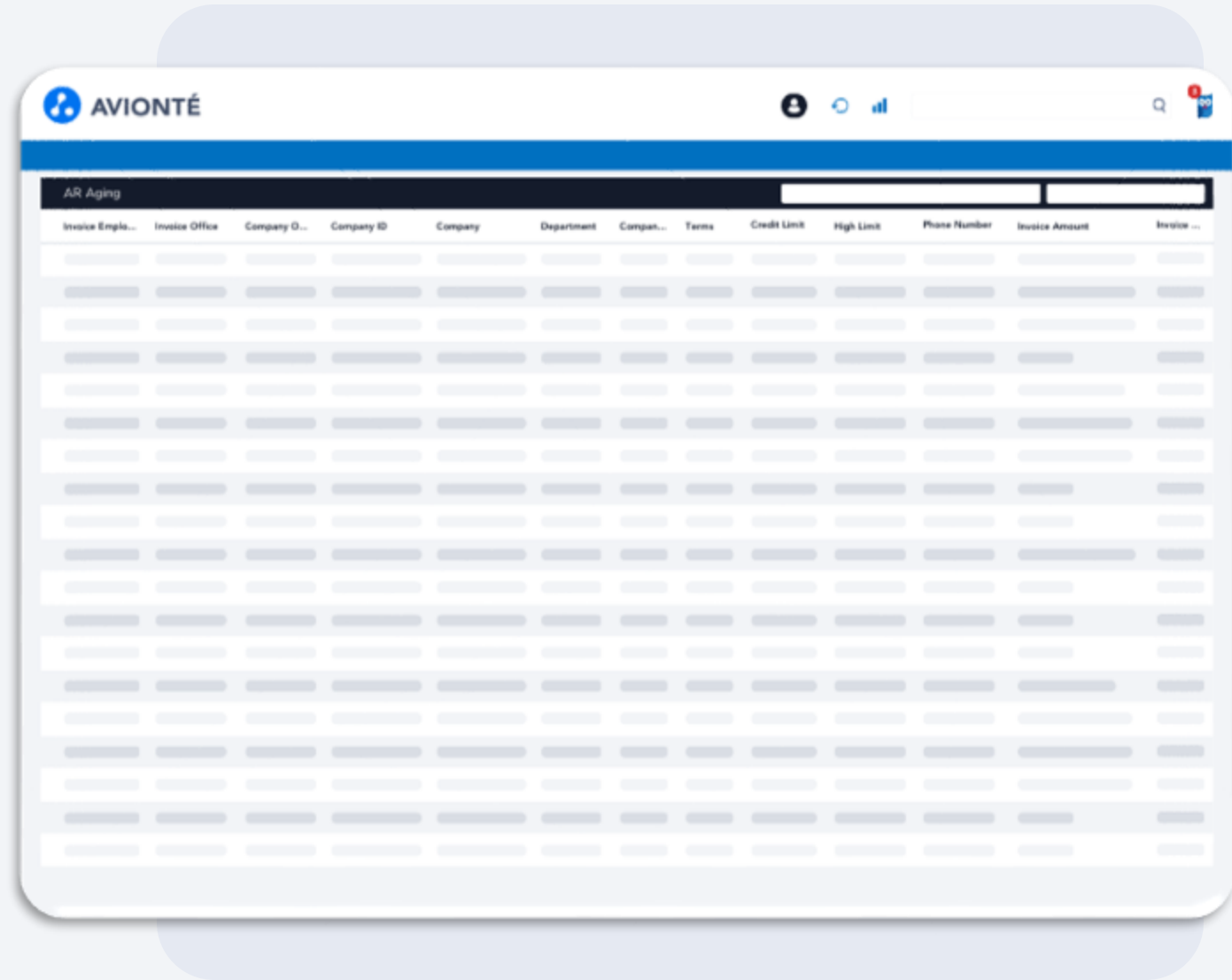
- Tasks/ Events
- Jobs
- Talent
- Contracts
- Social Metrics

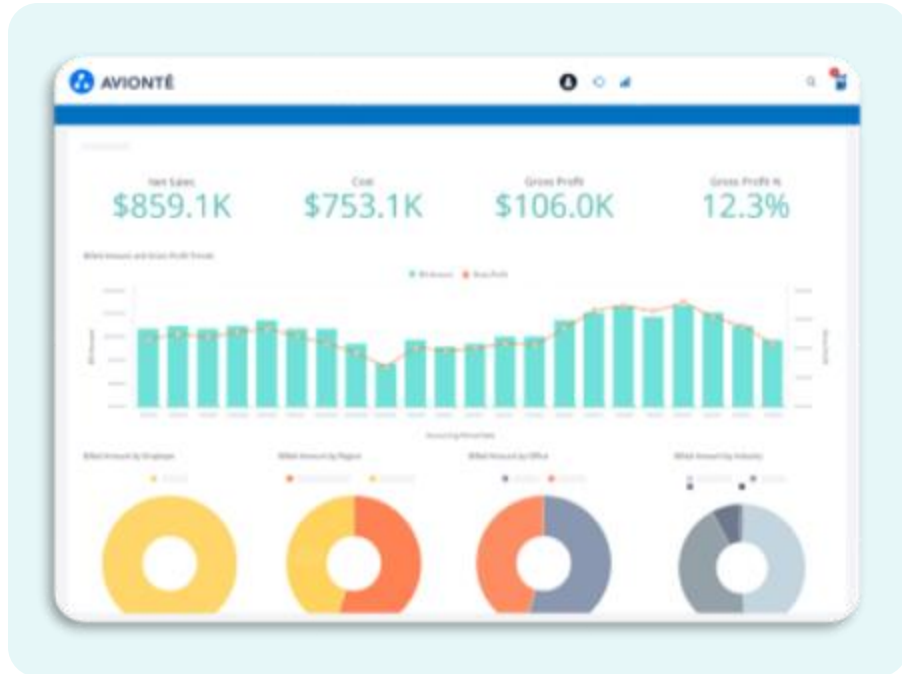


Reports

Out of box solution for BOLD and integrated customers. Report categories include:

- Sales
- Recruiting
- Time
- Operational
- Payroll
- Invoicing/AR
- CHANGE
- Avionté 24/7
- Avionté PIXEL





INSIGHTS

Quickly analyze the performance of your business and uncover new opportunities by combining front office, back office, and talent data in a single place

AVIONTÉ INSIGHTS OFFERS:

- 30 Interactive BI Dashboards
- 90+ Enhanced Reports

WHY IT'S DIFFERENT:

- Single Source for FO, BO, & Talent Data
- Powered by World-Class Technology
- Flexible Data Architecture

HOW IT INTEGRATES:

- **Required:** AviontéBOLD
- **Integrates with:** Avionté 24/7, Avionté PIXEL, and CHANGE



Ready to get started?

Your Avionté account manager will be able to assist with next steps

Questions & Answers

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THANK YOU FOR YOUR FEEDBACK

Thank You