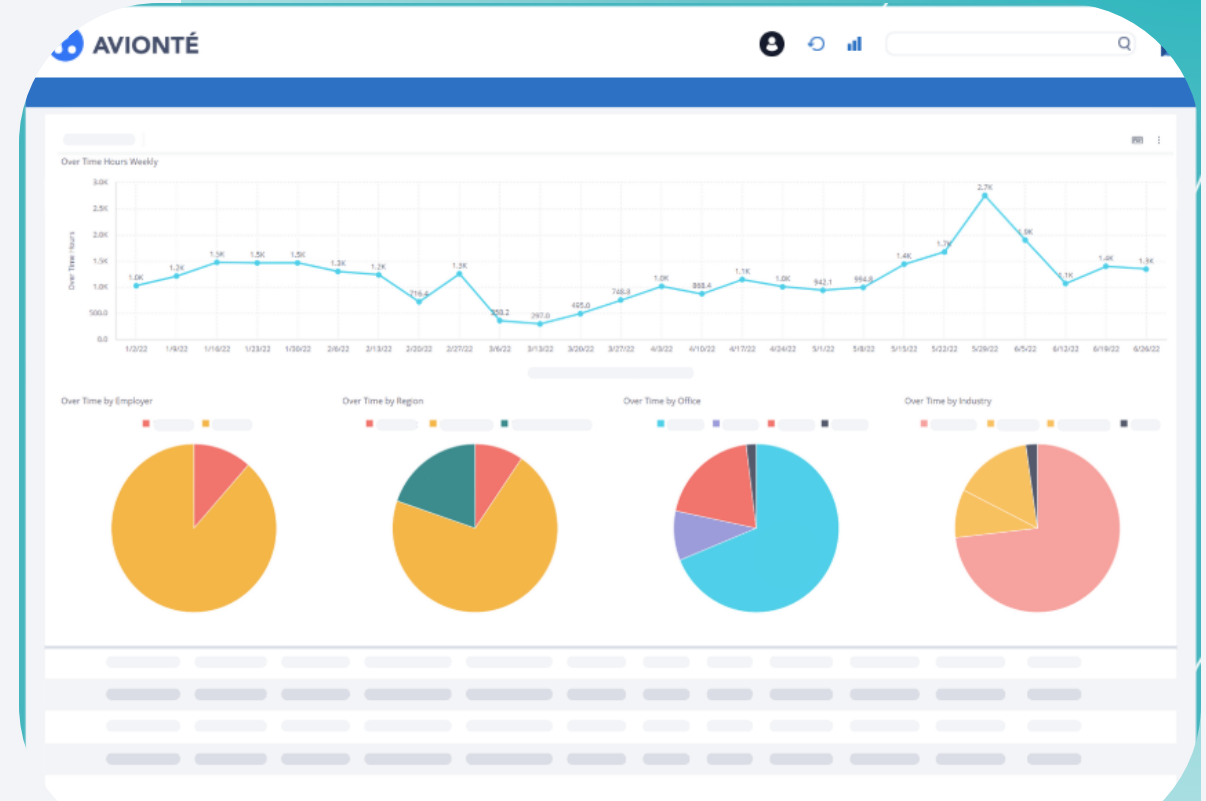


AVIONTÉ  
CONNECT

# Utilizing Analytics to Make Data-Driven Sales Decisions

Elevating Performance—  
Technology Serving People



# Introductions

Welcome to **CONNECT!** Thank you for joining our session.



**Phil Martini**

DIRECTOR OF PRODUCT  
REPORTING AND  
ANALYTICS

INSIGHTS



**Kate Nicholson**

SENIOR PROJECT  
MANAGER, TEAM LEAD

IMPLEMENTATION



# The Agenda

1

Welcome

2

Moving from Gut to Data Driven

3

Insights and Reporting Essentials

4

Implementation and Showcase

5

Best Practices

6

What's to Come and Q&A



# **What's Your Biggest Analytics Challenge Today**

*Does your team make data driven decisions?*



# Key Metrics

- Data-driven sales teams in staffing generate **27% higher** average contract values  
- *SIA Executive Forum Research*
- Organizations that provide sales teams with data-driven insights see **28% higher** quota attainment - *CSO Insights Sales Performance Report*
- Data-driven staffing firms convert **38% more leads** into clients compared to non-data-driven competitors - *CareerBuilder Staffing & Recruiting Pulse Survey*
- Sales teams using analytics identify **15-20% more revenue opportunities** than those without - *McKinsey Sales Growth Report*

**Only 31% of staffing agencies have established processes for using data to prioritize sales opportunities**

- *SIA North America Staffing Company Survey*

# Leveraging BI to Empower Your Teams



# Empowering Your Teams

Accessibility

Relevance

Actionability



# Limitations of Intuition-based Management



## INTUITION

- Relies on Gut Feeling
- Makes Best Guesses
- Relies on Previous Experience
- Risky



## DATA DRIVEN

- Relies on Facts
- Choices are Tested
- Inspired by Previous Experience
- Risk Mitigating



# When Instincts Mislead

## New Coke

What happened: Coca-Cola reformulated its flagship product to create “New Coke,” based on taste tests and internal belief it would beat Pepsi.

Intuition-led assumption: Executives believed a better-tasting cola would automatically lead to increased sales and loyalty.

## Blockbuster and Netflix

What happened: Netflix offered to sell itself to Blockbuster for \$50M. Blockbuster laughed it off, believing physical rentals would remain dominant.

Intuition-led assumption: Blockbuster executives trusted their dominance and the belief that people wouldn't prefer streaming or DVDs by mail.

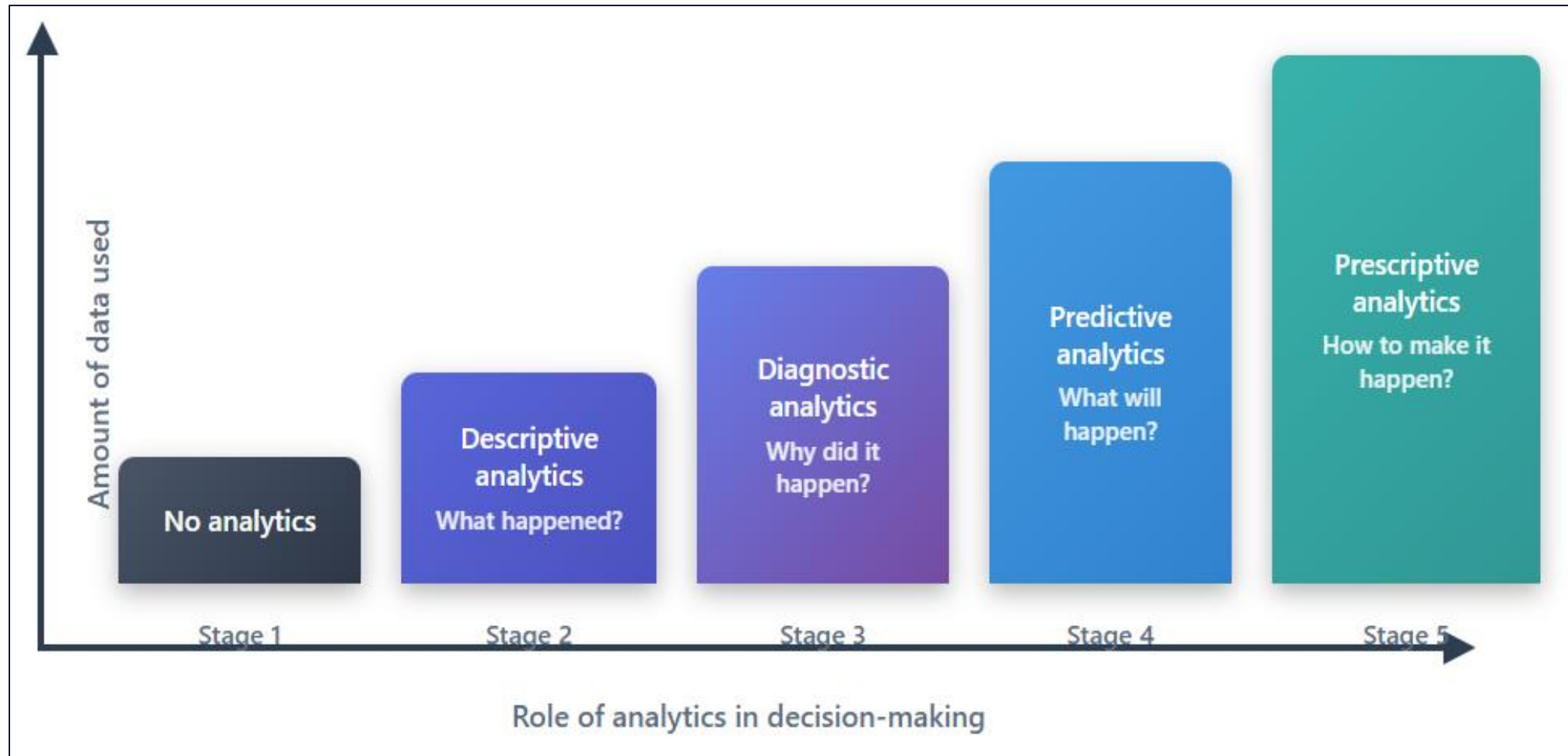
## Apple Maps Launch

What happened: Apple replaced Google Maps with its own Apple Maps app in iOS 6, assuming users would prefer a native Apple solution.

Intuition-led mistake: Apple assumed users wanted a fully integrated Apple ecosystem and would tolerate a rough v1 product. Apple Maps was riddled with inaccuracies, missing data, and embarrassing errors.



# Analytics Maturity Model



# Insights and Reporting Essentials



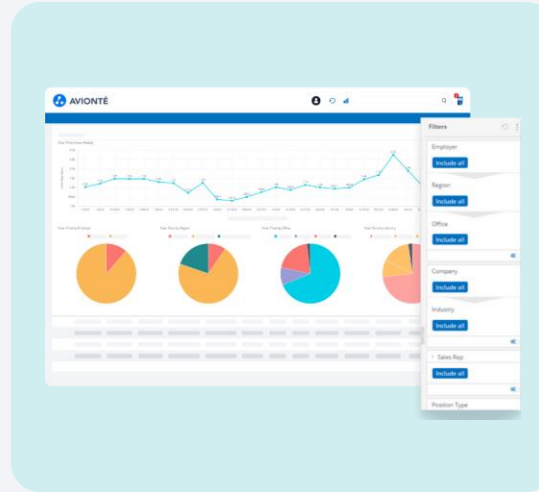
### Starts Report

| Start Date | End Date | Req Title | Pay | Bill |
|------------|----------|-----------|-----|------|
| Oct 12     | Oct 29   | Assembly  | 17  | 24   |
| Oct 1      | Oct 1    | Assembly  | 20  | 28   |
| Sep 14     | Oct 1    | Assembly  | 20  | 28   |
| Sep 14     | Oct 1    | Assembly  | 17  | 24   |

## Standard Reports

Real-time reporting for daily activity.

- Front and back-office reports available
- Quick and easy visualizations
- Designed for staffing agencies



## Avionté INSIGHTS

Integrated analytics for deep analysis.

- Unified FO, BO, & talent data
- Links activity to profitability
- Powered by world-class technology



## Avionté DataLink

Flexible data access for enterprise.

- Supports complex reporting needs
- Combines with external data sources
- Limitless options for reporting



# Avionte INSIGHTS Key Features & Functionality



## PERSONALIZATION

Dashboard and widgets can be personalized



## CALCULATIONS

Widgets calculations and formulas can be modified



## SHARING

Dashboards and widgets can be shared and scheduled



# Best Practices



**Start with  
Questions**



**5-Second Rule**



**Focus on  
Specific Views**



**So-What  
Test?**



**Schedule  
Regular  
Review  
Sessions**



**Train on  
Interpretation**



# Preview of What's to Come





# Looking Ahead: Standard Reports

- **POC in Experience Center:** Unified interface for both Standard Reports and Insights with cloning, scheduling, and email distribution
- High-performance architecture ensuring reliability and scalability
- Export reports in multiple formats including PDF, CSV, Excel, and more
- Comprehensive subtotal and total calculation capabilities





# Looking Ahead: INSIGHTS

- **Live!** Dynamic data refresh providing real-time reporting capabilities
- **Live!** Move, rename, and delete widgets on your dashboard
- **Prototype in Experience Center:** Intuitive Report and Dashboard builder for customized views
- **Prototype in Experience Center:** Advanced embedded analytics for deeper data exploration



# To Summarize



**THE OPPORTUNITY  
IS REAL**



**THE PATH IS  
CLEAR**



**THE TOOLS ARE  
AVAILABLE**



**IMPLEMENTATION  
IS MANAGEABLE**



**THE IMPACT IS  
IMMEDIATE**



QA



## Rate the session



Leave further feedback...

**SEND**

Cancel

# Thank You

Help shape future **CONNECT** content by rating this session.

1. Open the Bizzabo app and select Agenda
2. Locate **Utilizing Analytics to Make Data-Driven Sales Decisions**
3. Rate and leave feedback



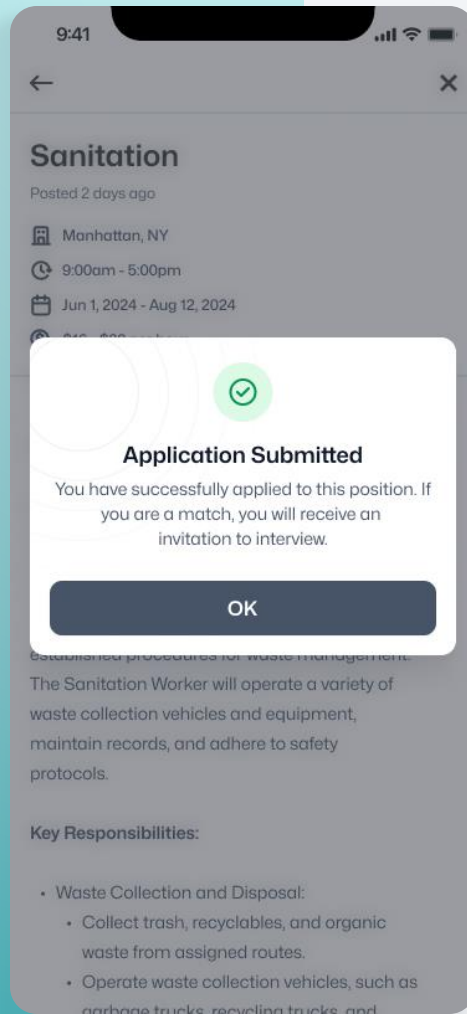
Take your job search to  
the next level.



Find Your Next Job



Sign in or Apply



# Experience What's Possible

Visit the Experience Center – 2<sup>nd</sup> Floor

- Test real workflows that deliver results
- Get expert guidance for your specific goals
- Four focused areas aligned with your success
- Leave with strategies you can implement now



# DesignLab

Step into the future of staffing technology. Preview upcoming innovations, share your feedback, and help shape what comes next.

The screenshot displays the AVIONTE Back Office interface. The top navigation bar includes 'myDashboard', 'Jobs', 'Talent', 'Timesheet', 'Companies', 'Documents', 'Back Office', 'Analyze', 'Sub Vendors', 'QuickPlace', and 'Automation'. A search bar is located on the left side of the dashboard. The main content area is titled 'Payment Batch ID: 10513' and features a summary section with the following details:

| Payment Batch Summary       |                 |
|-----------------------------|-----------------|
| Check Count                 | 0               |
| Batch ID                    | 10513           |
| Status                      | Processed       |
| Batch Type                  | Check Run       |
| Accounting Period Date      | 08/03/25        |
| Bank Name                   | Bank of Avionte |
| ACH Generated Date          |                 |
| Transaction Count           | 5               |
| Description                 |                 |
| Check Date                  | 08/08/25        |
| Created By                  | avi.next1       |
| Bank ID                     | 1               |
| Bank Description            | Bank of Avionte |
| Generate Original Pay Units | No              |

Below the summary is a 'Transactions' table with the following data:

| Talent Name                    | SSN         | Company Name                                | Department Name | Total Pay | Total Bill |
|--------------------------------|-------------|---|-----------------|-----------|------------|
| <a href="#">Ethan Campbell</a> | XXX-XX-XXXX | <a href="#">Williamson &amp; Harris Co.</a> | Corporate       | \$1000.00 | \$1250.00  |
| <a href="#">Orlando Diggs</a>  | XXX-XX-XXXX | <a href="#">Pinnacle Solutions</a>          | Accounting      | \$600.00  | \$750.00   |
| <a href="#">Demi Wilkinson</a> | XXX-XX-XXXX | <a href="#">FedExpress</a>                  | Corporate       | \$640.00  | \$800.00   |
| <a href="#">Kate Morrison</a>  | XXX-XX-XXXX | <a href="#">Coca Cola</a>                   | Corporate       | \$800.00  | \$1000.00  |