



A TRN WEBINAR

The Recruitment Revenue Dashboard

The KPIs every leader should track, and the ones most agencies miss

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Is your agency sales led, or service led?

What agencies SAY

*"We want to look after our candidates and clients.
We want to do right by them."*

What agencies MEASURE

Calls · Meetings · CVs sent
Interviews · Placements · Revenue

THE CONTRADICTION

Almost no agency has a service KPI

Ask what they measure and the usual quantity KPIs come straight out. Ask what service KPIs they track, and most agencies go quiet.

Calls

Meetings

CVs sent

Interviews

Placements

Revenue

Missing: any measure of whether the candidate and client were actually looked after through the process.

WHY QUANTITY KPIS FALL SHORT

Tell a consultant to hit ten meetings, they'll hit ten.

Tell them to send twenty CVs, that's exactly the number they'll send. Activity targets get hit. They don't guarantee the outcome.

And ratios aren't the fix either

If activity is high, ratios come along for the ride anyway. They're the closest thing most agencies have to a quality check, and it's a long bow to draw.

END OF QUARTER, REVENUE MISSED

The activity looked fine. So what happened?

The goalposts shifted

The candidate took another offer

The process just took too long

It's never a reflection of what the consultant did.

Dig into the job and you'll usually find the consultant didn't run the process, or didn't have the information to manage it from both sides.

THE METRIC MOST AGENCIES CAN'T QUOTE

Fill rate

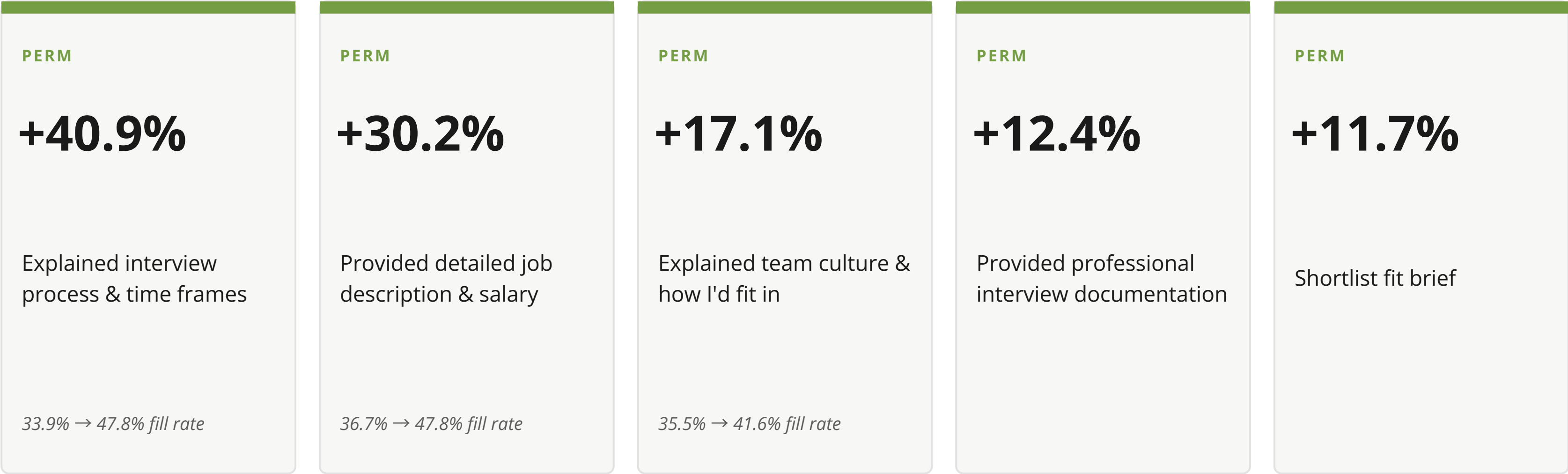
The number one data point tied to everything else on this dashboard, and the one leaders are least able to quote off the top of their head.

“We just get more jobs on, then we fill more jobs.”

That's not improving fill rate. That's working harder for the same result, and it's not the fix agencies think it is.

MEASURED. RANKED. EVIDENCED.

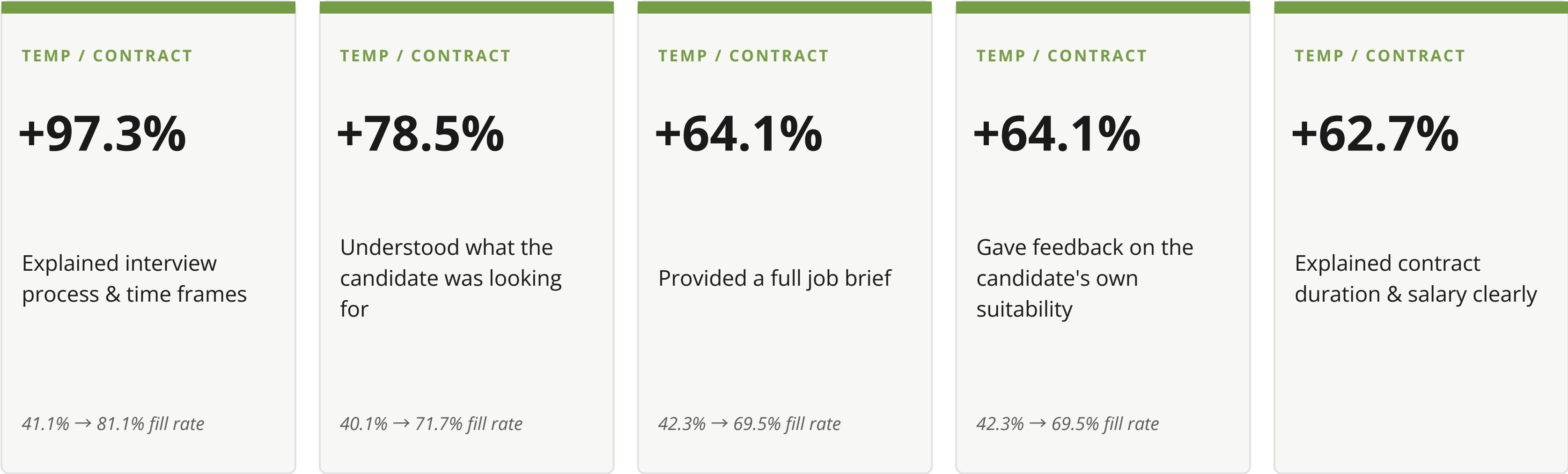
5 behaviours that move fill rate — Perm



Source: Recruiter Insider, Fill Rate Impact by Recruiter Behaviour

MEASURED. RANKED. EVIDENCED.

5 behaviours that move fill rate — Temp / Contract



Source: Recruiter Insider, Fill Rate Impact by Recruiter Behaviour

Keep some old school KPIs. Just stop stopping there.

1

Keep some activity KPIs

Nothing happens by chance. Activity still matters, it's just not the whole picture.

2

Track process quality and fill rate

Some agencies we work with have dropped old school KPIs entirely and measure this alone.

3

Ask candidates and clients directly

Are they getting what they need to make decisions? Is the consultant supporting the process?

4

Bring it into daily, weekly, monthly reviews

How did this process run, where were the gaps, what did the feedback say.

Stop claiming quality. Start measuring your process. Evidence the outcome.

The consultant sits in the middle of every hire. The job is managing both sides of it, not just introducing candidates to jobs.

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