

Spot It **Before** It Breaks

Weekly Agency **Performance Tracker**

1

Client Penetration

Why it matters: Shows how much of a client's total vacancies you're filling. Low penetration means a high risk of losing the account.

Benchmark: Aim to fill a significant proportion of each client's roles - track percentage weekly.

This week: _____

2

Margin Trends

Why it matters: If consultants negotiate only on price while your costs are rising, your profitability will erode quickly.

Benchmark: Maintain or grow average margin % over time - watch for consistent drops.

This week: _____

3

Time to Fill

Why it matters: Rising numbers often indicate poor client and candidate control. Slower delivery means lower trust and higher costs.

Benchmark: Define an optimal average for your sector and aim to stay within it.

This week: _____

4

Candidate Utilisation

Why it matters: Tracks how many sourced candidates are actually being placed. Poor utilisation often means they're going to competitors or being lost in the process.

Benchmark: Aim to place a high percentage of sourced candidates within your own roles.

This week: _____

Tip: Continue tracking your core job flow metrics (jobs on, CVs sent, interviews arranged, offers, acceptances) alongside these for a complete performance view.

Want to talk about improving these metrics in your agency? Get in touch with Alison:

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