# Order quality scoring model

## Industrial staffing company

Developed an order quality scoring model based on factors such as profitability, fillability and collectability which is leveraged by sales representatives to prioritize orders and thus customers based on qualitative aspects beyond volume.

# Industrial staffing company needs order quality scoring model

**Picture this…**

You're looking to create a comprehensive order quality model to assess the quality of orders placed by customers which was leveraged to prioritize the orders for assigning candidates against the orders. The sales team of the client lacked an objective process to prioritize the orders received from customers, resulting in churn of high-quality customers and drop in sales.

**You turn to Accordion.**

We partner with your team Developed an order quality scoring model based on factors such as profitability, fillability and collectability which is leveraged by sales representatives to prioritize orders and thus customers based on qualitative aspects beyond volume., including:

1) Conceptualizing and developing a grade-based order scoring model to enable distinguishing between high quality and relatively lower quality orders.
2) Quantifying aspects such as hiring complexity and onboarding requirements to quantify the ease of filling a job order.
3) Developing a numeric scoring based on a range of metrics that assess profitability, fillability and collectability of an order, based on which sales development reps could prioritize an order

**Your value is enhanced.**

- Real time scoring of each order and the launch of the same as a live dashboard enabled in achieving process efficiency by streamlining the order filling process.

- Objectively prioritizing all the orders has resulted in enhanced profitability performance with Gross profit/sales representative increasing by 6pps within the first 6 months of the launch.

- Prioritizing orders has also resulted in 66% higher revenue generation from new customer accounts, in the first 6 months, compared to the same period from previous year

**KEY RESULT**

- Gross profit increased by 6pps within the first 6 months of the launch.
- Prioritizing orders has also resulted in 66% higher revenue

**VALUE LEVERS PULLED**

# Order quality scoring model for industrial staffing provider

## Situation

- The sales team of the client lacked an objective process to prioritize the orders received from customers, resulting in churn of high-quality customers and drop in sales.
- Partnered with the client to create a comprehensive order quality model to assess the quality of orders placed by customers which was leveraged to prioritize the orders for assigning candidates against the orders.
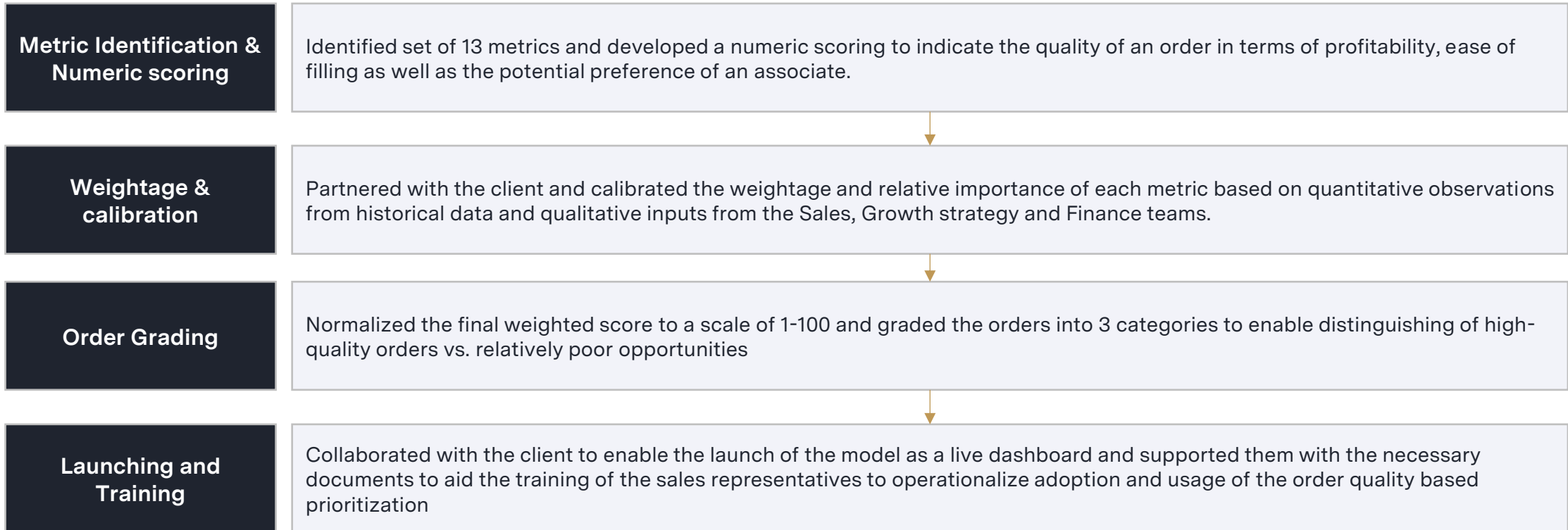
## Accordion Value Add

- Conceptualized and developed a grade-based order scoring model to enable distinguishing between high quality and relatively lower quality orders.
- Quantified aspects such as hiring complexity and onboarding requirements to quantify the ease of filling a job order.
- Developed a numeric scoring based on a range of metrics that assess profitability, fillability and collectability of an order, based on which sales development reps could prioritize an order

## Impact

- Real time scoring of each order and the launch of the same as a live dashboard enabled in achieving process efficiency by streamlining the order filling process.
- Objectively prioritizing all the orders has resulted in enhanced profitability performance with Gross profit/sales representative increasing by 6pps within the first six months of the launch.
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# Methodology/Approach

| | |
|---|---|
| **Metric Identification & Numeric scoring** | Identified set of 13 metrics and developed a numeric scoring to indicate the quality of an order in terms of profitability, ease of filling as well as the potential preference of an associate. |
| **Weightage & calibration** | Partnered with the client and calibrated the weightage and relative importance of each metric based on quantitative observations from historical data and qualitative inputs from the Sales, Growth strategy and Finance teams. |
| **Order Grading** | Normalized the final weighted score to a scale of 1-100 and graded the orders into 3 categories to enable distinguishing of high-quality orders vs. relatively poor opportunities |
| **Launching and Training** | Collaborated with the client to enable the launch of the model as a live dashboard and supported them with the necessary documents to aid the training of the sales representatives to operationalize adoption and usage of the order quality based prioritization |

# Order quality scoring model enabled with user inputs

| User Input |
|------------|

### Weightage for overall metric categories

| Metric | Weightage |
|--------|-----------|
| Profitability | 41% |
| Fillability | 54% |
| Business Factors | 5% |

User input to provide weightage of each category

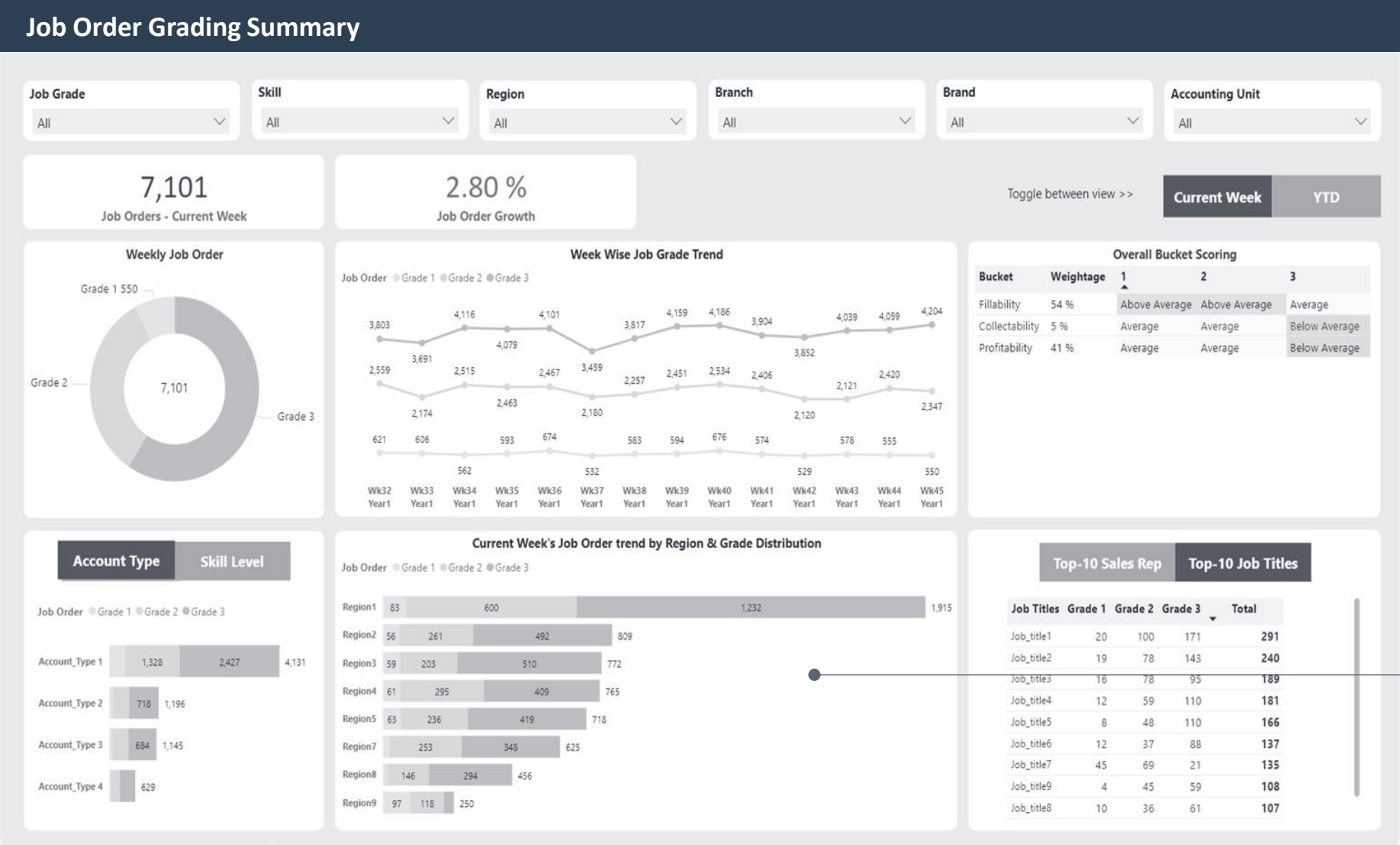### Weightage for individual metrics within each category

| | | | Final Weightages |
|--------|----------|------|------------------|
| Profitability | Metric 1 | 39% | 16% |
| Profitability | Metric 2 | 16% | 7% |
| Profitability | Metric 3 | 28% | 12% |
| Profitability | Metric 4 | 16% | 7% |
| Fillability | Metric 6 | 33% | 18% |
| Fillability | Metric 7 | 12% | 7% |
| Fillability | Metric 8 | 12% | 7% |
| Fillability | Metric 9 | 6% | 3% |
| Fillability | Metric 10 | 15% | 8% |
| Fillability | Metric 11 | 22% | 12% |
| Business Factors | Metric 12 | 50% | 3% |
| Business Factors | Metric 13 | 50% | 3% |
| | | | **100%** |

User inputs to provide weightage to each factors within the categories of profitability, fillability, and collectability
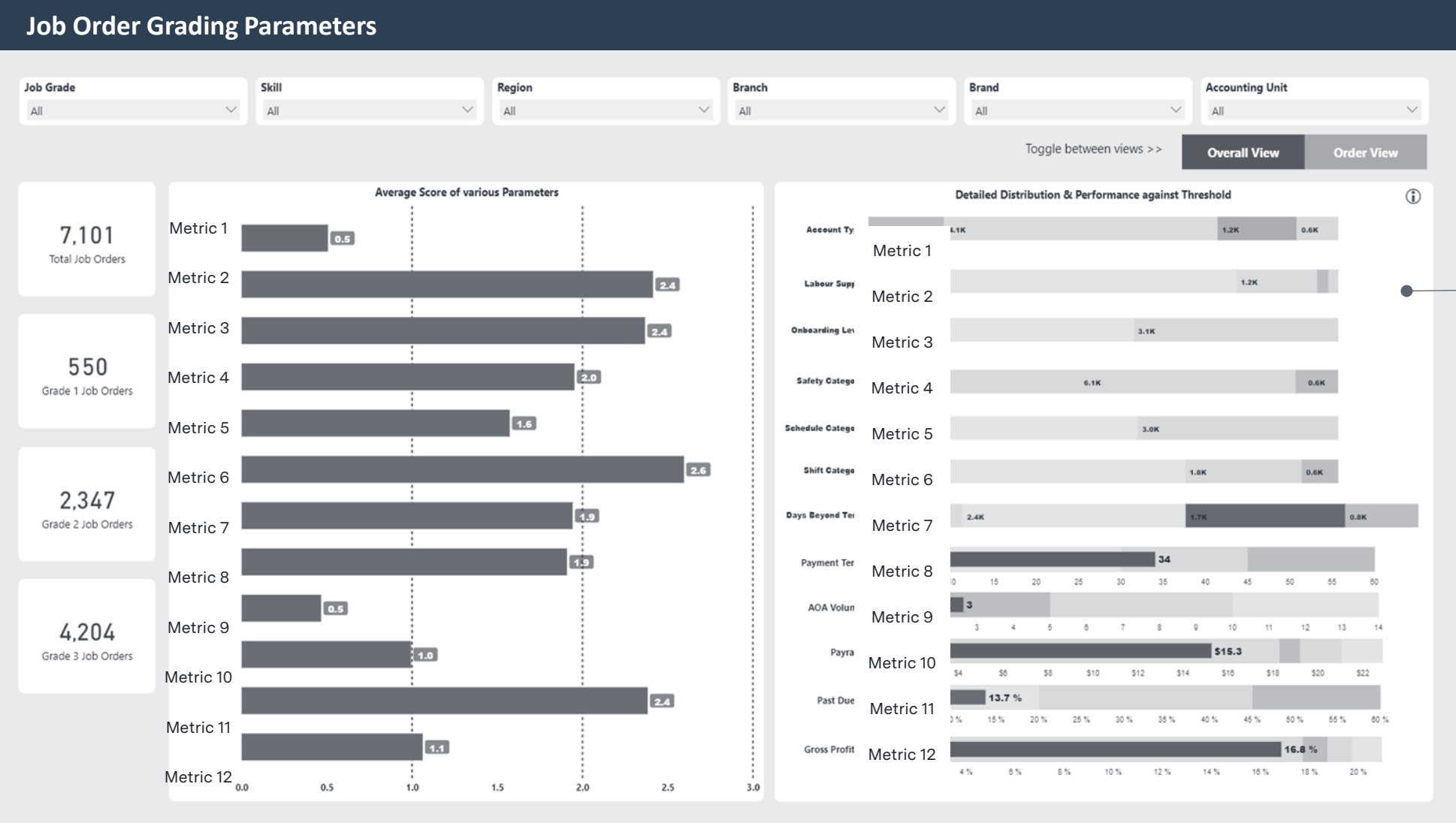
**Order Grading calculated based on actual values of above metrics and weightage inputs specified by user**

| Order ID | Customer | Job Title | Region | Order Grade | Profitability rating | Fillability rating | Collectability rating |
|----------|----------|-----------|--------|-------------|---------------------|--------------------|-----------------------|
| 750353 | Customer 1 | Job Title 1 | Region 1 | 2 | Good | Average | Good |
| 746136 | Customer 2 | Job Title 2 | Region 1 | 1 | Good | Good | Average |
| 746127 | Customer 3 | Job Title 3 | Region 1 | 1 | Good | Good | Average |
| 726882 | Customer 4 | Job Title 4 | Region 2 | 1 | Good | Good | Average |
| 741580 | Customer 5 | Job Title 5 | Region 2 | 3 | Average | Good | Good |
| 742432 | Customer 6 | Job Title 1 | Region 2 | 3 | Average | Good | Average |
| 742420 | Customer 7 | Job Title 2 | Region 2 | 3 | Average | Average | Average |
| 732042 | Customer 8 | Job Title 3 | Region 3 | 3 | Good | Average | Good |
| 750010 | Customer 9 | Job Title 4 | Region 3 | 2 | Good | Good | Average |
| 742775 | Customer 10 | Job Title 5 | Region 3 | 2 | Good | Good | Average |
| 732026 | Customer 11 | Job Title 1 | Region 4 | 3 | Poor | Average | Good |
| 750300 | Customer 12 | Job Title 2 | Region 4 | 3 | Poor | Good | Good |

# Real time visibility into quality of incoming job orders



The report provides visibility into the distribution of job order grades by region, account type, job title, etc., pinpointing areas with a higher concentration of low-quality orders, presenting an opportunity for improvement

# IN-DEPTH VISIBILITY INTO FACTORS DRIVING ORDER GRADING



## Job Order Grading Parameters

The report provides an in-depth analysis of the factors that affect job order grading, offering guidance for Sales representatives to enhance their sourcing of future job orders

ACCORDION