🧱 Backend Metrics Infrastructure for Recruitment

How SortedOps replaced manual reports with a fully automated backend system — built entirely on Google Sheets and Apps Script

---

🚨 The Problem

Recruitment at a national commercial cleaning company was becoming a spreadsheet graveyard. There were too many moving parts — and none of them talked to each other.

- Outstanding cleaner demand was estimated manually each week

- Monthly reports were stitched together from multiple tabs

- No visibility on how long vacancies stayed open

- No system to measure cleaner retention

- Recruitment team had to check 7+ tabs every reporting cycle

- Data was delayed, error-prone, and different every time

They weren't short on data.
They were short on systems.

🛠️ The SortedOps Fix

This wasn't a job for new tools. It was a job for better logic.

As their embedded backend partner, I designed a clean, scalable infrastructure for recruitment performance — using only their Google Workspace stack.

What I delivered:

- 🔄 **Weekly Automation**:

    - Automatically calculates total outstanding hours per Account Manager

    - Filters unfilled vacancies across all regions

    - Logs results into a central "Outstanding Hours" tracker

- 📊 **Monthly Metrics Engine**:

    - Logs 3 key recruitment KPIs:

        - Outstanding Hours (per AM, per week)

        - Average Days of Open Vacancies

        - Cleaner Staying in Power (retention ratio, e.g. 4/5)

    - Fully automated using Apps Script

    - No manual intervention, no missed reporting windows

- 🧠 **Logic baked into every metric**:

    - Average Days of Open Vacancies = only counts jobs filled that month

    - Cleaner Staying in Power = measures retention of new starters based on whether they're still active or lasted beyond the month

- ✅ **Smart edge-case handling**:

    - If no cleaners started → 0/0

    - If no data found for a region → logs a clean fallback, not an error

    - Logged values are correctly formatted for left-aligned ratios

All of it written in plain Google Apps Script.
No new tools. No new workflow training needed.

💡 The Outcome

- ✅ **Zero manual tracking** for weekly or monthly reporting

- ⚡ Recruitment team gets fresh data — without touching formulas

- 💸 **$0** in new tools or dashboards

- 📈 Cleaner performance data — tracked, reported, and updated automatically

- 🔍 Metric history stored for long-term analysis and board-level reporting

- 🔧 Built to scale: easily extendable to other teams or countries

🤝 Why This Matters

Most reporting systems are duct-taped messes — outdated spreadsheets, buried formulas, and weekly guesswork.

SortedOps rebuilt recruitment reporting from the inside out:

- Clean inputs

- Centralized logic

- No SaaS bloat

- Fully owned by the team

This is what backend infrastructure should feel like — permanent, scalable, and silent.

Want to stop building reports by hand?

Let's fix your backend — without adding another dashboard you'll forget to check

Book a System Discovery Call