

ADOPTION SCORECARD

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TRAVEL MANAGER

This scorecard helps you track the success of your HRS Connect adoption efforts by monitoring key indicators of planner usage and engagement.

It is designed to give Travel Managers:

- Visibility into how planners are using HRS Connect
- Early signals on what is working well
- Insight into where additional guidance or reinforcement may be needed

The scorecard focuses on usage and behavior trends, *not* individual performance.

How to Use This Scorecard:

- Review progress at regular milestones (e.g., 90, 120, 150, 180 days)
- Compare actuals against targets to understand adoption momentum
- Use insights to decide when to reinforce planner-facing assets
- Adjust communication or activation tactics as needed

The goal is to support adoption through timely guidance.

HRS CONNECT ADOPTION SCORECARD

KPI	Target	Actual	Milestones (Days)			
			90	120	150	180
Total Requests	14-24 requests		-	-	-	-
Total Bookings	8-12 bookings		-	-	-	-
Average Response Rate (Hours)	48		-	-	-	-
Offer Ratio	30%		-	-	-	-
Net Promoter Score (NPS)	7		-	-	-	-