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Inavero

## Online Ratings and Recruiting Strategies in Staffing:

### A Conversation with Glassdoor



Kevin Beaudette  
Enterprise Sales Manager  
Glassdoor

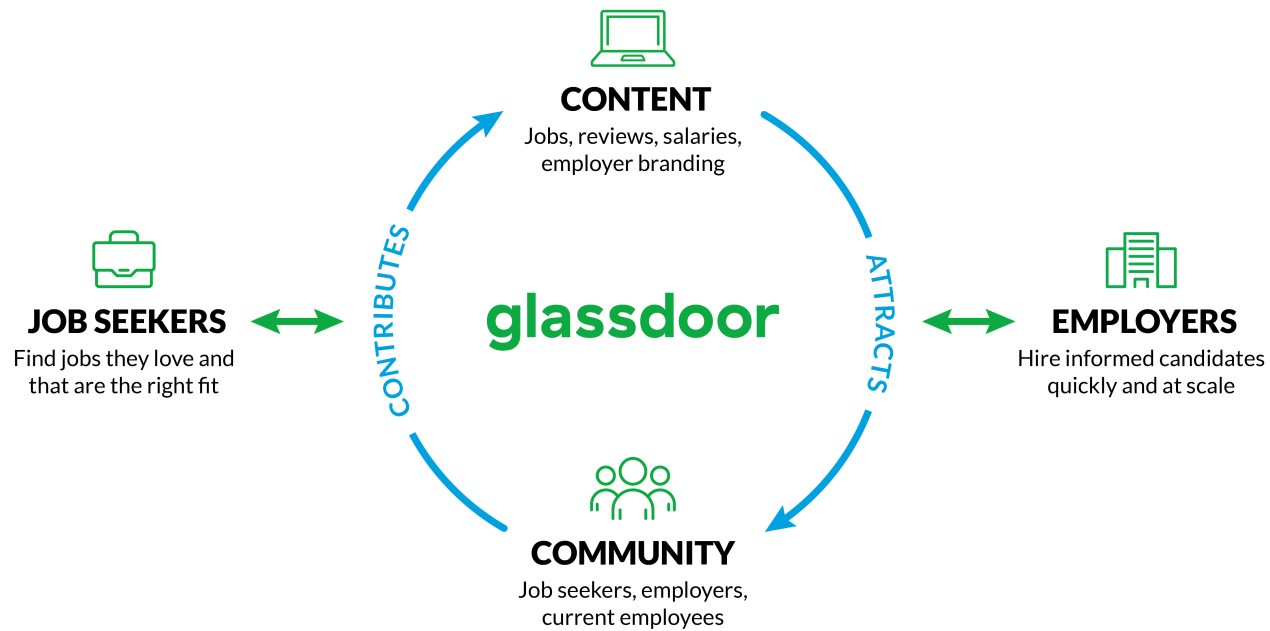


January 9, 2019





# About Glassdoor



Measure client and talent satisfaction.  
Build online reputation.  
Differentiate on service quality.

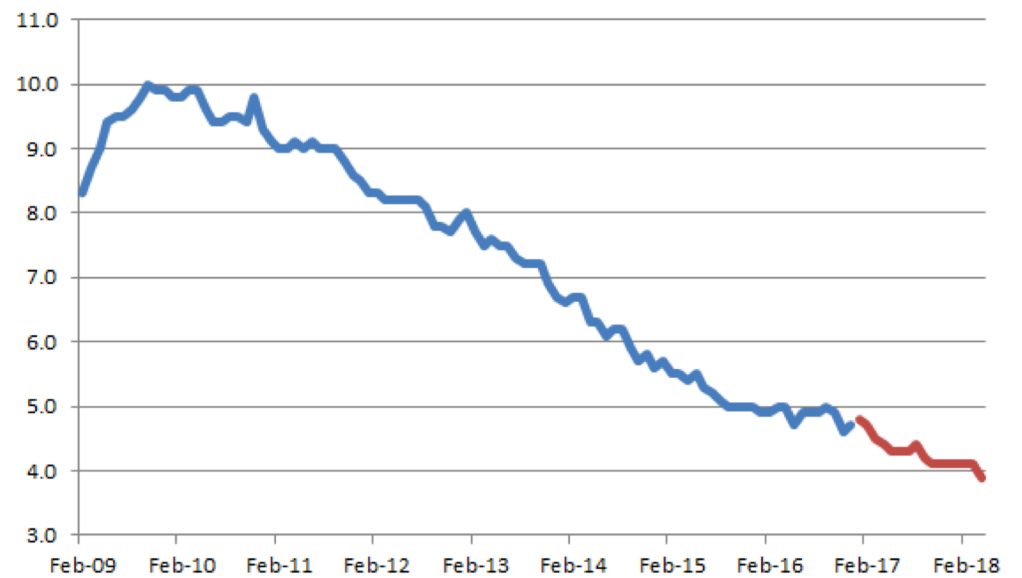


## CONTEXT

What are staffing leaders experiencing?



**U.S. Unemployment Rate Over The Last 10 Years**



Steve Benen, Maddow Blog



# Today we rate everything



## Rikers Island Correctional Facility

Unclaimed

33 reviews Details

Police Departments Edit

## The Moon

35 reviews Details

Edit business info

Yelp Claimed

10698 reviews Details

Mass Media



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# And ratings impact many of our most important decisions



**Chris G.**  
Portland, OR

22 friends  
216 reviews

★★★★★ 2/26/2011

Listed in *Adventures in Child Rearing*

- [Share review](#)
- [Compliment](#)
- [Send message](#)
- [Follow Chris G.](#)

From the moment we met her, Dr. Pritchard, was very engaging (with parents and baby) and encouraging. She is supportive of and informative to our vaccination choices. She goes out of her way to tell us about all of the ways our baby is developing and things to look for. She tells us what to expect next. It's almost gotten to the point where I think that she's convinced him what to do next. At our 4 month appointment, she told us two specific things that he'd be starting to do soon (change in bowel movement pattern and vocal experimentation). He started doing them both in the next 48 hours. It was crazy.

Was this review ...?

Useful 1 Funny Cool 1



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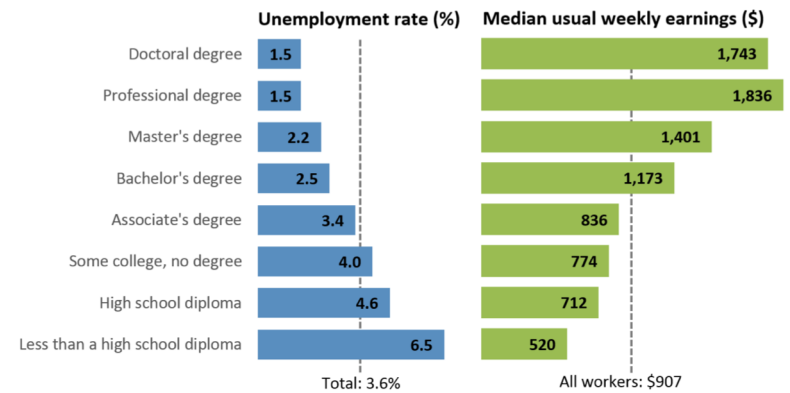


# Availability of top talent at historical lows



SOURCE: Bureau of Labor Statistics

## Unemployment rates and earnings by educational attainment, 2017



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.  
Source: U.S. Bureau of Labor Statistics, Current Population Survey.



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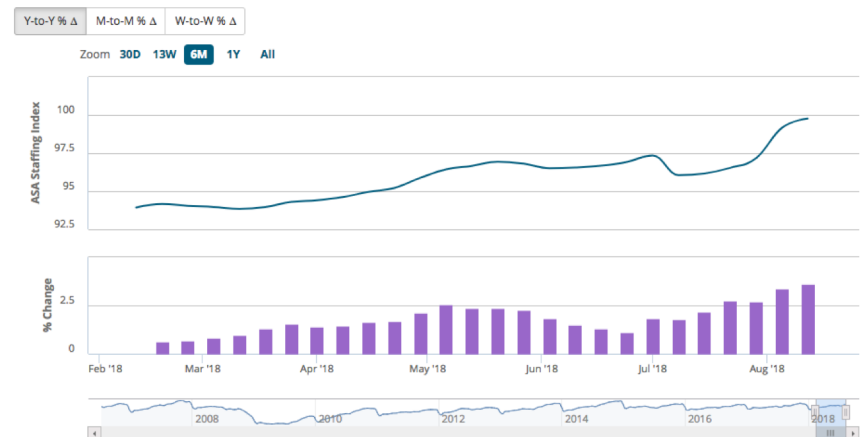
Many of us  
don't  
remember the  
last time this  
happened



# Demand for flexible talent at historical highs

LAST QUARTER	LAST MONTH	CURRENTLY	NEXT QUARTER
<a href="#">ASA Staffing Jobs &gt;</a> <b>1.2%</b> 1Q 2018 Staffing employment in 1Q 2018 averaged 3.10 million per week, a 1.2% increase from the same quarter last year. <a href="#">View data &gt;</a>	<a href="#">BLS Temp Help Jobs &gt;</a> <b>3.3%</b> July 2018 Temporary help jobs in July increased 3.3%, seasonally adjusted, from the same month last year. <a href="#">View data &gt;</a>	<a href="#">ASA Staffing Index &gt;</a> <b>3.6%</b> 4-Weeks ending 8/12/2018 <b>100</b> Staffing jobs increased 3.6% year-to-year, averaged over the four weeks ending 8/12/2018. <a href="#">All ASA Staffing Index data &gt;</a>	<a href="#">GDP Projection &gt;</a> <b>3.1%</b> 3Q 2018 Economists surveyed in August projected GDP in 3Q 2018 will increase 3.1%. <a href="#">View data &gt;</a>

SOURCE: American Staffing Association



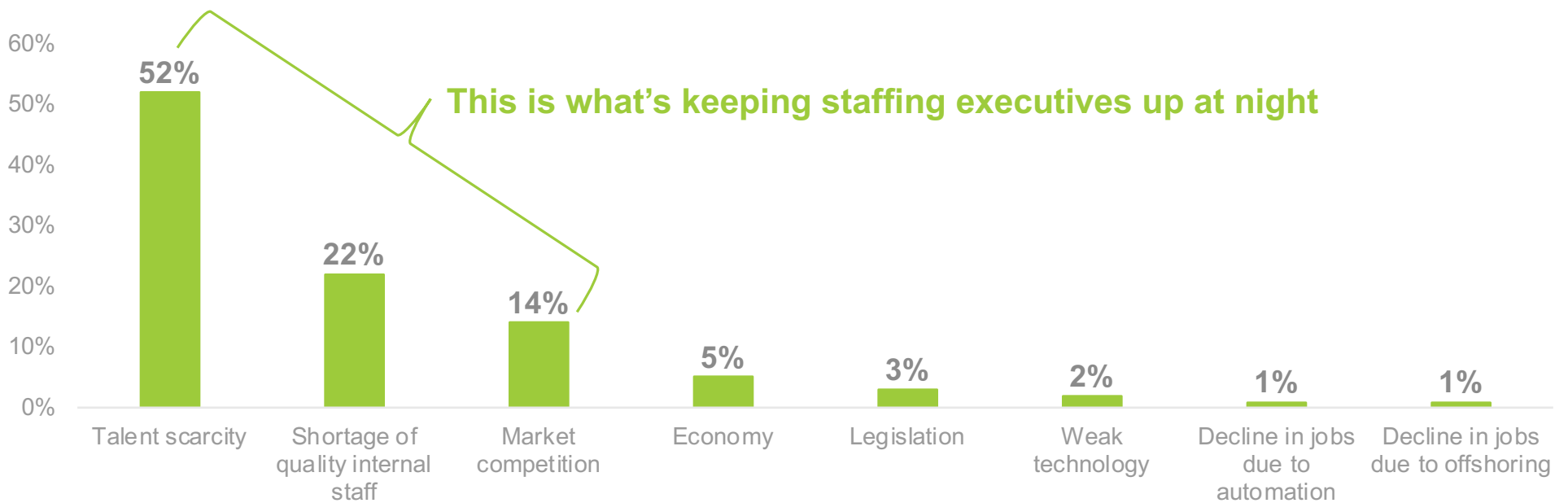
SOURCE: American Staffing Association



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## Leaving staffing firm executives in pain



SOURCE: Staffing Industry Analysts



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# 2018 Candidate Influence Report



“How can staffing firms build (and sustain) a pipeline of quality talent in a tight labor market?”

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2018 Candidate Influence report surveyed 1,194 job candidates about:

- The candidate experience in staffing – benchmarks & key drivers of satisfaction
- The employment decision journey and influences
- Staffing industry perceptions and understanding

*Sample note:*

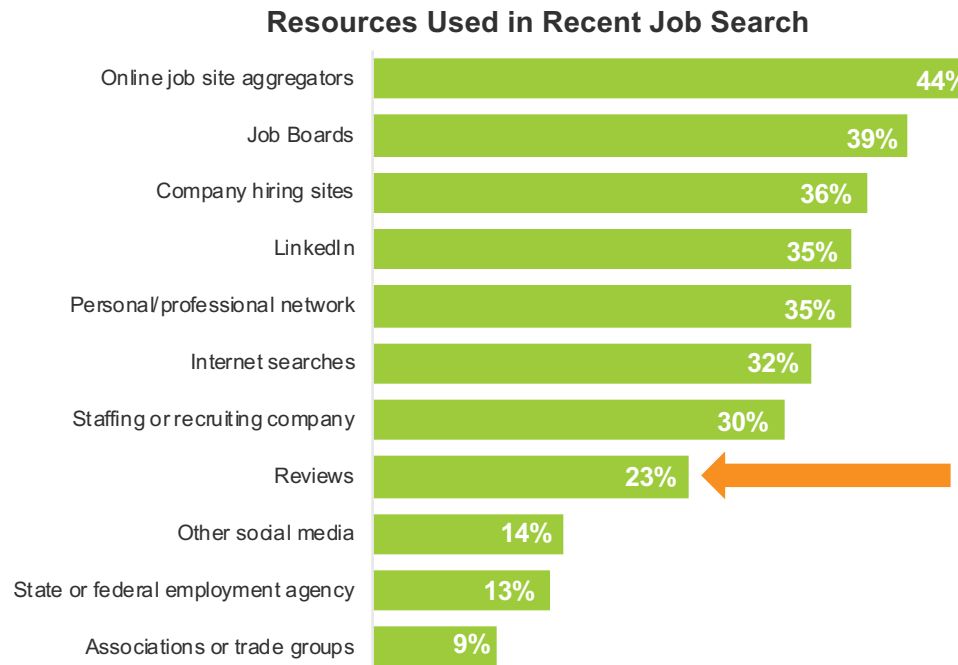
*This survey was designed to not only assess the general candidate experience, but to specifically understand the experience of those candidates who have interacted with, or are currently utilizing, staffing firms. Because of this, the sample is more representative of those who have interacted with staffing firms than it is of the overall workforce.*





# Job search is online, and landscape is changing

**89%**  
of candidates  
use online  
resources during  
the job search



**Types of reviews used:**

- 17% | Glassdoor
- 8% | Yelp
- 5% | Other sites

SOURCE: Inavero and ASA



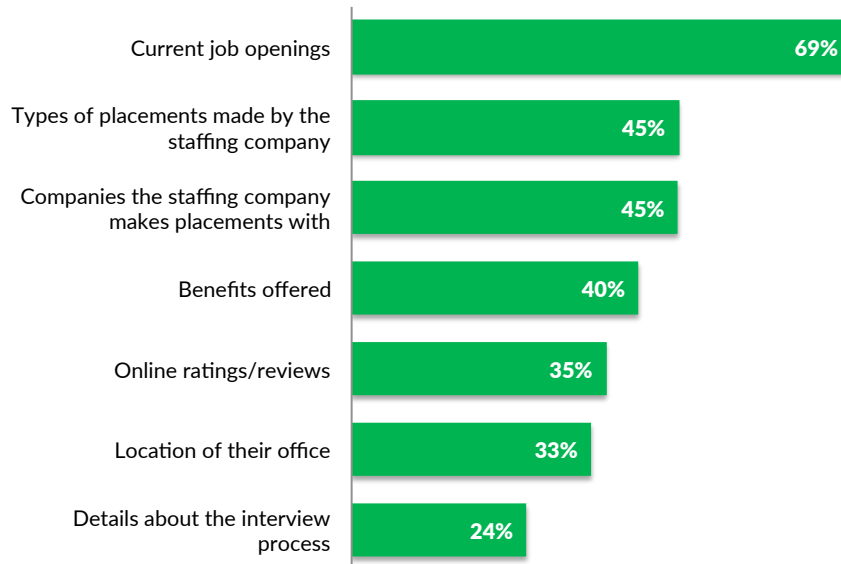
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# When it comes to recruiting – online ratings / reviews have a measurable impact

## Most Useful Online Information about Staffing Companies



SOURCE: Inavero and ASA

# 35%

Find online ratings /reviews useful when searching for staffing firms



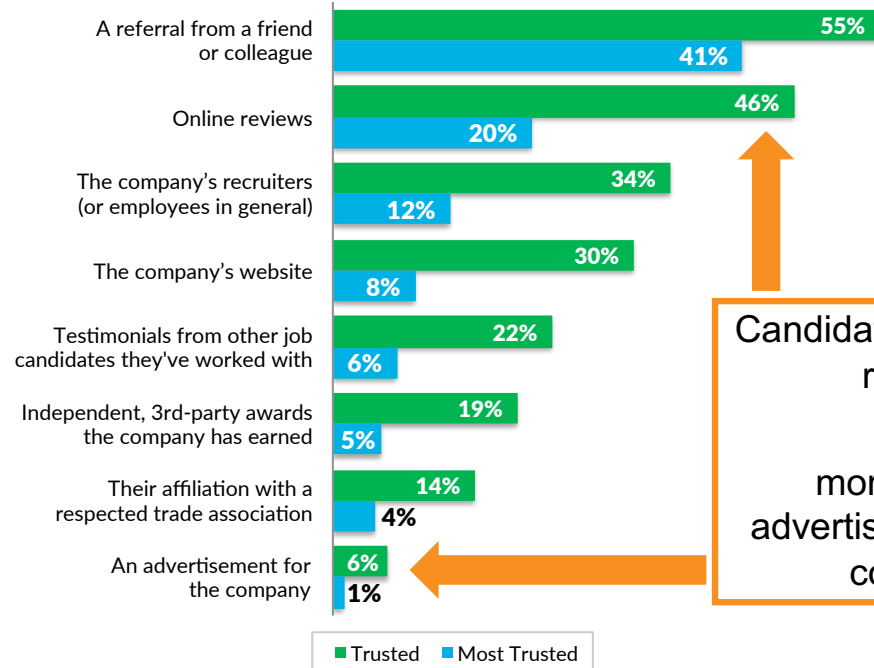
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# Today's job seekers want to hear directly from candidates who have worked with you



**Trusted Sources of Information For Evaluating Staffing Company Quality**



Candidates trust online reviews  
**8x**  
more than an advertisement for the company

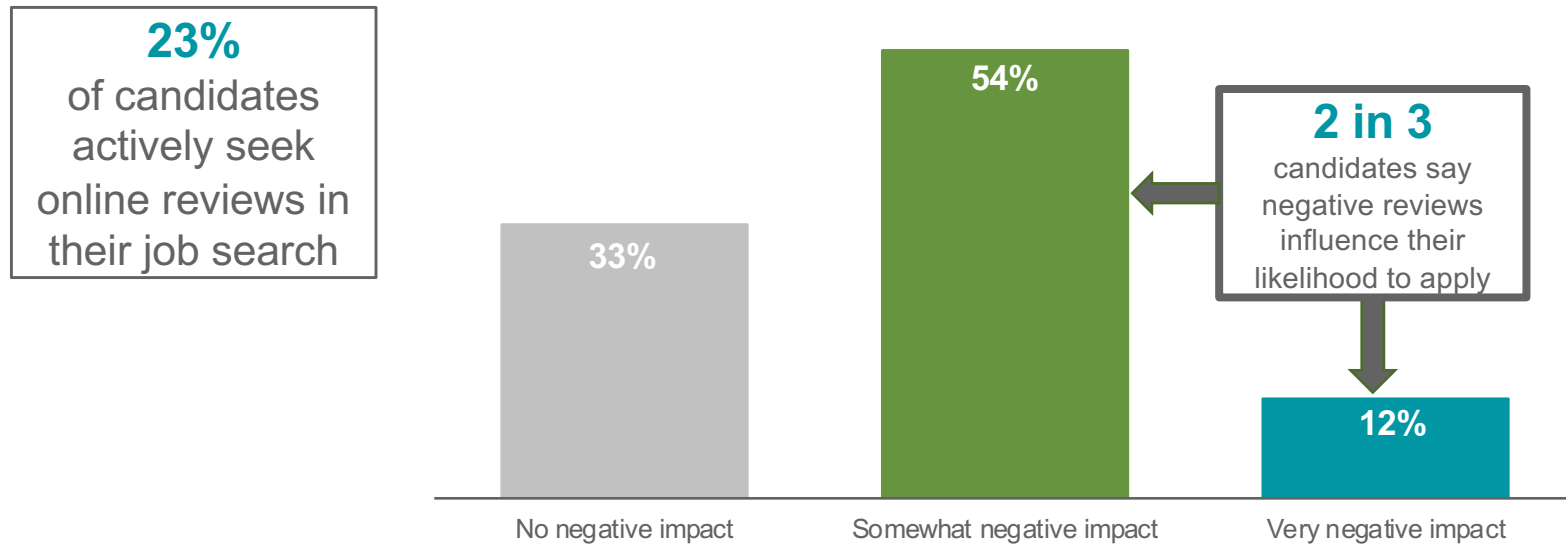


SOURCE: Inavero and ASA



# Negative reviews will impact job seeker applications

Impact of Negative Reviews on Likelihood to Apply to a Job



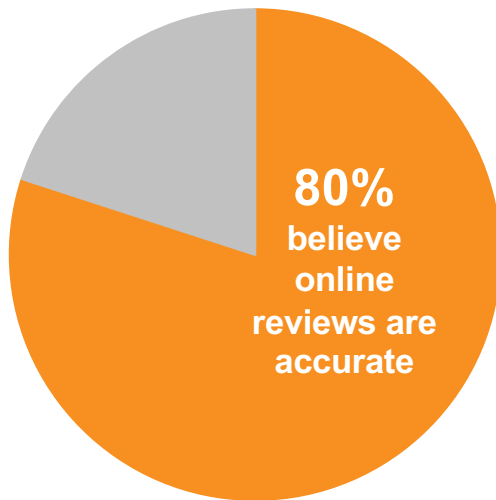
SOURCE: Inavero and ASA



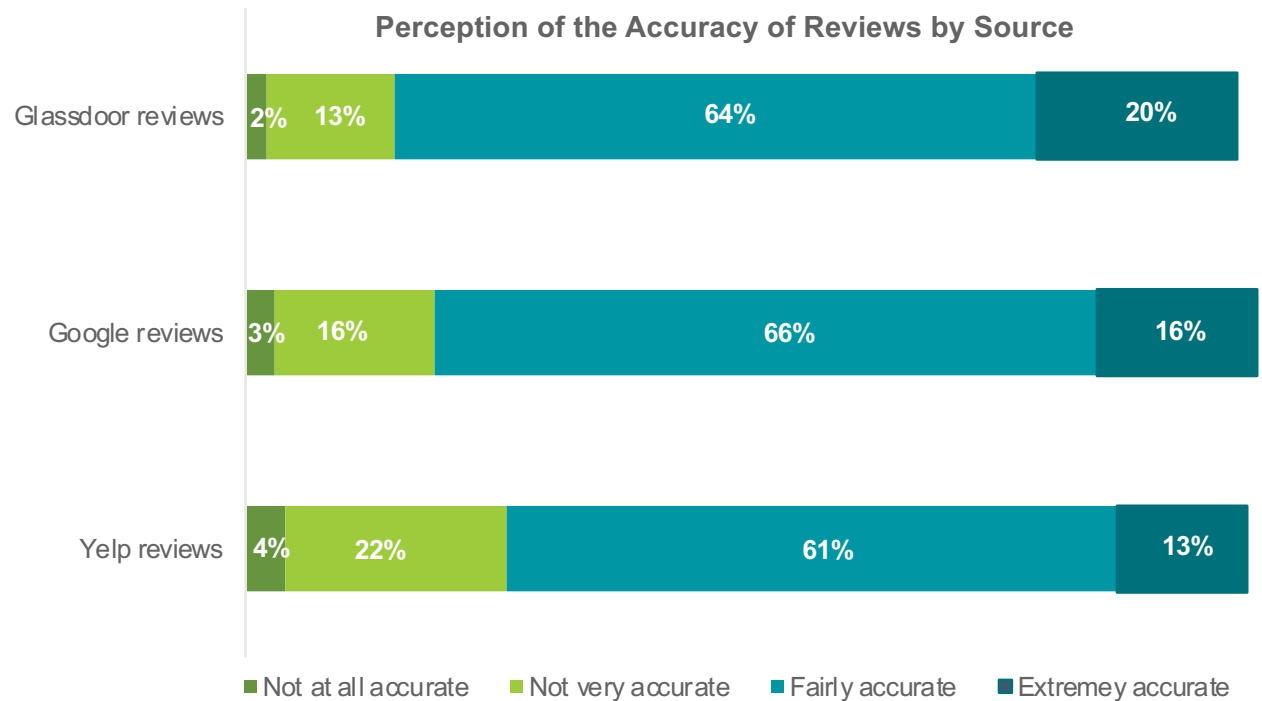
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# Candidates believe online reviews are accurate



SOURCE: Inavero and ASA

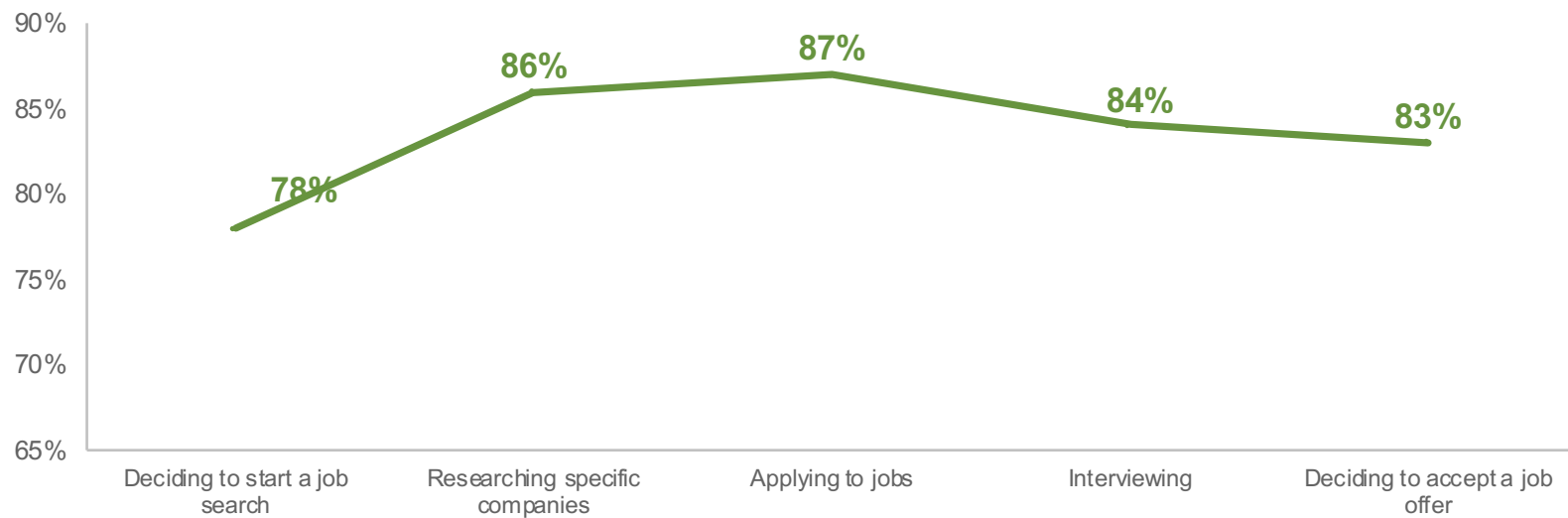


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# Online ratings influence candidates at all stages of their employment journey

Impact of Staffing Company Reviews on Decision Making in the Job Search Process



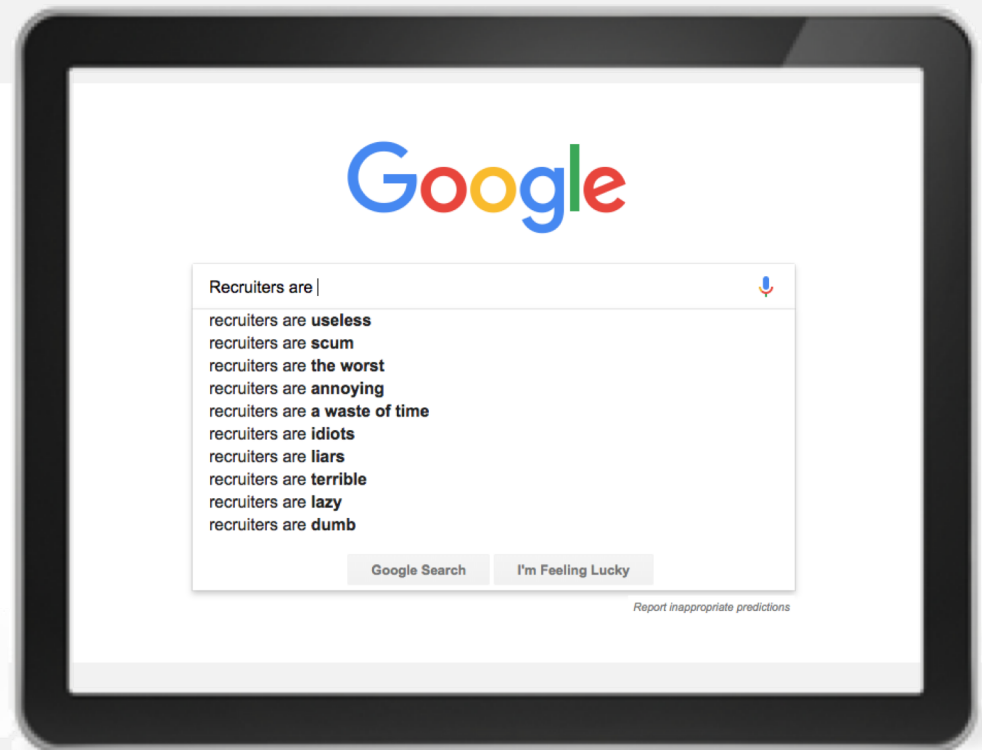
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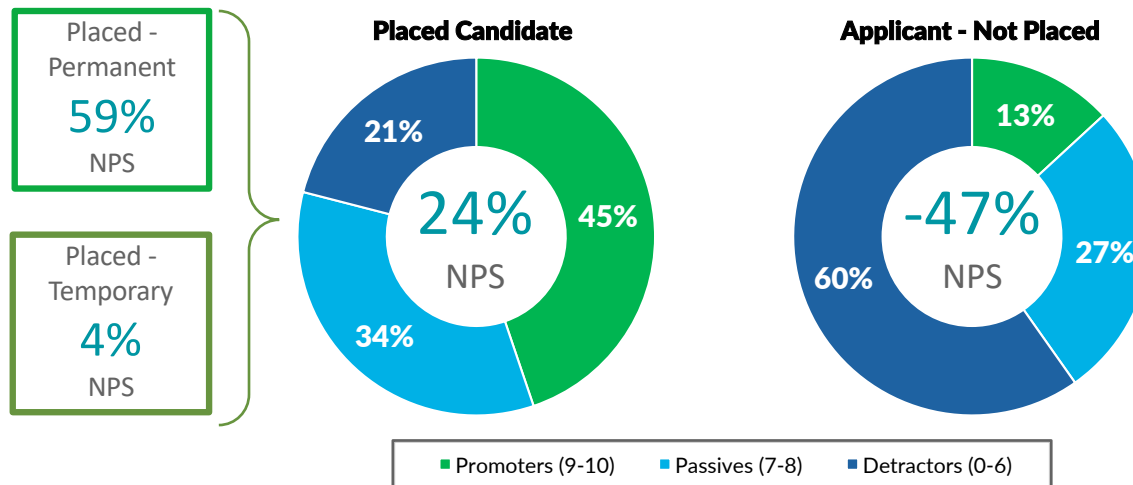
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Staffing industry  
(and recruiter)  
reputation with  
candidates is  
suffering.



# 2018 Talent NPS Benchmarks for Staffing Firms



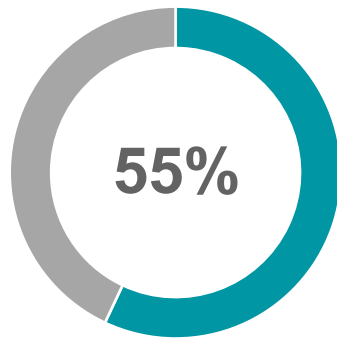
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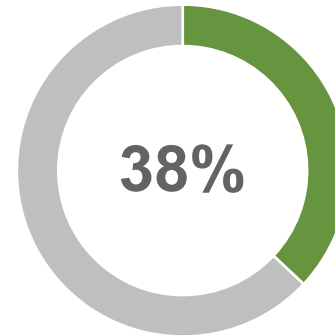
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# Staffing providers face an uphill battle to win trust with job seekers



“Staffing and recruiting companies have selfish motives”



“Staffing and recruiting companies don't provide a good career path”

SOURCE: Inavero and ASA



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## Q&A with the online ratings expert



Kevin Beaudette  
Enterprise Sales Manager  
Glassdoor



**Q:** What recommendations do you have for staffing firms that are just getting started with their reputation / recruitment strategy?



**Kevin Beaudette**

Enterprise Sales Manager

**Glassdoor**

**Q:** How would you recommend staffing firms manage negative reviews on Glassdoor?



**Kevin Beaudette**

Enterprise Sales Manager

**Glassdoor**

**Q:** Would you counsel staffing firms to focus exclusively on building online reputation and/or recruitment strategies with Glassdoor?



**Kevin Beaudette**

Enterprise Sales Manager

**Glassdoor**

**Q:** What's the most common mistake you see staffing firms make when it comes to online reputation and recruiting?



**Kevin Beaudette**

Enterprise Sales Manager

**Glassdoor**

**Q:** What recommendations do you have for staffing firms who aren't yet ready to allocate budget to their online ratings and reputation strategy?



**Kevin Beaudette**

Enterprise Sales Manager

**Glassdoor**

## Questions?

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