



The 10th Annual Best of Staffing Awards

Finale Webinar + Winner Sneak Peek

Presented by Eric Gregg, CEO & Founder, Inavero

January 24, 2019

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The Best of Staffing® Award



- North America's only award recognizing exceptional client and placed talent satisfaction.
- Leverages third party validated survey responses.
- 79% of winners agree the information learned from Best of Staffing has changed how their firm does business.
- 89% of winners said the Best of Staffing award helps them land new business.

Thank you to our Best of Staffing team!



Lauren



Ryen



Zita



Emilie



Bridget



Cris



Mike



Kevin

A photograph of two women in a professional setting, possibly a meeting or office. The woman on the left has dark curly hair and is resting her chin on her hand, looking thoughtful. The woman on the right has dark hair pulled back and is looking down at a laptop screen. The entire image is overlaid with a semi-transparent green filter.

Earning the Award

Qualifying Criteria

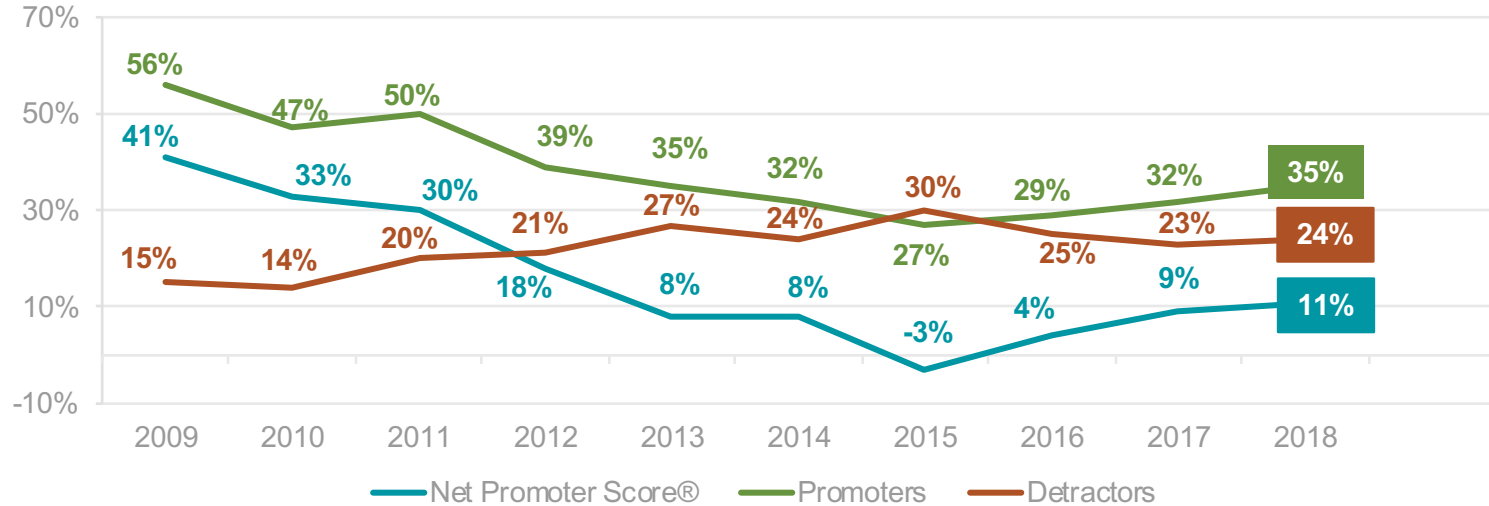


20% response rate AND 15 responses
-OR-
250 total responses



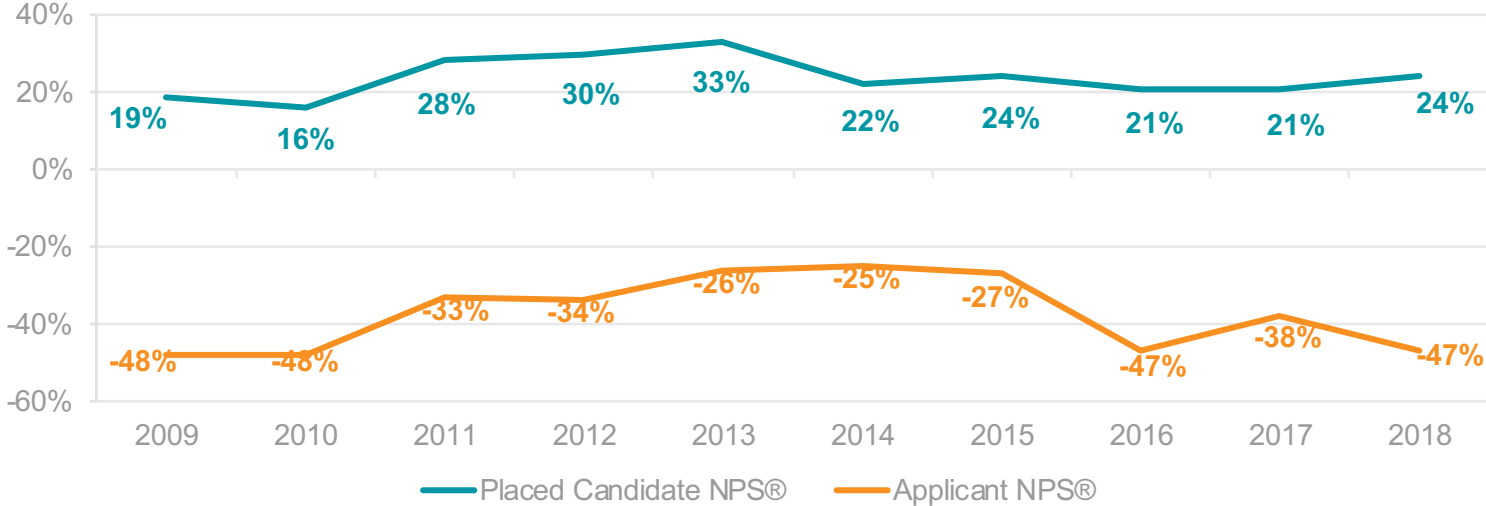
Client Satisfaction Trending

Clients: Likelihood to Recommend Working with Staffing Firm

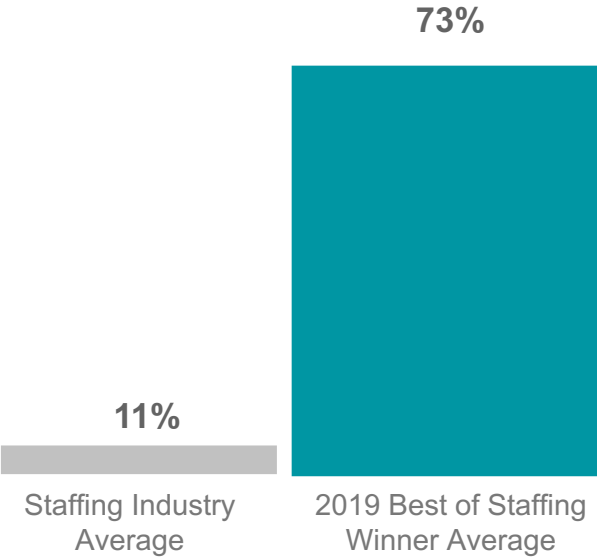


Talent Satisfaction Trending

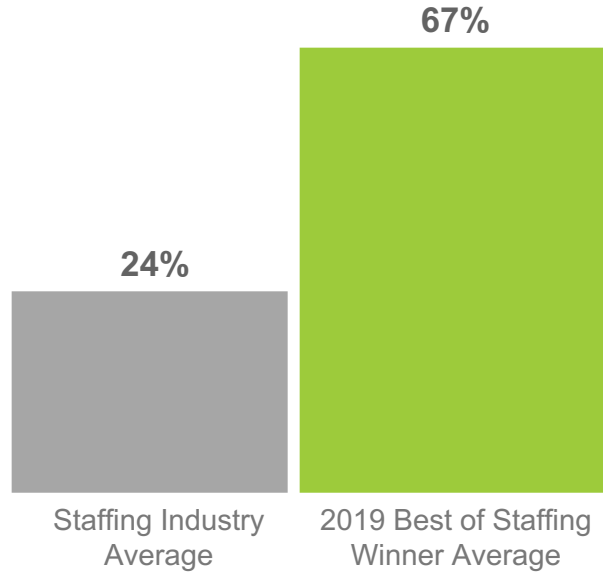
Candidates: Likelihood to Recommend Working with Staffing Firm



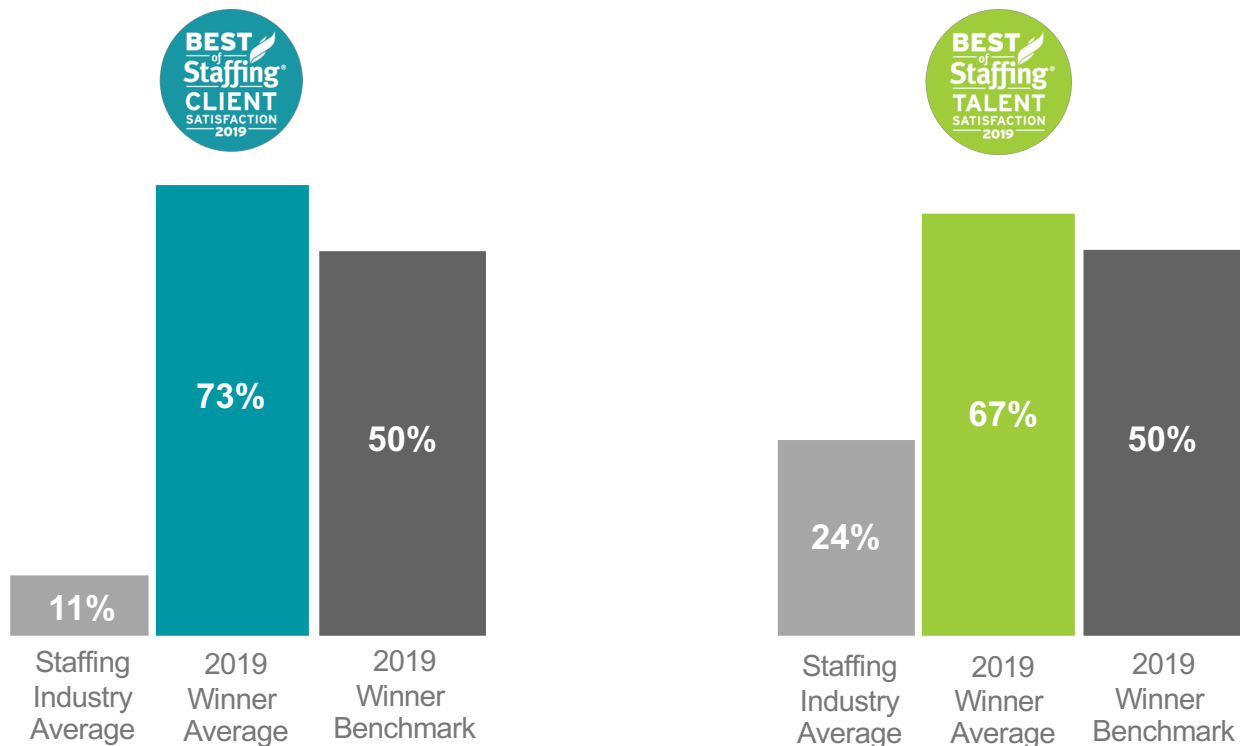
NPS Averages – Client Satisfaction



NPS Averages – Placed Talent Satisfaction



Best of Staffing Winner Benchmarks®



A photograph of two women in a professional setting, possibly a meeting or collaborative work environment. The woman on the left has dark curly hair and is resting her chin on her hand, looking thoughtful. The woman on the right has dark hair pulled back and is looking down at a laptop screen. The entire image is overlaid with a semi-transparent green filter.

Your Award Storytelling Tools

NEW online marketing toolkit!



Award Logos – Premium, Plus, Enterprise Package Winners

Winners Showcase their Award Logos on:

- Staffing agency websites
- Social media profiles and posts
- Email signatures
- E-newsletters and email announcements
- Sales collateral
- Job posts on CareerBuilder or Indeed



Press release templates

Press release templates are available to all winners in the “Award Resources” section of your ClearlyRated dashboard.

The screenshot shows the ClearlyRated dashboard with a navigation bar at the top containing 'Schedule', 'Surveys', 'Online Profile', 'Contacts', 'Manage', and 'My Issues'. Below the navigation bar, there are tabs for 'Profile Page', 'Award Shop', and 'Award Resources'. The 'Award Resources' section is highlighted with a blue box. It contains a heading 'Award Resources' and a sub-heading 'Maximize the value of your survey program and achievement!'. Below this is a 'View Marketing Toolkit' button. A red box highlights a 'Redeem your award shop credit with the following discount code:' field with a 'discount-code' placeholder. Below this is a table with three rows: 'Award - Logo Guidelines', 'Award - Logo Suite', and 'Award - Press Release Template', each with a 'Download' button. A blue arrow points to the 'Award Resources' tab, and an orange arrow points to the 'View Marketing Toolkit' button.

The screenshot shows a press release template for the 'BEST OF STAFFING CLIENT AWARD'. The text includes a congratulatory message, a 'View Marketing Toolkit' button, and a 'Redeem your award shop credit with the following discount code:' field with a 'discount-code' placeholder. Below this is a table with three rows: 'Award - Logo Guidelines', 'Award - Logo Suite', and 'Award - Press Release Template', each with a 'Download' button. A blue arrow points to the 'Award Resources' tab, and an orange arrow points to the 'View Marketing Toolkit' button.

Visit the “Award PR + Social Media section of your Marketing Toolkit for best practices publishing press releases



The screenshot shows the 'Award PR + Social Media' section of the ClearlyRated dashboard. The background is a green gradient with the text 'Best of Staffing PR and Social Media Resources'. Below the background is a navigation bar with the following items: 'Profile Page', 'Testimonials', 'Shout Outs', 'Award PR + Social Media' (highlighted), 'Award Logos', 'Award Merch', and 'FAQs'.

Winners often choose to upgrade from Basic plans



- Marketing Toolkit (highlights):
 - Award PR & Social Media Best Practices
 - How-to maximize testimonials
 - How-to leverage employee shout outs
 - Best practices for messaging your award to clients and talent
- Best of Staffing Award Logo Suite
- ClearlyRated Directory Profile Page
- 1 complimentary plaque per audience



Award logos available to winners with Premium subscription levels or higher.

Quick Compare	Basic	Premium	Plus	Enterprise
Marketing Tools	Press release templates only	All marketing tools	All marketing tools	All marketing tools

*Reach out to your Account Manager to initiate an upgrade and gain access to all marketing tools!

Award Wall Mount - Premium, Plus, Enterprise Package Winners



Sponsored by:



Award Wall Mount – Redeeming your plaque

Complimentary Plaques:

- **1 complimentary plaque (per audience)** is provided to each staffing firm that wins the Best of Staffing award at the Premium, Plus, or Enterprise package level
- **A discount code to redeem your store credit** can be located in the “Award Resources” section of your **ClearlyRated dashboard**.

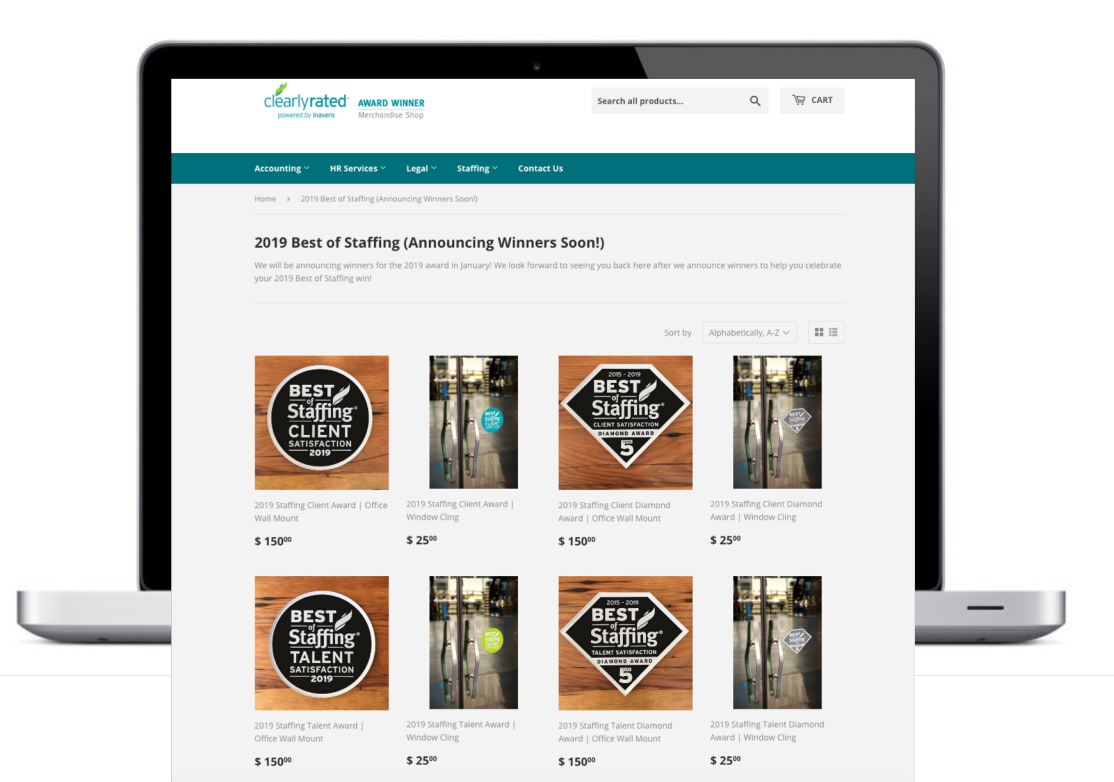
The screenshot shows the 'Award Resources' section of the ClearlyRated dashboard. At the top, there's a navigation bar with 'clearlyrated' logo and links for 'Schedule', 'Surveys', 'Online Profile', 'Contacts', 'Manage', and 'My Issues'. Below this, the 'Award Resources' section is displayed. It includes a '2018' dropdown menu, a 'Celebrate your win with goods from the Award Shop' link, and a 'View Marketing Toolkit' button. A red box highlights the 'Redeem your award shop credit with the following discount code:' field, which contains a dashed 'discount-code' placeholder. A red arrow points from the text in the list to this field. Another red arrow points from the 'View Marketing Toolkit' button to the 'Award Resources' header.



Purchase additional award merchandise

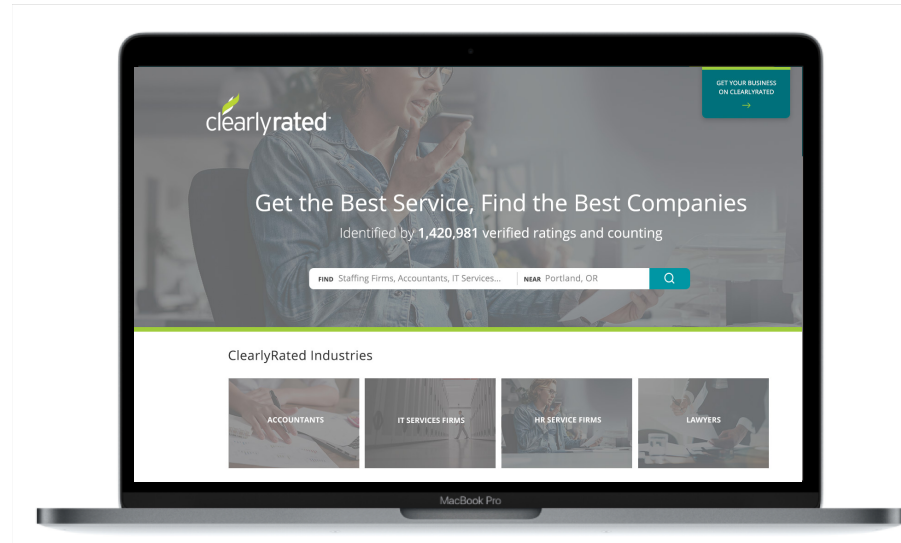
Award Merchandise Shop

- Wall mounts
- Window clings



ClearlyRated.com

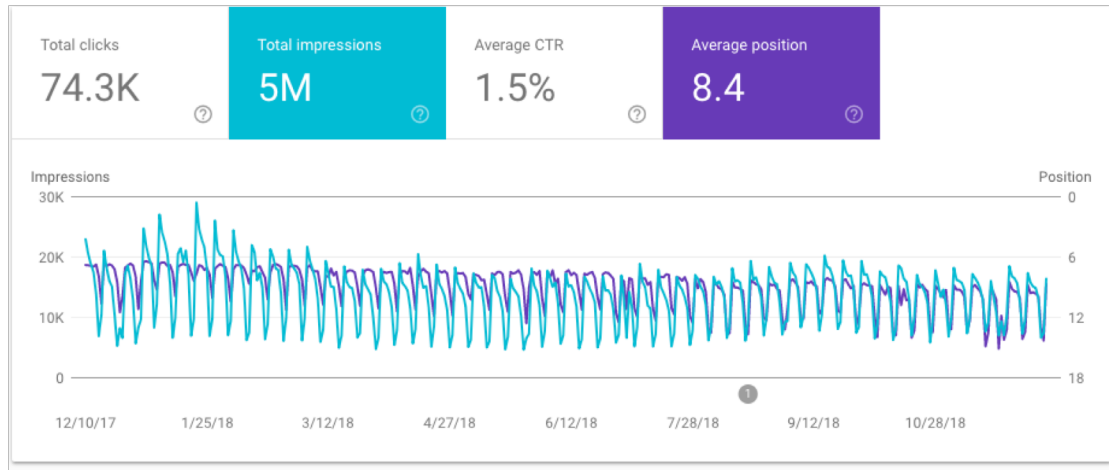
ClearlyRated.com is an online business directory that helps buyers of professional services find service leaders and vet prospective firms – based exclusively on validated client ratings and testimonials.



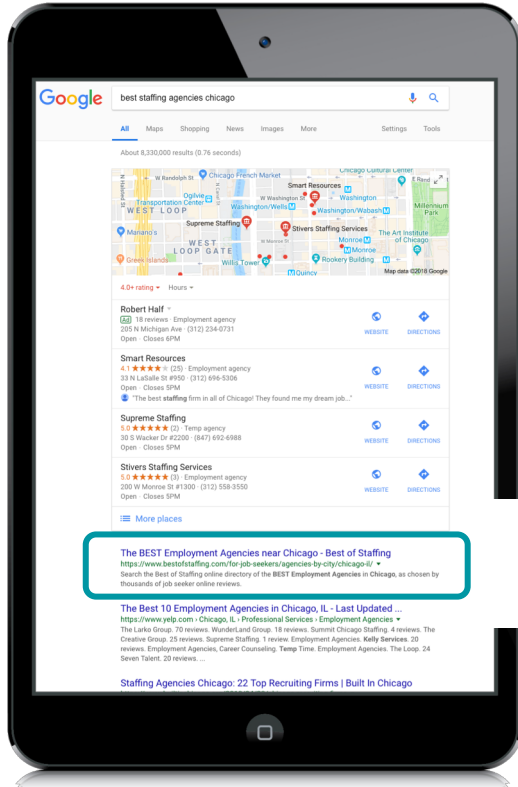
ClearlyRated will continue to win searches for staffing firms

BEST
of
Staffing[®]

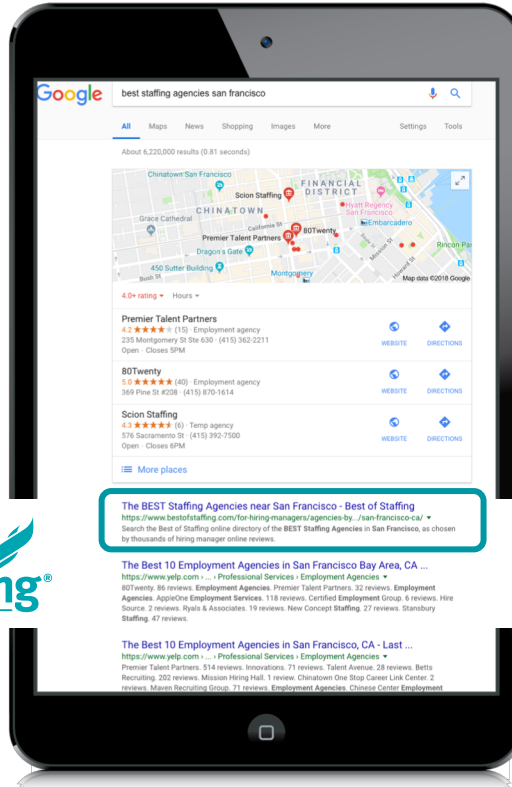
Trailing 12 months search query including “Staffing”



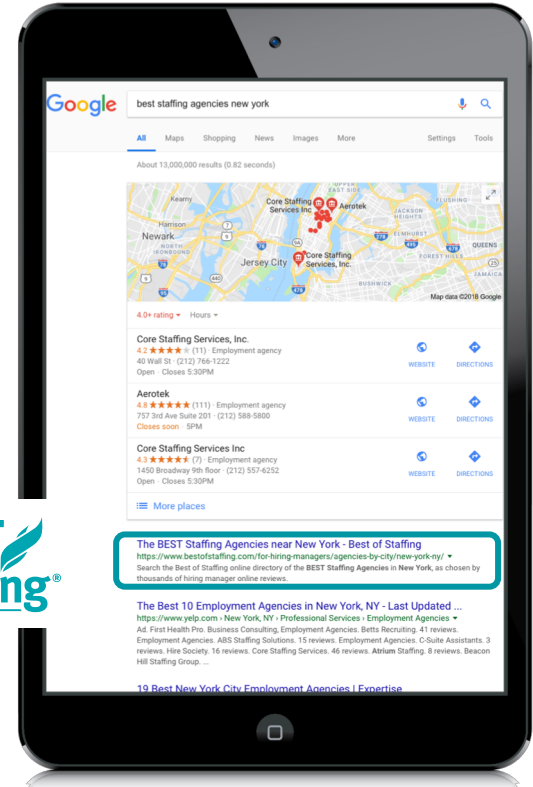
And work to earn first-page search results within major metros



BEST
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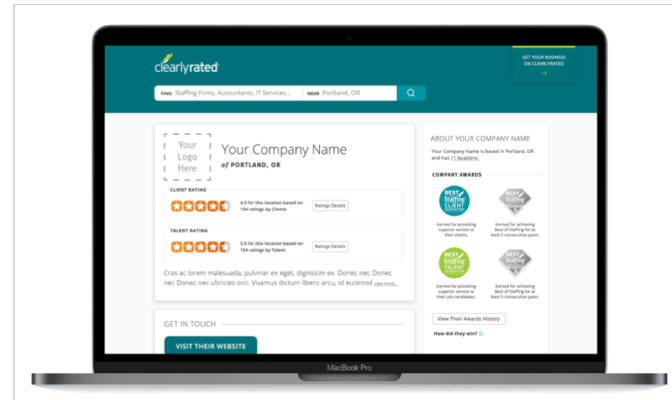
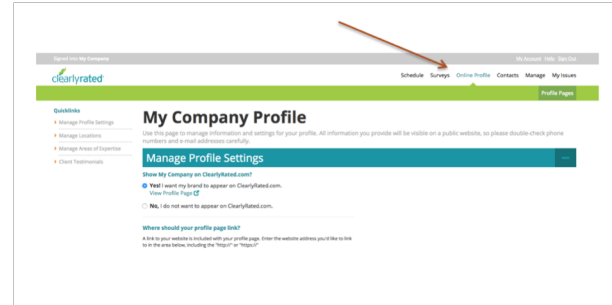


ClearlyRated.com Profile Pages



Profile Page Best Practices:

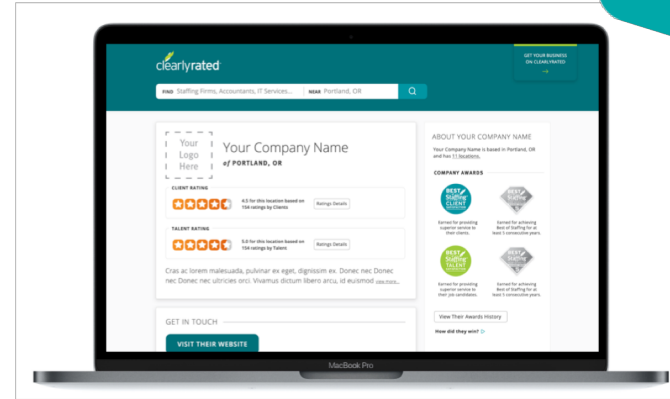
- Keep your profile page enabled
- Fill in all of your company and location-specific information
- Enable star ratings and testimonials
- Link to your profile page from your digital marketing environments
- Educate your audience about star ratings



ClearlyRated.com continues to improve your profile



THEN



NOW

- Increased search engine exposure
- Live, continuous updates and more dynamic content
- Expanded reach to buyers of staffing services
- Increased exposure for award winners
- Location-specific star ratings and testimonials

Drive traffic to your profile with ClearlyRated review badges

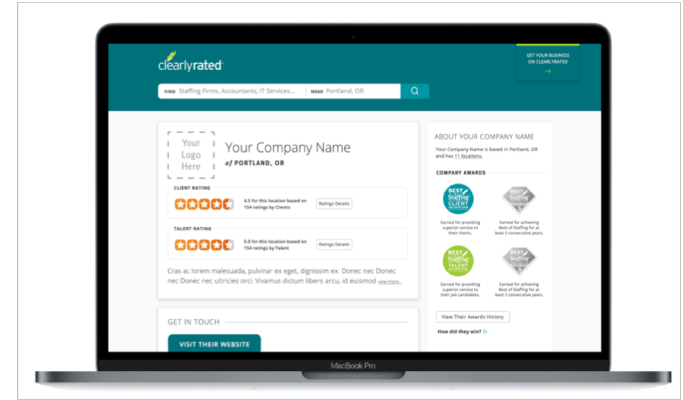
- Available to **all staffing firms** who survey client and/or talent through ClearlyRated.
- Include on your company website or social media handles to **link back to your profile page** showcasing your validated reviews and testimonials!



ClearlyRated review badges are available for download under the "Profile Page" section within your Marketing Toolkit!

Tips to enhancing the impact of your profile page(s) in search

- Link from your website to the profile page(s)
 - PRO TIP: Link each location to the individual location profile page on ClearlyRated.com when possible
- Optimize the page content and link anchor text
 - EXAMPLE: Our clients have spoken and you can [view our client ratings and testimonials](#) for our office in Portland, OR.
- Link from your social media pages
- Link from email footers



SEO Pro Tips:

1. Create Google Business, Facebook, and Yelp pages for **each of your locations**.
2. Display a **consistent brand name** across all your websites, social media profiles and ClearlyRated profile page. Here is an example of what *not* to do – ABC Corp, ABC Co, ABC, ABC LLC.

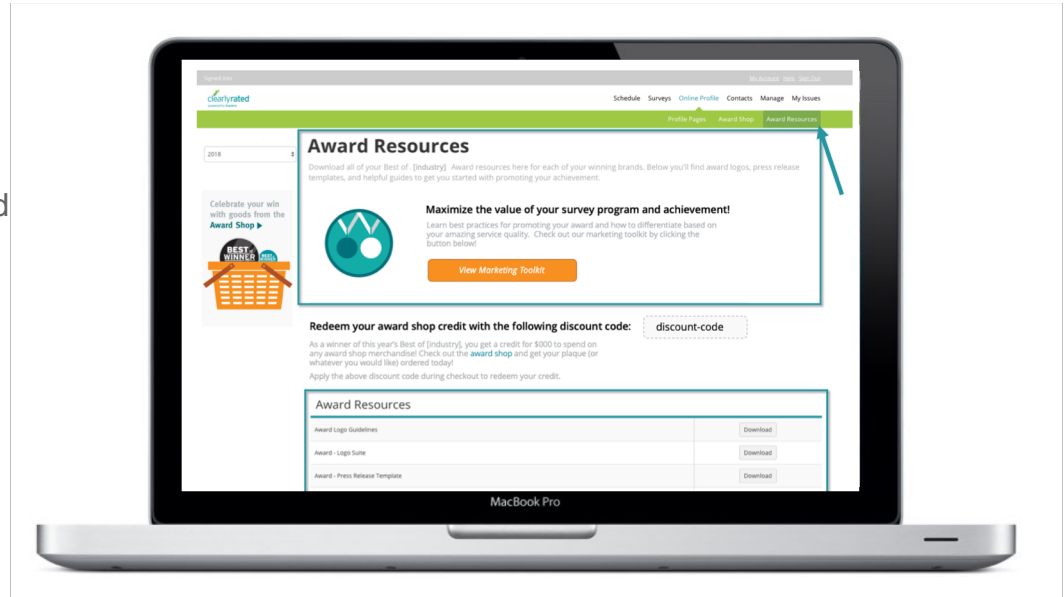
A photograph of two women in a professional setting, possibly a meeting or collaborative work environment. The woman on the left has dark curly hair and is resting her chin on her hand. The woman on the right has straight dark hair and is looking down at a laptop. The entire image is overlaid with a semi-transparent green filter.

Accessing your Winner Resources

Manage profile page features and retrieve your winner marketing tools

1. Login into the ClearlyRated dashboard
2. In the top-right hand corner, find the “Online Profile” tab
3. Hover over “Online Profile” and select “Award Resources” from the green bar that populates below

Available IMMEDIATELY following this webinar!

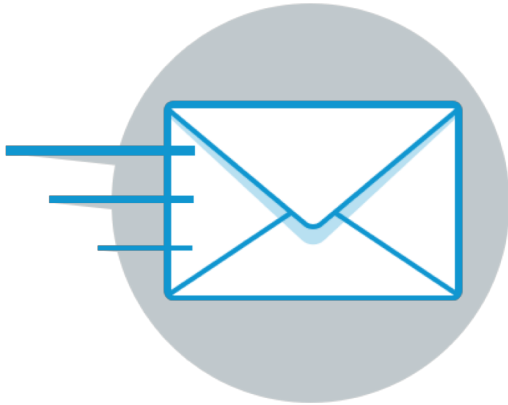


Ask for permission before using



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

Your account manager will follow up with...



- How to upgrade your plan (if desired)
- How to manage your profile page on ClearlyRated.com
- How to access your Marketing Toolkit
- How to order additional award merchandise

REMEMBER:

Winners aren't announced publicly
until **February 7th**

A photograph of two women in a professional setting, possibly a meeting or collaborative work environment. The woman on the left has dark curly hair and is resting her chin on her hand, looking thoughtfully towards the right. The woman on the right has dark hair pulled back and is looking down at a laptop screen. The entire image is overlaid with a semi-transparent green filter.

ClearlyRated helps to tell your story

International Reach (U.S. & Canada)

Press Release Distribution
Thurs. Feb 7th, 2019 at 5 a.m. EST

2019 Best of Staffing Results Summary

Clipped by almost 100 publications, including:

THE ARIZONA
REPUBLIC

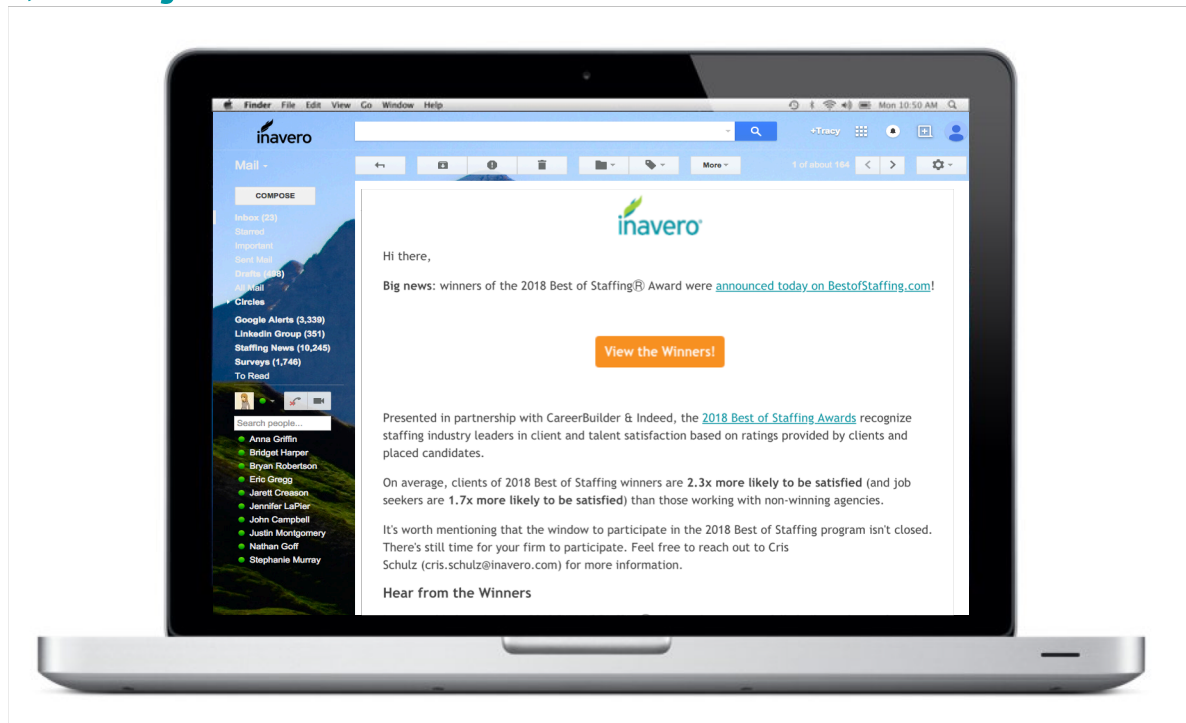
YAHOO!
Finance

journal sentinel
PART OF THE USA TODAY NETWORK

★ StarTribune

MarketWatch
THE WALL STREET JOURNAL.

ClearlyRated e-announcement to staffing agencies, hiring managers, and job seekers



**2018 Best of Staffing winner announcement pictured above. The 2019 Best of Staffing Winner announcement email will be sent on February 7, 2019.*

A photograph of two women in a professional setting, overlaid with a green tint. The woman on the left is looking thoughtful with her hand to her chin. The woman on the right is looking down at a laptop. The text is centered over the image.

**What if my firm didn't win?
How do I improve?**

THE GIFT OF NOT WINNING

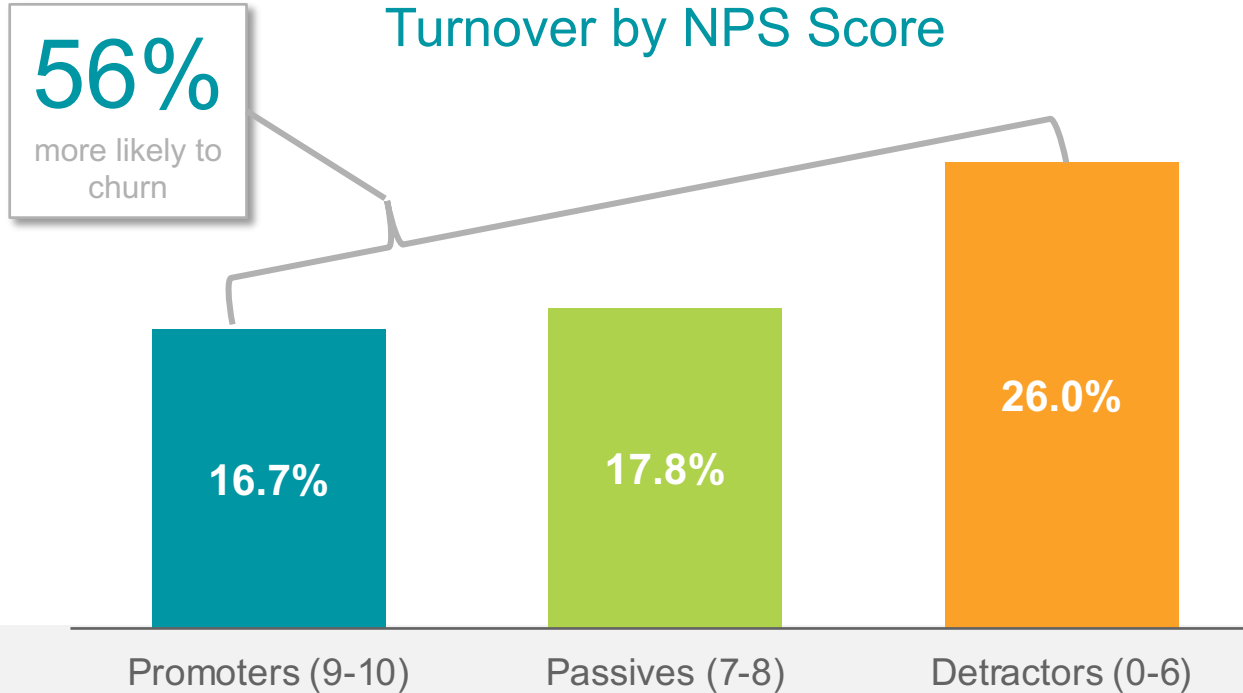
Commit to Improvement

New Year's Resolutions

1. *Celebrate the service wins*
2. *Dive deep into the feedback and learn*
3. *Visibility first, followed by accountability*

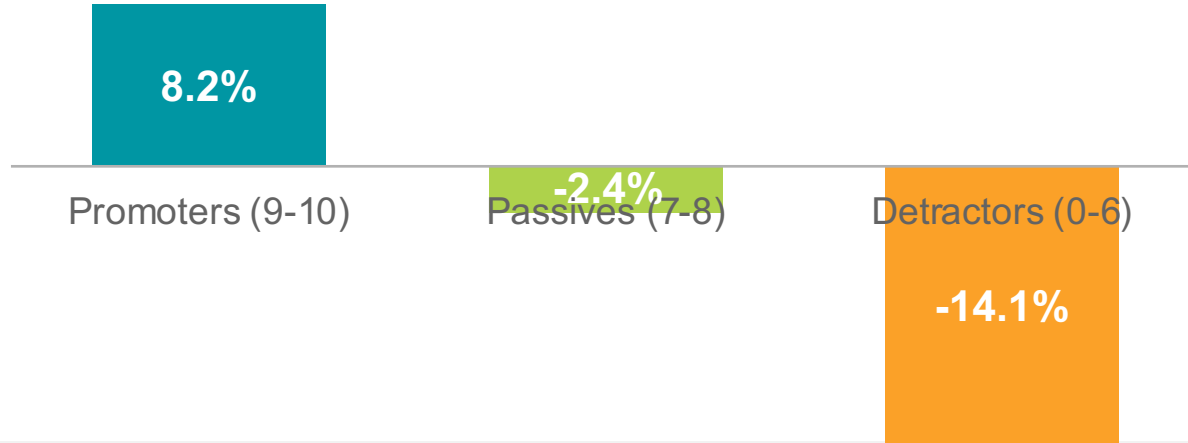


NPS is a leading indicator of client turnover



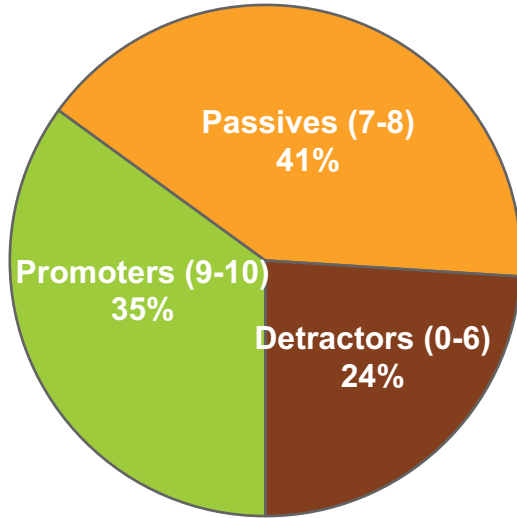
But even those who don't leave, spend less next year

Change in Following Year's Spend

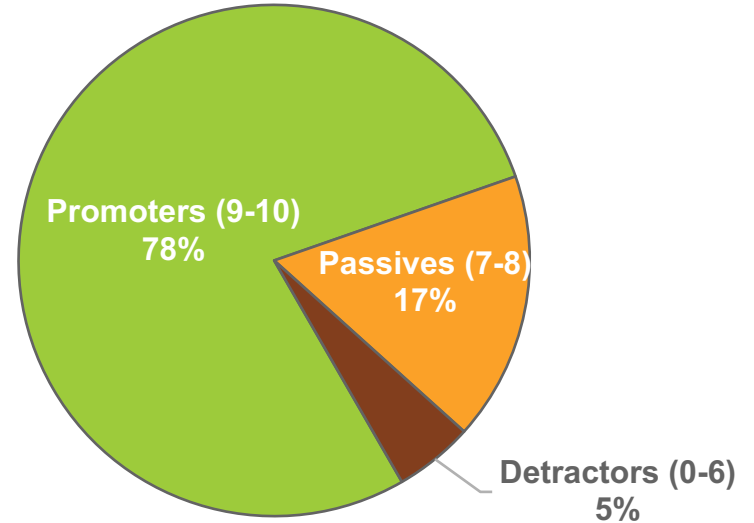


Service leaders have a significant growth advantage over laggards

Industry Average

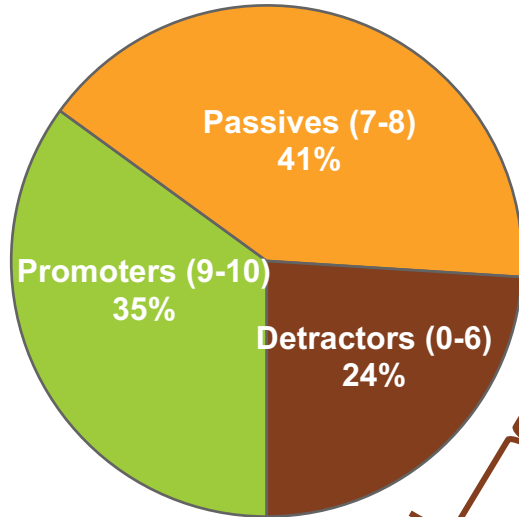


Best of Staffing Winners



For most staffing firms, this costs you millions in lost revenue

Industry Average



EXAMPLE: \$20M in Staffing Revenue

2018 Revenue from detractors	\$4,800,000
(Less) 26% expected churn	<u>(\$1,248,000)</u>
Gross Revenue Retained	\$3,552,000
(Less) expected change in spend	<u>(\$500,832)</u>
Net Revenue Retained	<u>\$3,051,168</u>
(total lost revenue)	(\$1,748,832)

Next steps in service improvement

1. Analyze your data by segment (location, account manager, point within the assignment, etc)
2. Push the findings to the field
3. Share service wins both internally and externally
4. Measure monthly or at minimum quarterly
5. Set goals for improvement

A photograph of two women in a professional setting, possibly a meeting or office. The woman on the left is looking down thoughtfully, with her hand near her chin. The woman on the right is looking at a laptop screen. The image is overlaid with a semi-transparent green filter.

**Without further adieu, the 2019 Best
of Staffing winners...**



Congratulations!!

What's next?

You'll hear from our Client Services team soon



Lauren



Ryen



Zita



Emilie



Bridget

Parting thought...

You're in a unique position to
prove your commitment to
service excellence.

Prove your commitment to service excellence

In 2019, **90%** of staffing firms “differentiate” on service.

vs.



Best of Staffing participants have:

- Process for measuring firm-wide service quality and gathering feedback from clients and placed talent
- Quantified metrics that demonstrate service quality and commitment to client and candidate satisfaction
- Ratings-based profile page featuring voices of clients and placed talent

Questions?



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[linkedin.com/in/ericgregg/](https://www.linkedin.com/in/ericgregg/)