Evolving Your Satisfaction Survey Program

How Real-Time Feedback Can Accelerate Growth and Improve Profitability

Presented by Eric Gregg, CEO & Founder
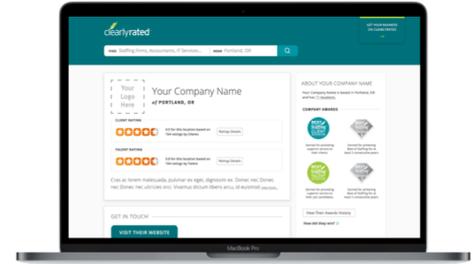
ClearlyRated (formerly Inavero)

About ClearlyRated

Simple, Actionable Client & Talent Surveys

Credible 3rd Party Award

Ratings & Reviews Driven Directory

clearlyrated™
powered by inavero

Thank You, Best of Staffing Sponsors!

Presenting Sponsor:

Gold Sponsor:

Evolution

Let's start with the elephant in the room

Loxodonta africana
(modern African savanna elephant)

Elephas maximus
(modern Asian elephant)

Mammuthus primigenius
2 million years ago

Platybelodon
12–7 million years ago

Moeritherium
38 million years ago

Trilophodon
26–2 million years ago

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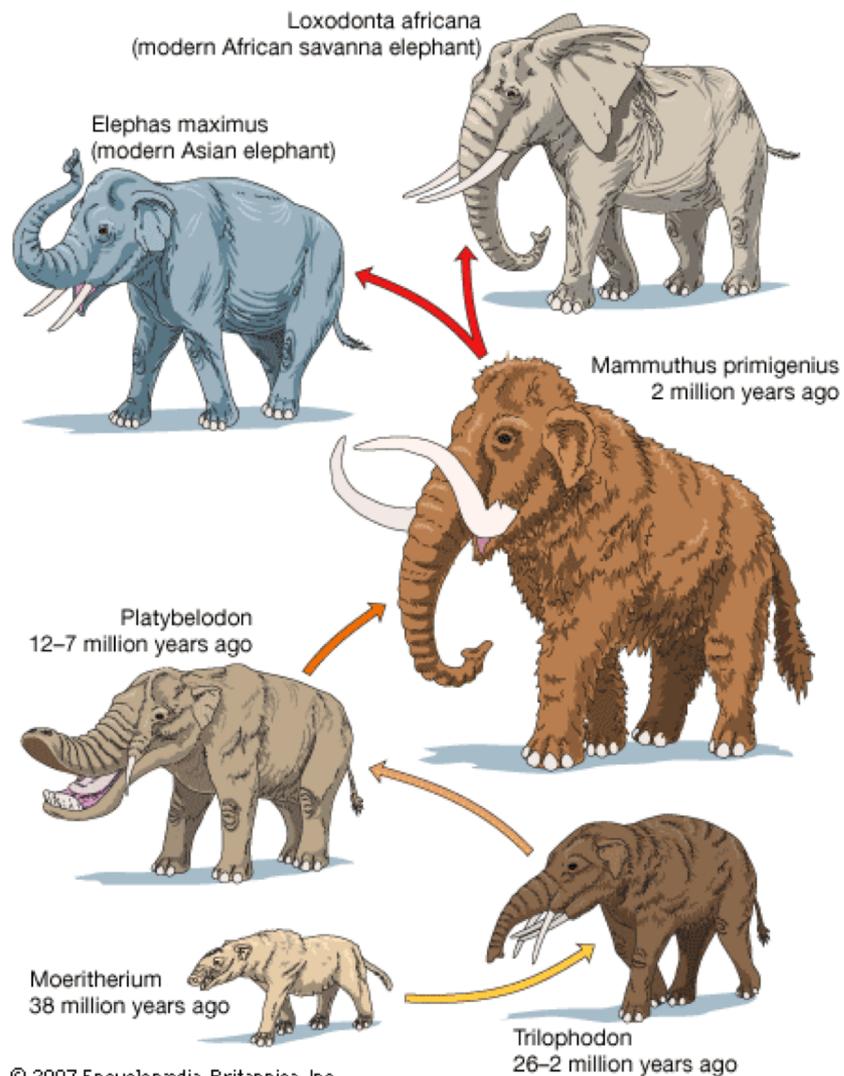
What to expect on this webinar

1. How service transparency is driving our industry
2. Why real-time feedback matters in staffing
3. The role client and talent experience have on growth and profitability
4. How to evolve from relationship to transactional surveying
5. When to survey clients and talent
6. Bonus points: How the best staffing firms make their programs work

The age of service transparency is upon us

96%

Of staffing firm executives try to differentiate on service

67%

Of client prospects research a firm online after receiving a referral

80%

Of candidates believe online reviews are accurate

TRANSPARENCY

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TRUST

is the bridge between **consideration** and **selection**.

CONSIDERED

SELECTED

Institutional trust is at a historically low level

Congress

Congress was the least-trusted institution among adults surveyed

42% → 9%

Media

Newspapers 51%
Television news 46%
39%
21%
20%
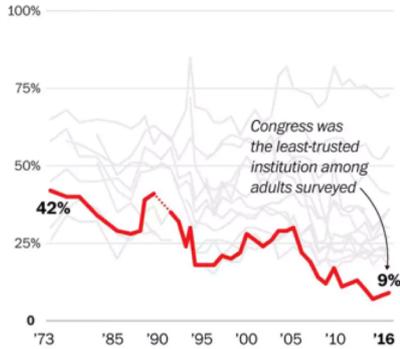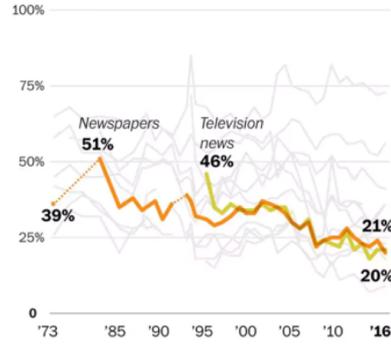
The church or organized religion

65%
Organized religion was once one of the most trusted institutions
Now fewer than half of adults trust organized religion
41%

Big business

26%
18%
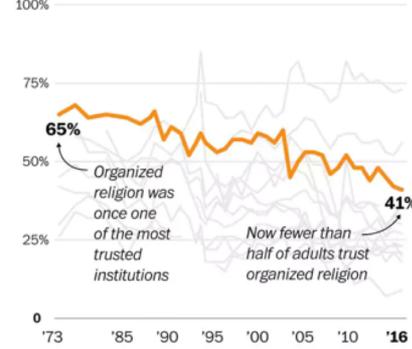
SOURCE: Gallup Organization

Would you buy this oven?

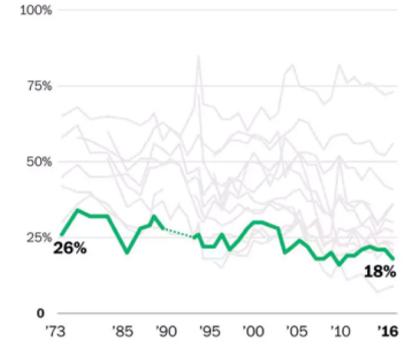Rated "Best Buy" by Consumer Reports

Achieved score of 72. Competitors ranged from 48 to 80.

What about now?

Or now?

A purchaser who advises do not buy this product

A star rating of 1 out of 5 stars

CR Consumer Reports™

★☆☆☆☆ 1 **DO NOT BUY THIS OVEN!!**

Had it only 6 months before the inside coating started flaking, cracking and the bottom warped to what appears to be a dangerous amount of distorting. Afraid to continue use and WP says it's cosmetic and blew us off. Turns out HUNDREDS have the same issue! I smell a class action coming!

More Details ⌄

Bottom Line No, I would not recommend to a friend

Was this review helpful to you? 👍 3 👎 0 Flag this review

★☆☆☆☆ 1 **Do not use the self cleaning feature**

I thought it was a nice oven till I ran the self cleaning. NEVER run the self cleaning. You will blow a thermal fuse and it will cost you a lot. After doing some internet searches and reading other reviews I know its a very common problem.

More Details ⌄

Bottom Line No, I would not recommend to a friend

Was this review helpful to you? 👍 3 👎 0 Flag this review

Real-time feedback 101: Transactional vs relationship

Vs.

Real-time feedback 101: Pick an effective measurement

WHAT is a Net Promoter Score?

A Net Promoter Score (NPS®) is an easily understandable <u>metric based on likelihood to recommend</u> using a company, product or service to a friend or colleague

WHY use a Net Promoter Score?

Companies often see a direct correlation between: <u>Net Promoter Score, customer retention, & revenue growth</u>

HOW do we calculate Net Promoter Score?

Detractors   Passives   Promoters

0 1 2 3 4 5 6 7 8 9 10

% Promoters **—** % Detractors **=** NPS
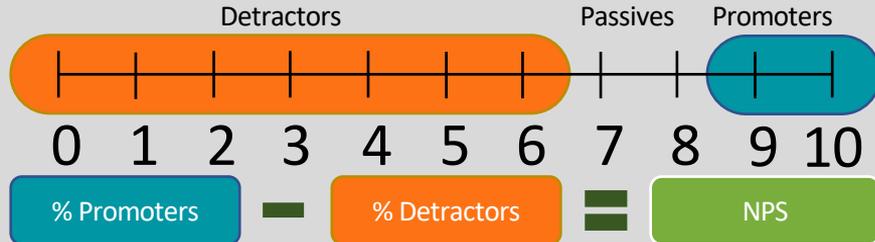
Promoters: Your firm's *strongest allies*; most likely to promote your firm to others

Detractors: Clients at risk of switching firms

NPS Across Industries

USAA 84%

COSTCO WHOLESALE 78%

NORDSTROM 75%

>70% (World Class)

iPhone 66%

SOUTHWEST 62%

charles SCHWAB 55%

NETFLIX 54%

>50% (Exceptional)

NEW YORK LIFE 35%

30% (Average)

Bank of America 29%

BlackBerry 19%

UNITED 10%

Liberty Mutual INSURANCE 14%

TARGET 11%

0% (Bad)

Comcast -1%

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HSBC -13%
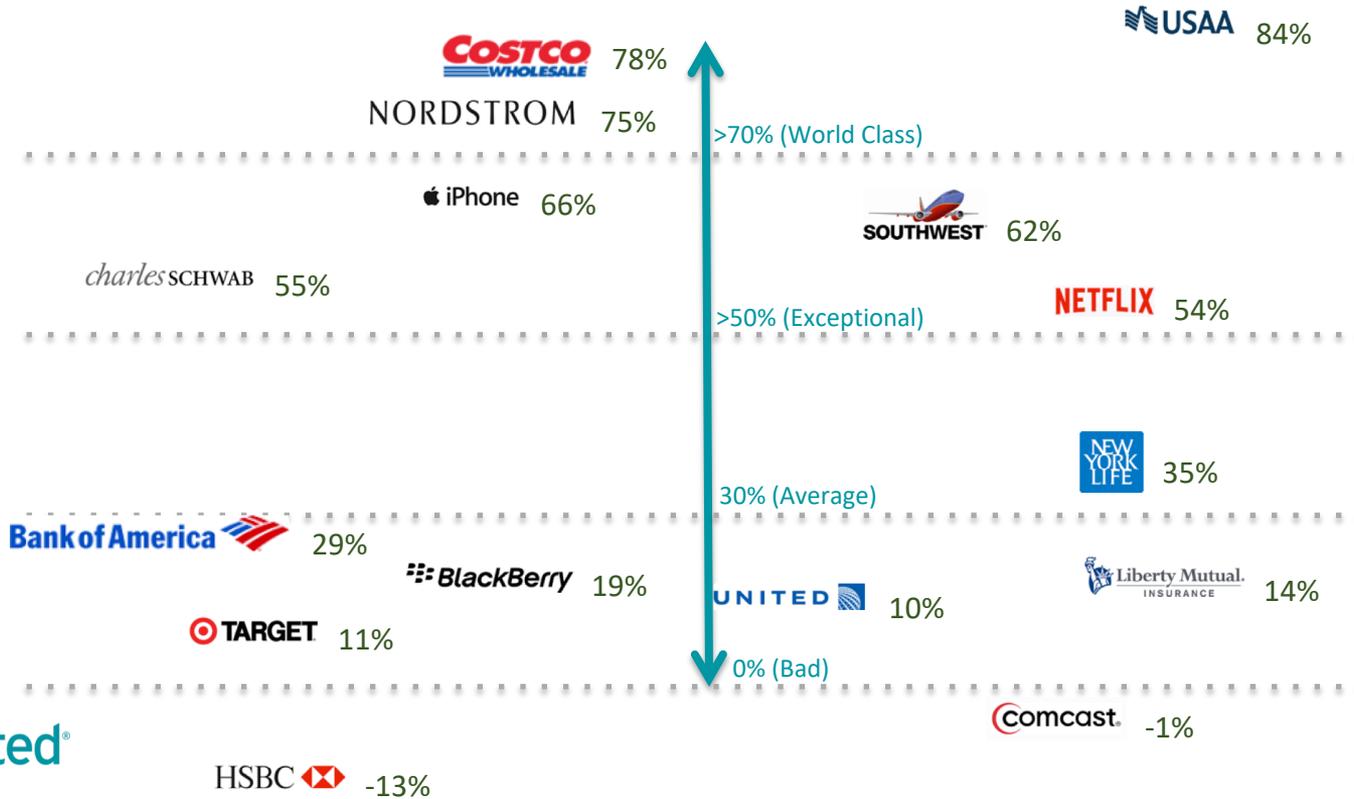
Real-time feedback 101: Benchmark for context

Clients: Likelihood to Recommend Working with Current Staffing Firm

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Promoters	56%	47%	50%	39%	35%	32%	27%	29%	32%	35%
Detractors	15%	14%	20%	21%	27%	24%	30%	25%	23%	24%
Net Promoter Score®	41%	33%	30%	18%	8%	8%	-3%	4%	9%	11%

— Promoters — Detractors — Net Promoter Score®

SOURCE: ClearlyRated, CareerBuilder, and ASA
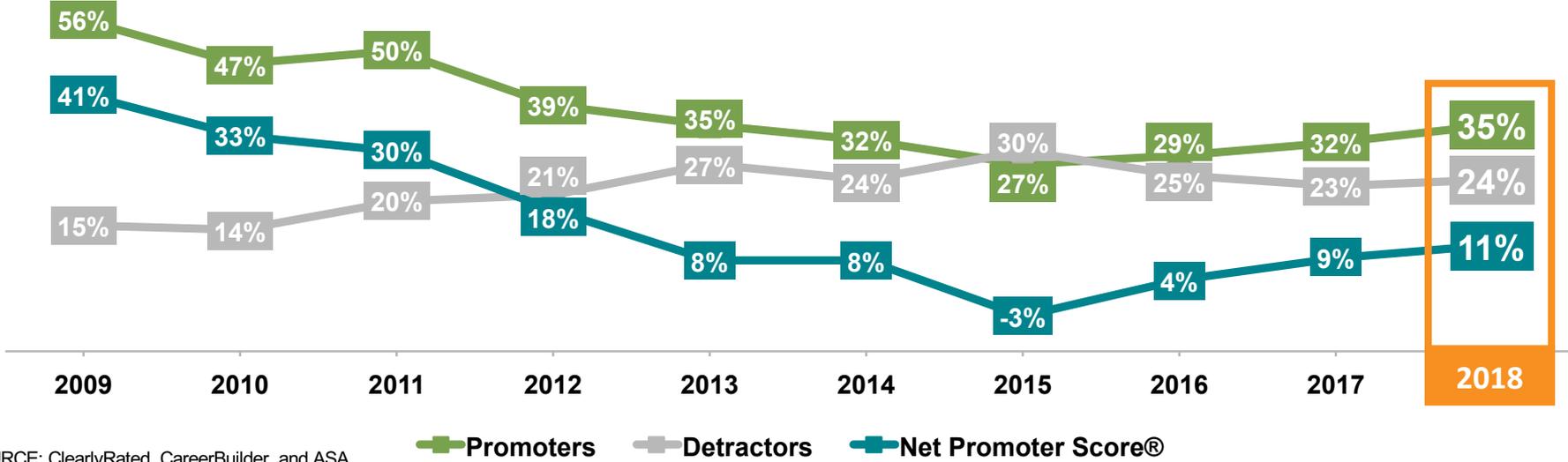
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Q20. How likely would you be to recommend your primary staffing firm to a friend or colleague?

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

Real-time feedback 101: Benchmark for context

Placed - Permanent
59%
NPS

Placed - Temporary
4%
NPS
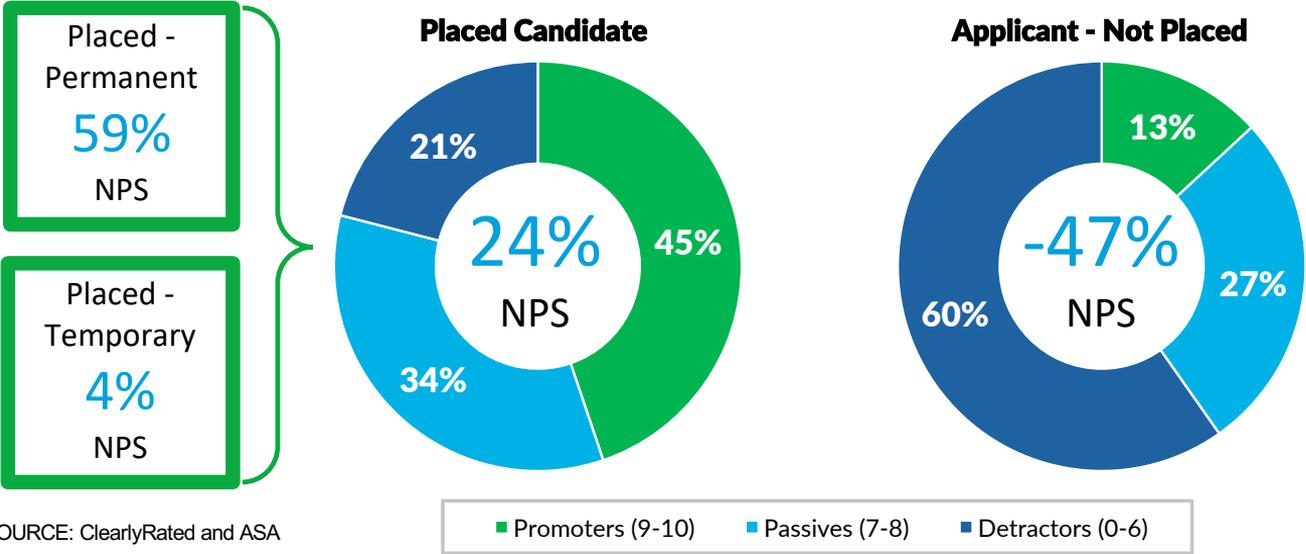
SOURCE: ClearlyRated and ASA

Placed Candidate

21%

45%

34%

24%
NPS

Applicant - Not Placed

13%

27%

60%

-47%
NPS

■ Promoters (9-10) ■ Passives (7-8) ■ Detractors (0-6)

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Measure client and talent satisfaction.
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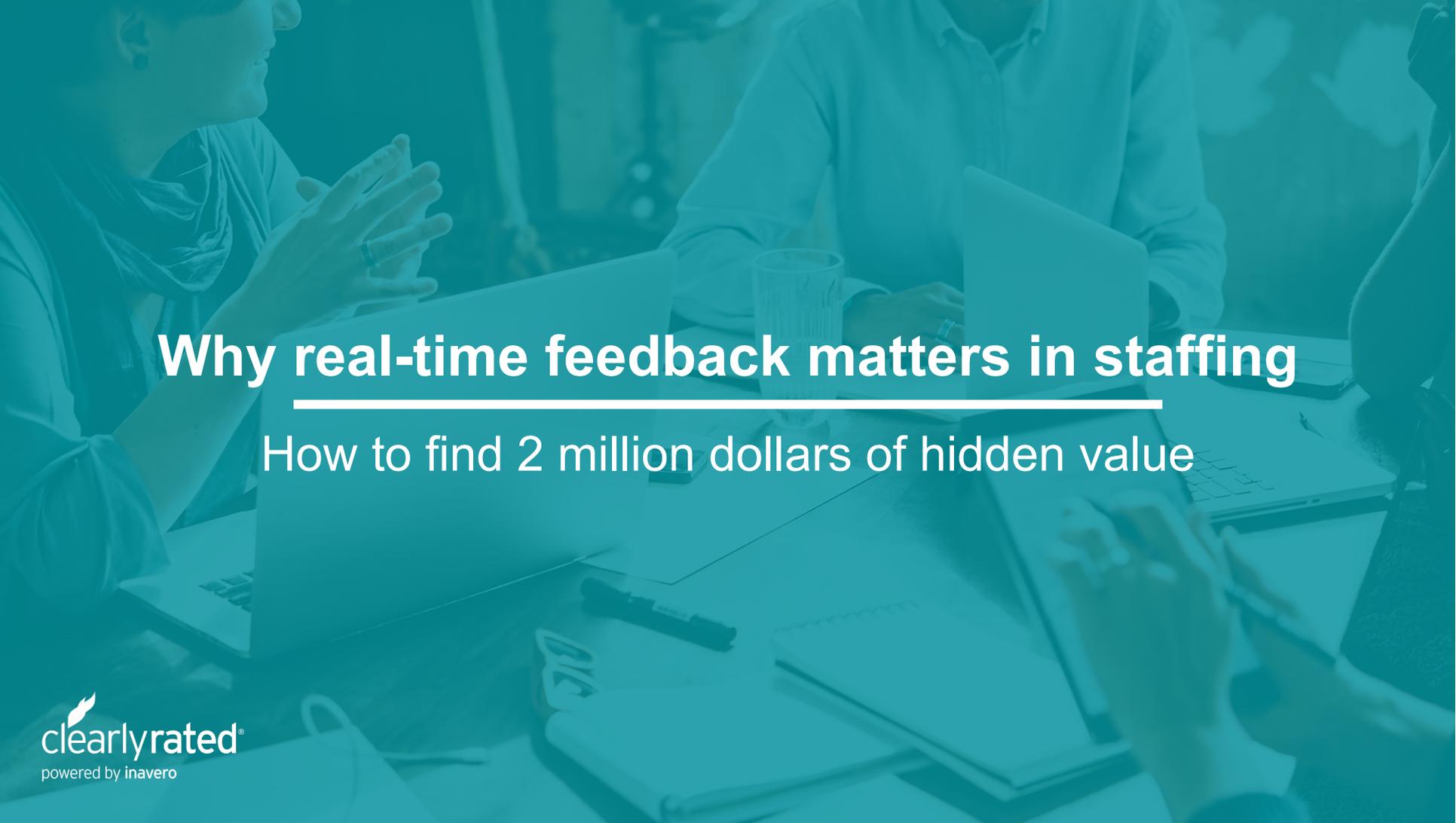
Why real-time feedback matters in staffing

How to find 2 million dollars of hidden value
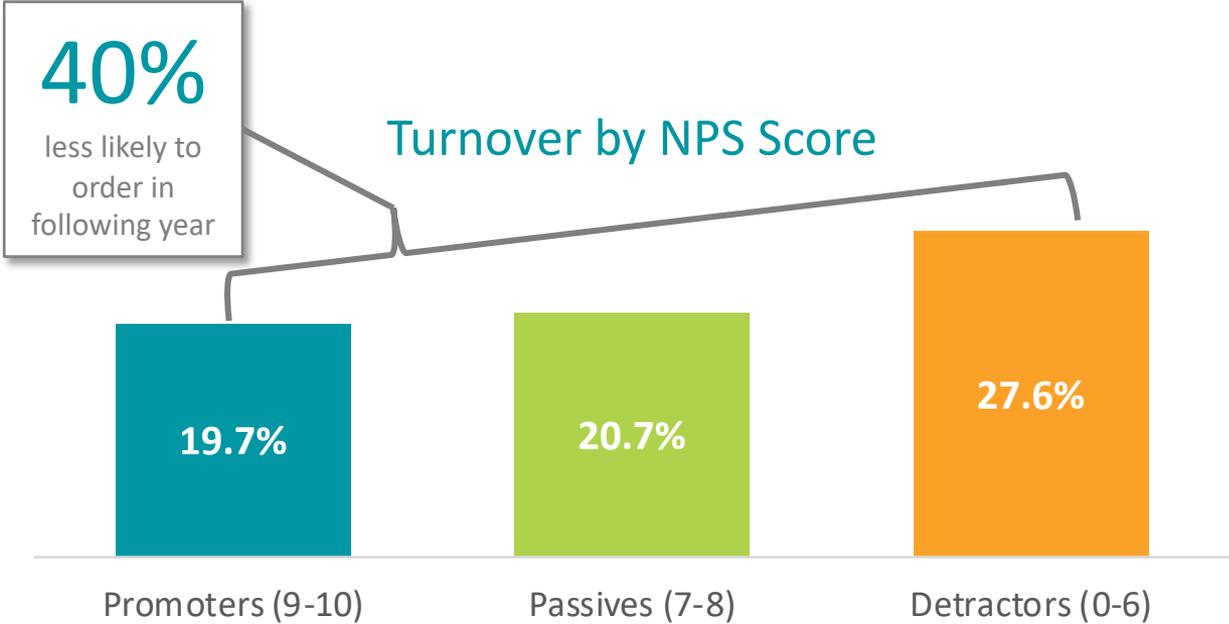
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NPS scores are an accurate leading indicator of turnover

40%
less likely to order in following year

Turnover by NPS Score

19.7%	**20.7%**	**27.6%**
Promoters (9-10)	Passives (7-8)	Detractors (0-6)

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Measure client and talent satisfaction.
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Differentiate on service quality.

NOTE: Based on analysis of 4,590 staffing firm clients and more than $1.9B in spend from 2015-2018

NPS scores are an accurate leading indicator of turnover

Change in Following Year's Spend
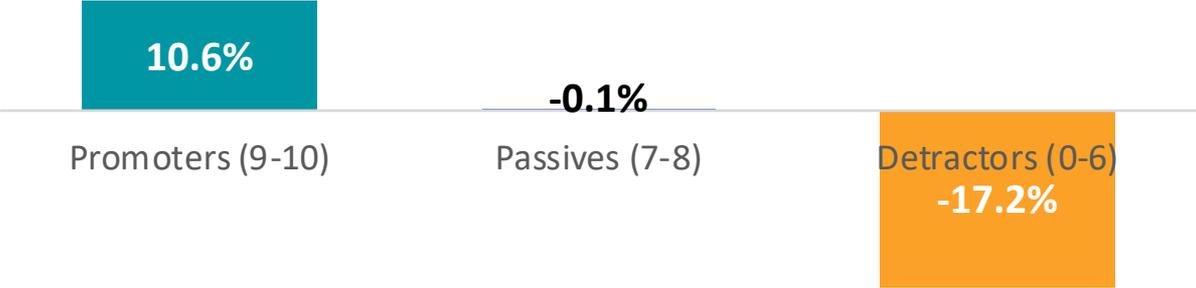
10.6%	**-0.1%**	**-17.2%**
Promoters (9-10)	Passives (7-8)	Detractors (0-6)

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NOTE: Based on analysis of 4,590 staffing firm clients and more than $1.9B in spend from 2015-2018

The average firm is losing millions of dollars of growth each year

Detractor Math

Detractors
(0-6)
$4,800,000

Promoters
(9-10)
$7,200,000

$20M
Annual Revenue

Passives (7-8)
$8,000,000

	Revenue
Detractor spend in 2018	$4,800,000
Less preventable churn	($1,324,800)
2018 revenue retained	$3,475,200
Less decrease in 2019 spend	($597,734)
2019 revenue from detractors	$2,877,466
Total cost of service-related churn	($1,922,534)

The story for Best of Staffing® winners is different

Detractors
(0-6)
$1,000,000

Passives (7-8)
$4,000,000

$20M
Annual Revenue

Promoters
(9-10)
$15,000,000
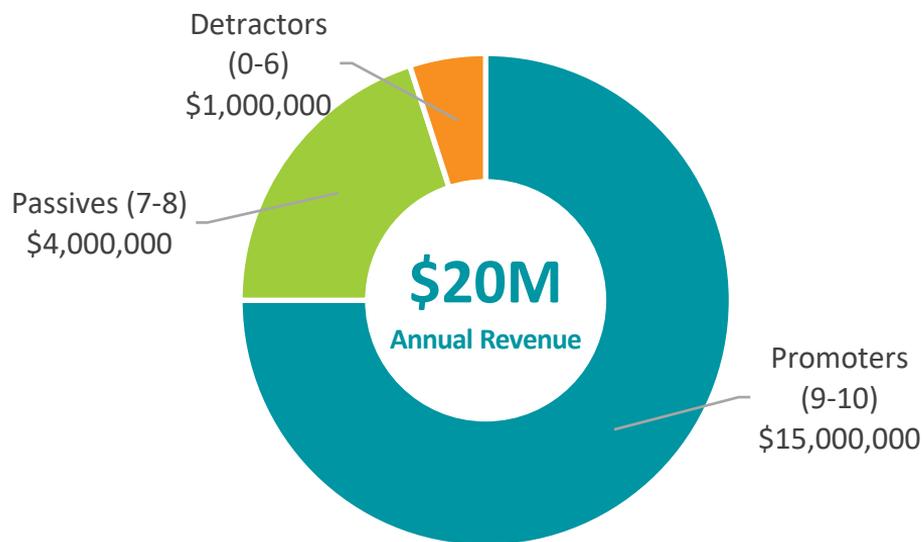
Detractor Math

	Revenue
Detractor spend in 2018	$1,000,000
Less preventable churn	($276,000)
2018 revenue retained	$724,000
Less decrease in 2019 spend	($124,528)
2019 revenue from detractors	$599,472
Total cost of service-related churn	($400,528)

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Measure client and talent satisfaction.
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Differentiate on service quality.

Talent experience drives retention

Successful completion 64%

Employee quit 19%

Employee fired 17%

68% More likely to quit

47% More likely to be fired

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

Real-time feedback 101: K.I.S.S.

High Action

Low Action

Complexity is a barrier to improvement

Low Complexity

High Complexity

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

Real-time feedback 101: It's probably not your process

Client / Candidate
Experience (Cx)
Strategy

Client/Candidate
Experience (Cx)
Execution

Real-time feedback 101: You can't fix the problem alone

Client/Candidate
Experience (Cx)
Strategy

1. Information
2. Visibility
3. Accountability

Client/Candidate
Experience (Cx)
Execution

Winning Key Moments of Truth

| Pre Engagement | Mid Engagement | End of Engagement |

Increase Referrals

Increase Retention

Increase Rehire/Reorder

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Real-time feedback 101: Set up a triage plan

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

Real-time feedback 101: Go beyond identifying failure

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

Real-time feedback 101: Celebrate service wins internally

Real-time feedback 101: And begin reinforcing service

And don't forget how special our jobs really are

"I had an issue with accepting a job because of the med insurance for my autistic son. Courtney was able to negotiate a fair contract that would help to allow me to continue my sons therapy. I will never forget how she helped me and my family."

Thank You!

Has an employee of XYZ Networks gone above and beyond for you?

Fill out the form below and they will be rewarded and recognized in front of their peers for a job well done!

Employee Name (required)

Marge Simpson

What did they do to go above and beyond for you?

Truly an advocate for me throughout my career. What every recruiter should strive to be.

(This will be shared with them and the rest of our company)

Send

Real-Time Feedback 410

Mastering the Value of Continuous Feedback

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Real-time feedback 410: Feedback is core to expansion

Real-time feedback 410: Feedback is core to new accounts
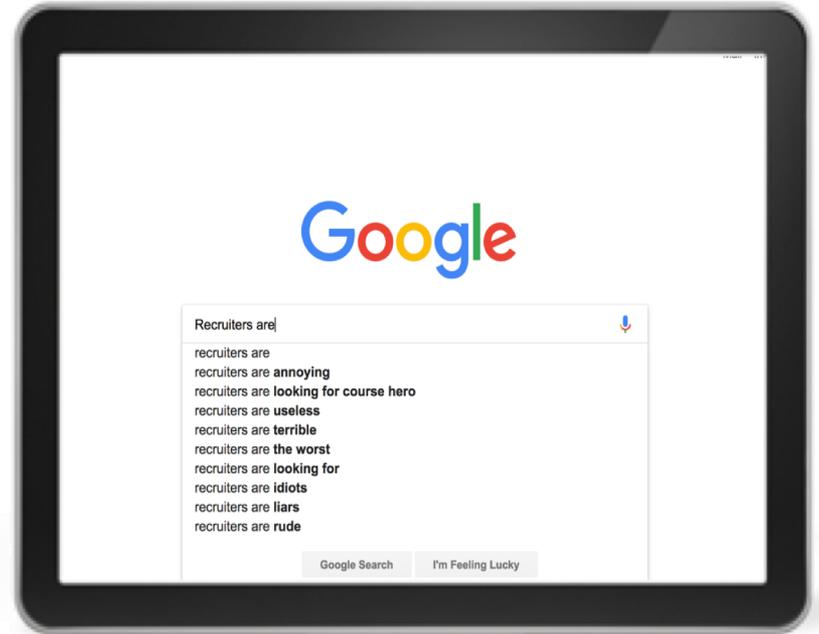
Online reviews offer valuable validation for prospects

JOB CANDIDATE
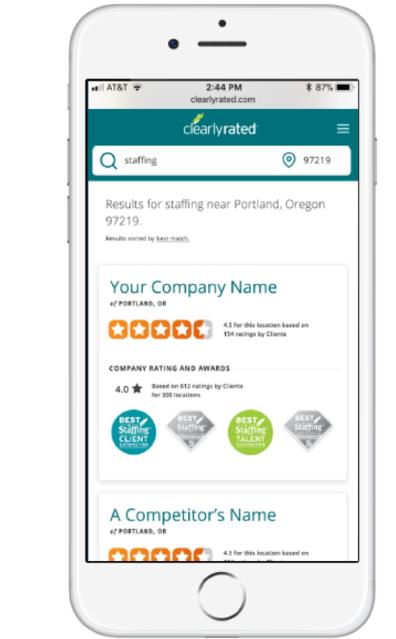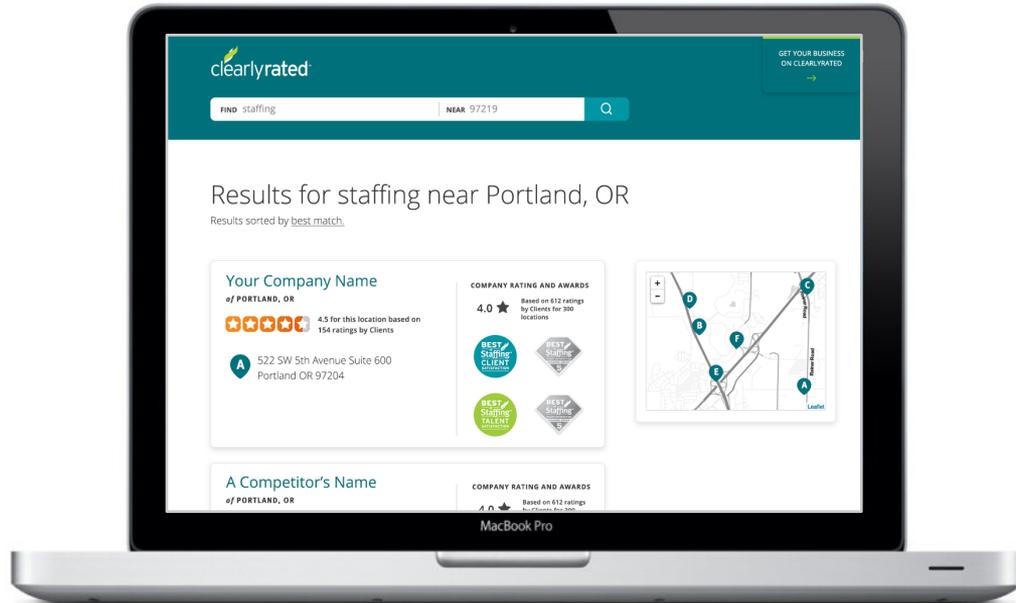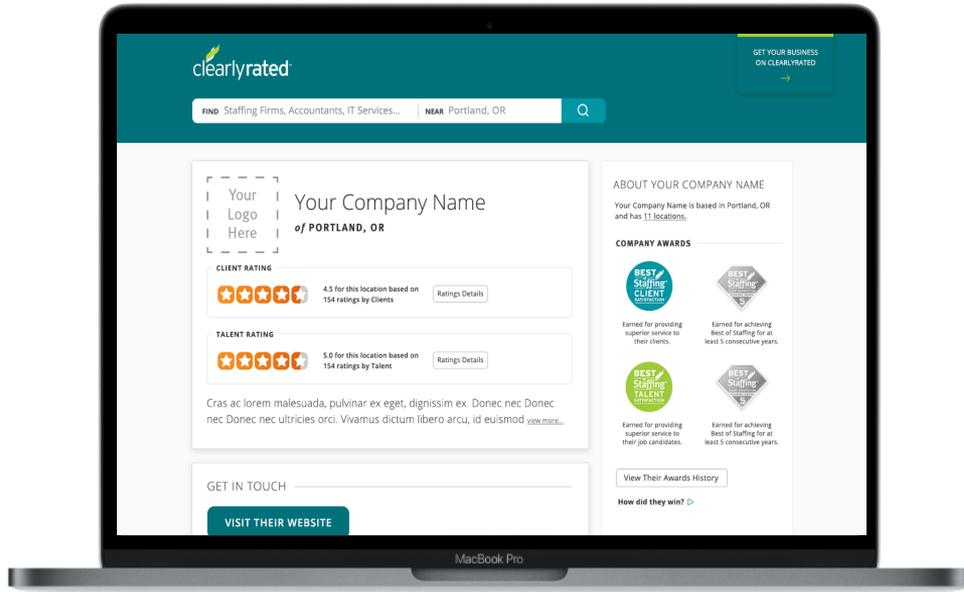Likelihood to engage with staffing firm based on firm's star rating

- 41% — 2.3 stars
- 67% — 3.3 stars
- 85% — 4.3 stars
- 82% — 5 stars

SOURCE: Inavero and ASA

HIRING MANAGER
Likelihood to engage with staffing firm based on firm's star rating

- 34% — 2.3 stars
- 57% — 3.3 stars
- 86% — 4.3 stars
- 91% — 5 stars

SOURCE: ClearlyRated, CareerBuilder, and ASA

2.3 stars   3.3 stars   4.3 stars   5 stars

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Measure the client and talent experience.
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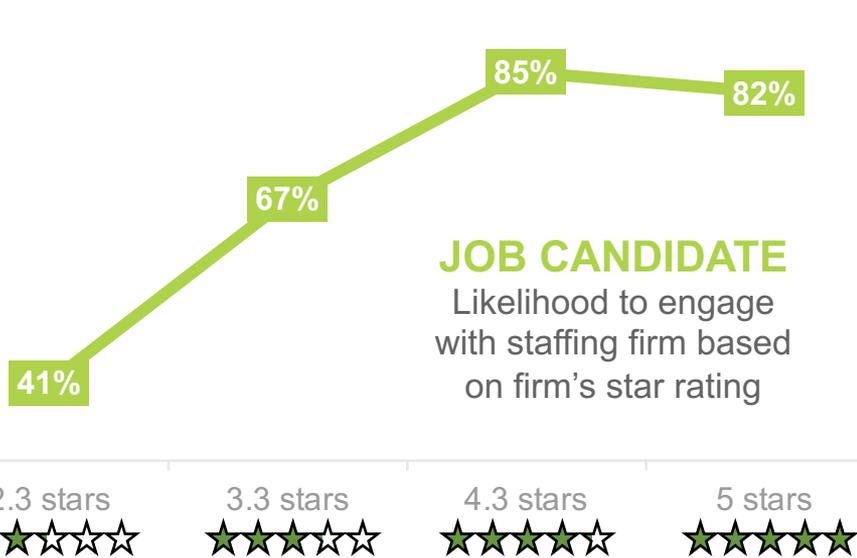
Leverage your ratings and testimonials

Compelling social proof of service quality

ClearlyRated Profile Page

Location-Specific

Award History

Star Ratings

Contact Info

Testimonials

Amplify the voices of your loyal fans
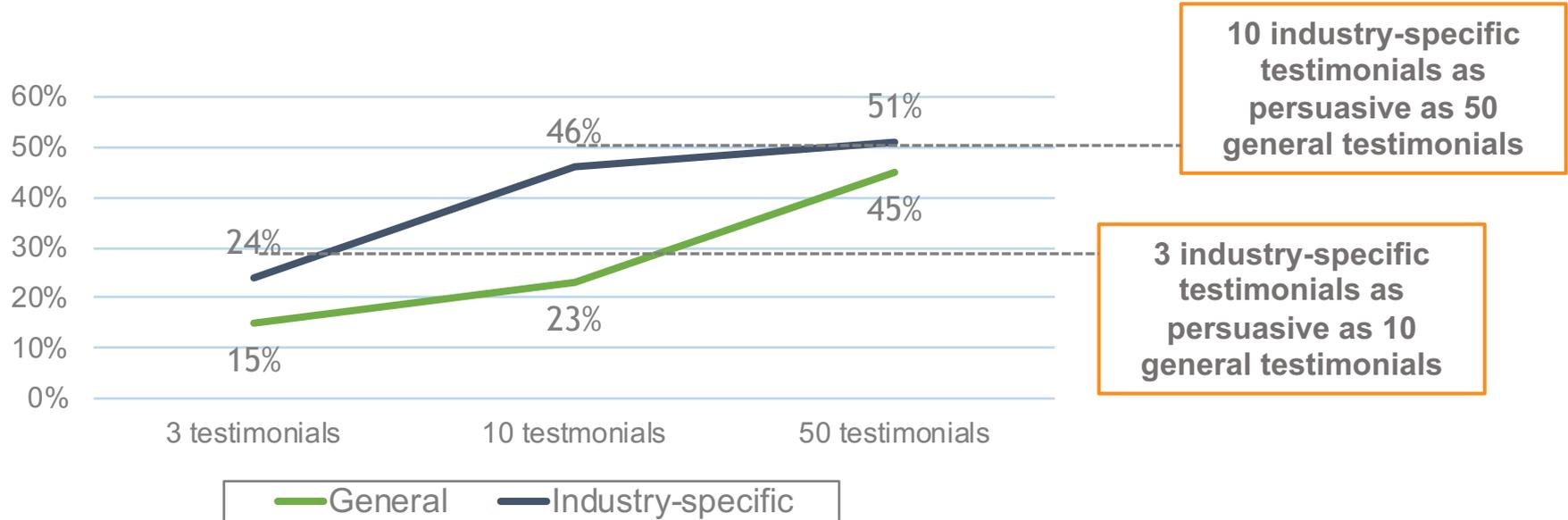
57%
Trusted

9%
Trusted

"I've had a great experience with XYZ Firm. I would highly recommend them!"

Ron Swanson
Parks Director
Pawnee IN

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Help people trust and connect with your team

## At ClearlyRated you may work with:

Zita Flaherty
Account Manager
(503) 542-3351
Zita.Flaherty@clearlyrated.com

What we <u>used</u> to say about Zita:

- Zita is your account manager.
- She manages many of ClearlyRated's staffing clients
- She's worked with us for 3 years.
- She is an expert in helping clients field their surveys and build their programs.
- She is extremely service-oriented.
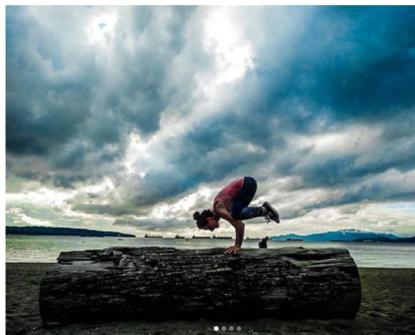
What we <u>now</u> say about Zita:

- Zita is an Account Manager in her 3rd year at ClearlyRated, who manages more than 50 staffing firm clients
- Her clients gave her an **NPS of 88**, and an **average score of 9.4 out of 10** during the past 12 months.
- **Clients Say**: *"Zita is quick to respond and address any questions we have as new users to the ClearlyRated platform. She has been great!"*
- **Clients Say:** *"Always with a positive attitude! I can see her smile through the phone!"*
- Zita is an outdoor AND yoga enthusiast.

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So using ClearlyRated as a case study…

Don't show three general testimonials…

"Exceeded Expectations!"
Paul Taylor
Solving IT

"Excellent customer service and product."
Sherry Angle-Hudock
Supplemental Health Care

"They were extremely helpful and responsive with all of my questions and needs."
Shelton Blease
Lucas Group

Show three testimonials specific to your audience…

"I'd be flying blind without it.!"
Jenifer Lambert
TERRA Staffing Group

*"Love the customer service by the entire team and the personal touch they add in the course of doing business."*
Mike McBrierty
Eliassen Group

"Great partners, responsive, good communication and fun to work with!"
Shari Locascio
Kforce

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So using ClearlyRated as a case study…

Don't tell them you deliver exceptional value, ***show them*** you deliver exceptional value.
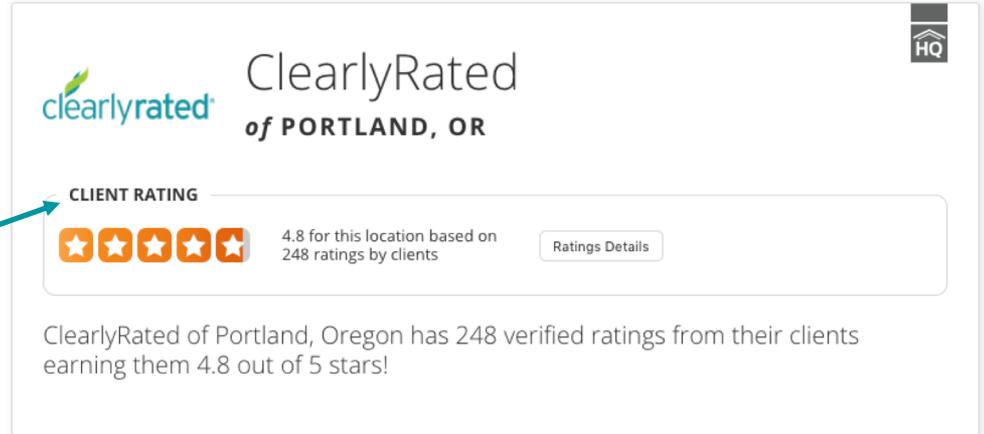
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ClearlyRated
of **PORTLAND, OR**

CLIENT RATING

4.8 for this location based on 248 ratings by clients

Ratings Details

ClearlyRated of Portland, Oregon has 248 verified ratings from their clients earning them 4.8 out of 5 stars!

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Build online reputation.
Differentiate on service quality.

So using ClearlyRated as a case study…

> *Don't tell them* they will love their account manager or recruiter.
> *Show them evidence* that others (like them) love their account manager or recruiter.

Lauren

★★★★☆
4.8 from 158 clients

"Lauren is the best. Always love working with her…"

Ryen

★★★★★
4.9 from 137 clients

"Ryen is positive, proactive, responsive, and the epitome of World Class."

Emilie

★★★★★
5.0 from 18 clients

"Emilie was always available to answer questions, and did so with great enthusiasm and support."

Zita

★★★★☆
4.8 from 46 clients

"Zita is always very responsive and proactive in reaching out to us…"

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Questions?

ERIC GREGG

CEO & Founder, ClearlyRated (Formerly Inavero)

egregg@clearlyrated.com

linkedin.com/in/ericgregg