



5 Things You Should Know About Best of RPO™ Winners

Eric Gregg, CEO & Founder at ClearlyRated

Why are we here?



2020 Best of RPO winners were announced on February 4th!



2020 Best of RPO Winners

▶ Advanced RPO

▶ Hueman

▶ LevelUP

▶ Orion Novotus

▶ PSG Global Solutions

▶ Xelerate LLC

Many of you raised great questions:



What exactly is “Best of RPO”?

How does a firm earn the designation?

Why should I care about this program?



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About ClearlyRated



Est. 20 03

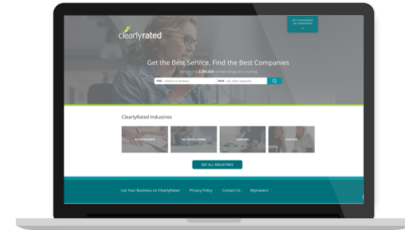
Focus on professional service providers since 2007

We believe it's **good business** to place client satisfaction at the heart of your growth strategy.



Annual award program for client service.

Recognizes firms that have demonstrated exceptional service quality based exclusively on ratings provided by their clients.



Launched July 2018

Online service provider directory that translates client satisfaction scores into online ratings and testimonials.

—— Best of RPO™ Presenting Sponsor ——



Dan Valavanis
Director of Sales, Indeed

Best of RPO Winners

5 things you should know

1. **Winning firms invest in measuring and validating their client satisfaction scores with a proven method through an independent third-party.**
2. Leading providers operationalize feedback from their clients to inform organizational change, business strategy, and growth.
3. Best of RPO winners can prove that the client experience they deliver outpaces the rest of the industry.
4. Winning firms have created a cultural shift around feedback and client service, favoring transparency and accountability over gut feel and avoidance of conflict.
5. Best of RPO winners make their client feedback open and available to the public through validated online ratings and testimonials.

Measure the Client Experience with Net Promoter® Score

How likely are you to recommend our firm to a friend or colleague?

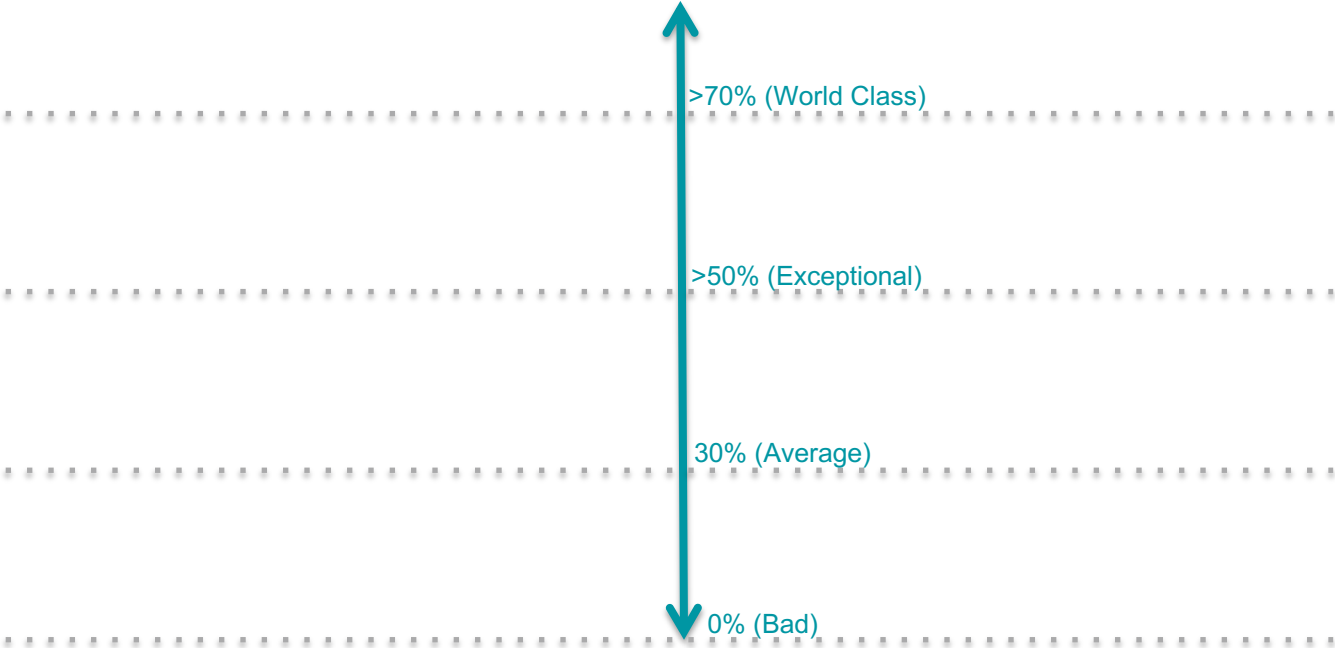


$$\text{Net Promoter® Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

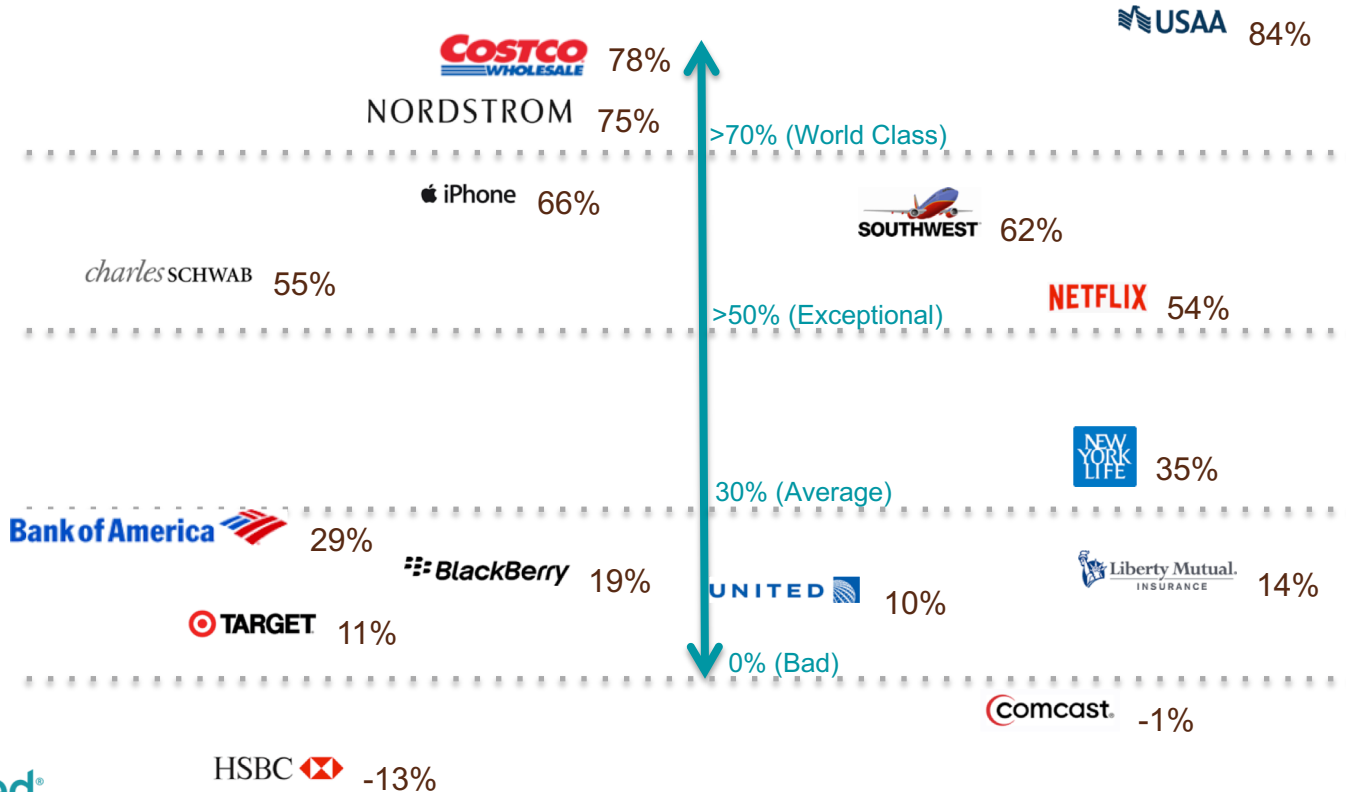
Why Net Promoter® Score?

- Directly tied to growth strategy for service firms – **referrals**.
- Single metric to **benchmark** against the industry and across other world-class service quality organizations.

Global NPS Standards



NPS Across Industries

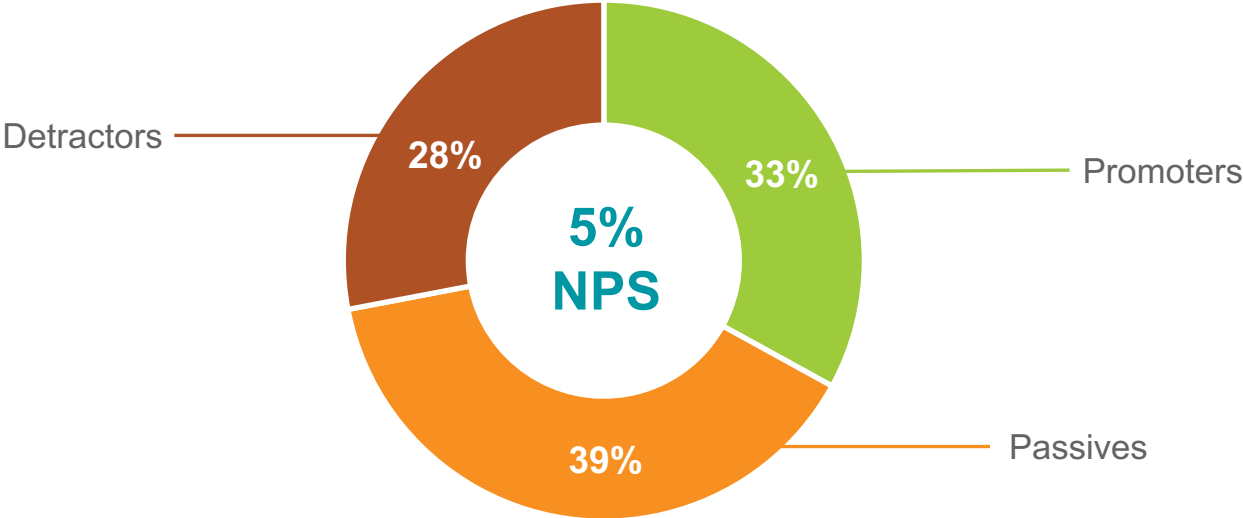


Why Net Promoter® Score?

- Directly tied to growth strategy for service firms – **referrals**.
- Single metric to **benchmark** against the industry and across other world-class service quality organizations.
- Creates service **awareness** and makes service quality an **accessible** goal across the organization.
- Measures **loyalty behavior as a proxy for client perception** – helps client remove their own bias about what constitutes “good” or “great” service.

RPO Industry NPS® Benchmark

2020 NPS Industry Benchmark



SOURCE: ClearlyRated 2020

Eligibility Requirements



Choose at least 3 consecutive months over the past 12 months



Provide a list of one hundred percent (100%) or a minimum of 500 individual contacts who were billed for services during the timeframe.



Achieve an NPS® of 50% or higher



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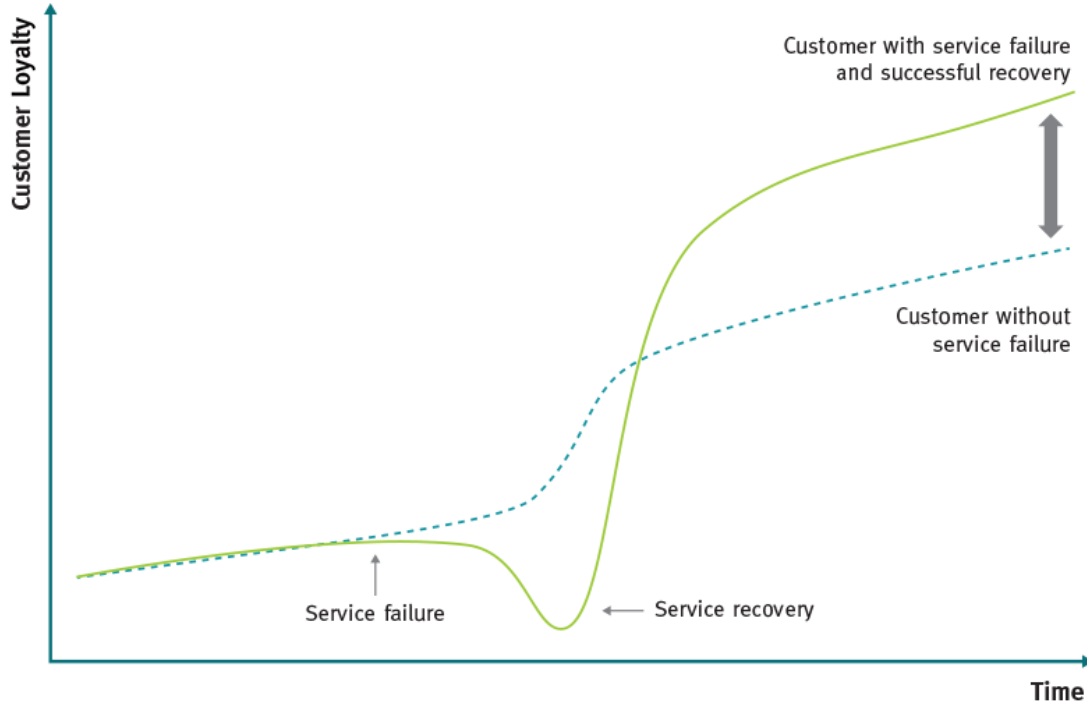
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Beyond a client satisfaction score...

Best of RPO winners:

- Have processes in place to respond to client feedback in real-time.
 - **Detractors** trigger recovery and follow up.

The Service Recovery Paradox



Beyond a client satisfaction score...

Best of RPO winners:

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 - **Promoters** trigger outreach and inquiry about further business and referral opportunities.

Compared to Detractors, Promoters of their primary HR services firm are...

More committed to only using their current primary HR services firm

90%

more likely to be fully committed

More likely to plan an increase in annual spend with their primary HR services firm

2.6x

more likely to "greatly" increase spend

More likely to provide a testimonial for their primary HR services firm

6x

"very likely" to provide a testimonial

More likely to share an online, public review for their primary HR services firm, if asked

52%

more likely to provide an online review

SOURCE: ClearlyRated 2019

Beyond a client satisfaction score...

Best of RPO winners:

- Have processes in place to respond to client feedback in real-time.
 - **Detractors** trigger recovery and follow up.
 - **Promoters** trigger outreach and inquiry about further business and referral opportunities.
 - **Passives** trigger outreach about what could be done better.

Passives Are



More Likely
to use negative words
when describing their
experiences with you



Less Likely
to provide positive
comments in open-ended
survey questions



Generally Not
a high source of
profits for any
business



50% Less Likely
than promoters to
refer you or repurchase
from you

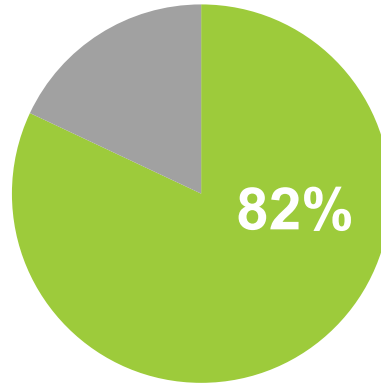
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- Use **NPS drivers** to diagnose behaviors and process issues that may be contributing to a low score.
- Leverage qualitative data to inform process evolution and service improvements.

Expectations

The firms sets realistic expectations about any potential open positions you had.

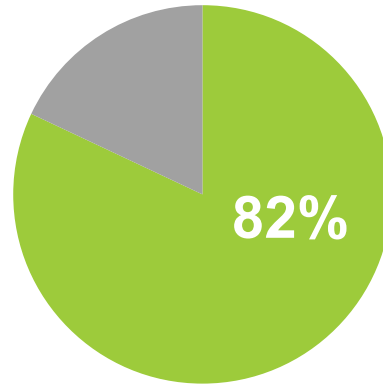


- Responded "Yes"
- Responded "No"

NPS "Yes"	NPS "No"	NPS Impact
9%	-42%	51%

Requirements

Candidates submitted matched the position's specifications.



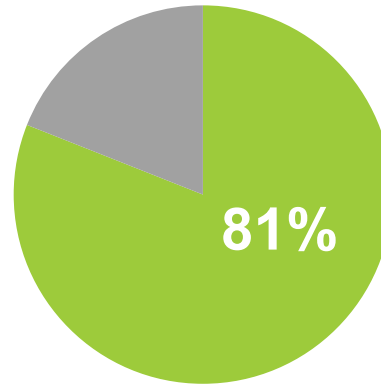
- Responded "Yes"
- Responded "No"

NPS "Yes"	NPS "No"	NPS Impact
10%	-46%	56%

Culture Fit



Candidates submitted were a good fit with the company's culture.



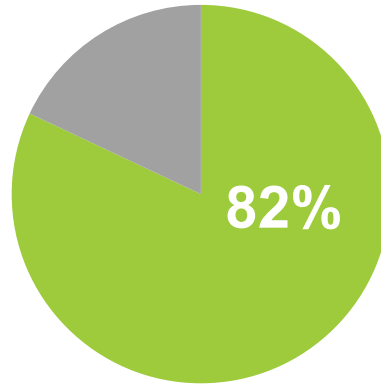
- Responded "Yes"
- Responded "No"

NPS "Yes"	NPS "No"	NPS Impact
11%	-44%	55%

SOURCE: ClearlyRated 2019

Timeframe

Candidates were submitted within the expected timeframe.

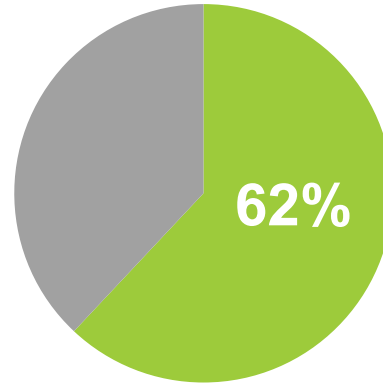


- Responded "Yes"
- Responded "No"

NPS "Yes"	NPS "No"	NPS Impact
6%	-31%	37%

Issues

Resolved any of our issues within 24 hours.



- Responded "Yes"
- Responded "No"

NPS "Yes"	NPS "No"	NPS Impact
16%	-25%	41%

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- Use **NPS drivers** to diagnose behaviors and process issues that may be contributing to a low score.
- Leverage qualitative data to inform process evolution and service improvements.

“What is the reason behind the rating you provided?”



“What is one thing we could be doing differently to increase the value you receive from us?”

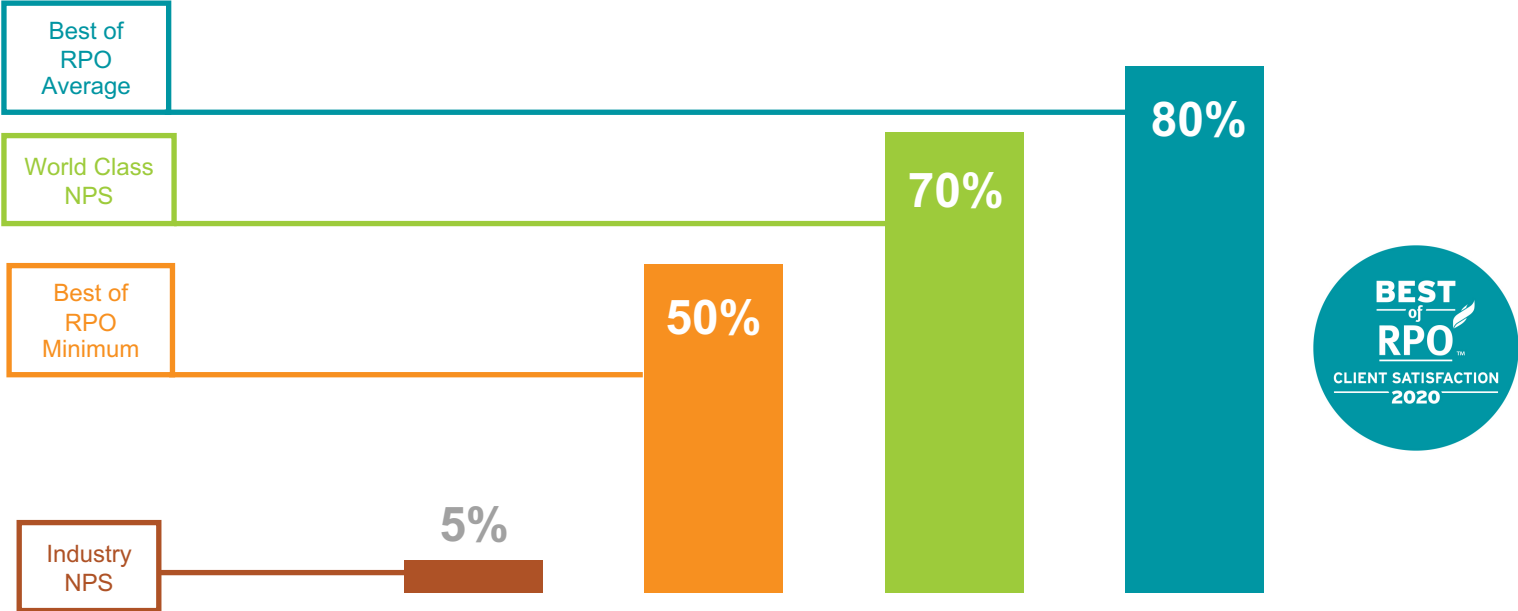


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Best of Accounting winners versus the industry



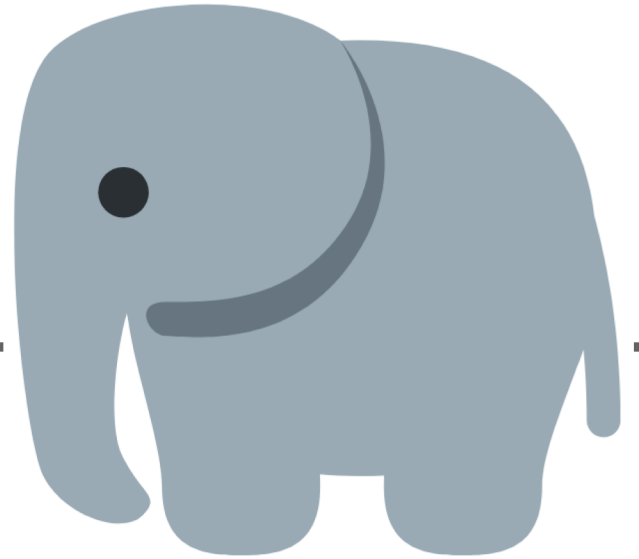
Clients who work with the 2020 Best of RPO winners are 2x as likely to be completely satisfied with the services provided than clients from non-winning firms.

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“Not my clients.”



47% of RPO clients report having experienced an issue while working with their firm.

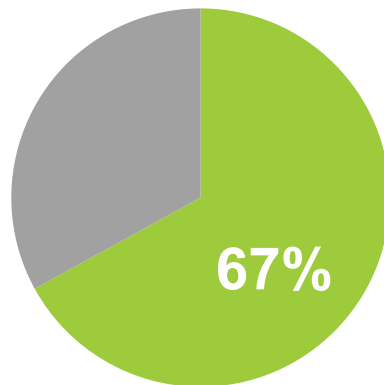
SOURCE: ClearlyRated 2020

Feedback can be scary.

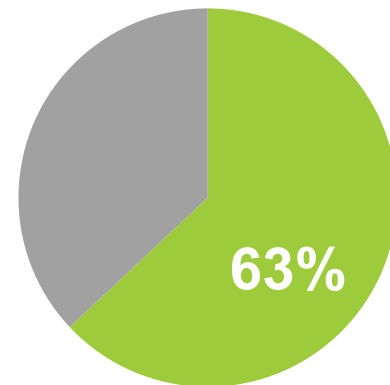


Clients are ready to be asked about their experience.

Clients of HR service providers say they are....

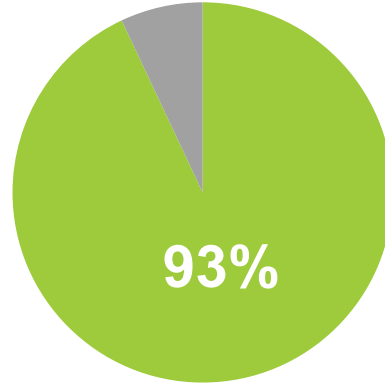


67% more likely to take the time to **provide feedback through a survey** than in-person.

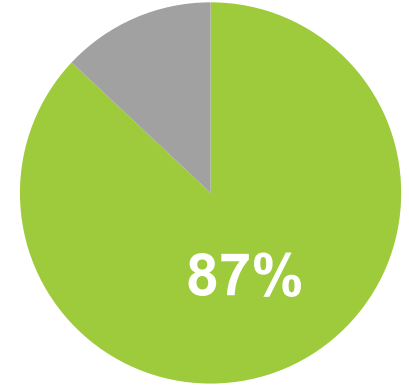


63% more likely to **be candid** with their feedback in an online survey than in-person.

Asking clients for
feedback improves
their perception of
your firm.



93% of clients of HR service providers say it's important to have an **open channel of communication** to provide feedback to their firm.



87% of clients say that when asked for feedback, their **perception of their RPO is positively impacted**.

It's critical to share survey outcomes with your clients.

2

things you learned
you're doing well

+

1

area you learned
needs improvement

+

1

action you're
taking to improve

Best of Accounting firms recognize their service leaders internally!

Lauren is the absolute best and is always available to assist with our request! She's patient, and truly treats us like a valued client. Thanks for everything, Lauren!

Ryen, has always been responsive and positive to work with! Always feel I can reach out to her with questions. I don't usually need to because all the emails that are sent before - which is amazing!

Always responsive; always human; genuinely interested in our experience with ClearlyRated.

Zita was always "on" responding promptly with exactly the information I needed

You're the best, Bridget! Always going above and beyond for us.

Emilie has been more than great throughout the entire process. She has been thorough about what steps to take and has helped me with all questions I had.

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FIND industry or company

NEAR city, state, zip/postal



Best of RPO Award Winning RPO Firms

The best recruitment process outsourcing firms secured the Best of RPO award by obtaining at least a 50% [Net Promoter Score](#) indicating that they provide exceptionally high levels of client service to their RPO clients.

ClearlyRated's Best of RPO is the nation's only service excellence award for the RPO industry that leverages third party validated survey responses from RPO firm clients. The award program provides statistically valid and objective service quality benchmarks for the RPO industry, revealing which RPO firms deliver the highest quality of service to their clients. Search ClearlyRated to find recruitment process outsourcing firms that specialize in: healthcare, accounting, warehouse, sales, hospitality and more.

Thank you to ClearlyRated's Best of RPO exclusive sponsor [Indeed](#)



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▷ Orion Novotus

▷ Hueman

▷ PSG Global Solutions

▷ LevelUP

▷ Xelerate LLC

SPONSOR

Exclusive Sponsor





FIND industry or company | NEAR city, state, zip/postal



PSG Global Solutions of MARINA DEL REY, CA



CLIENT RATING



4.8 for this location based on 26 ratings by clients

[Ratings Details](#)

PSG Global Solutions of Marina del Rey, CA has earned the 2020 Best of RPO award for providing remarkable service to their clients! PSG Global Solutions has 26 verified ratings from their clients earning them 4.8 out of 5 stars!

GET IN TOUCH

[VISIT THEIR WEBSITE](#)

PSG Global Solutions
4551 Glencoe Avenue, Suite 150
Marina del Rey, CA 90292

[View Map](#)



ABOUT PSG GLOBAL SOLUTIONS

PSG Global Solutions is in the RPO industry with company headquarters in Marina del Rey, CA and has 1 PSG Global Solutions location.

COMPANY AWARDS

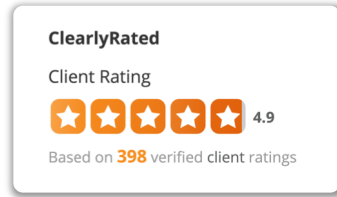


2020 Best of RPO Client

[View Their Awards History](#)

How did they win? [▶](#)

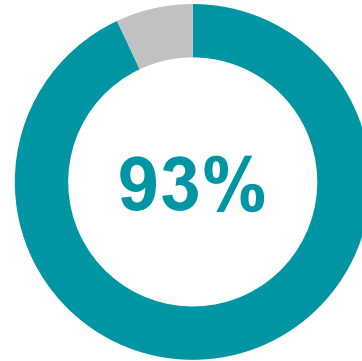
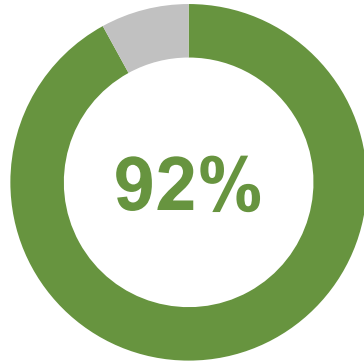
Buyers want to hear from your clients.



"It was a very straightforward and easy process that generated good participation from our clients not to mention significant and valuable feedback that we can work with."

A CLIENT ON JANUARY 22, 2020

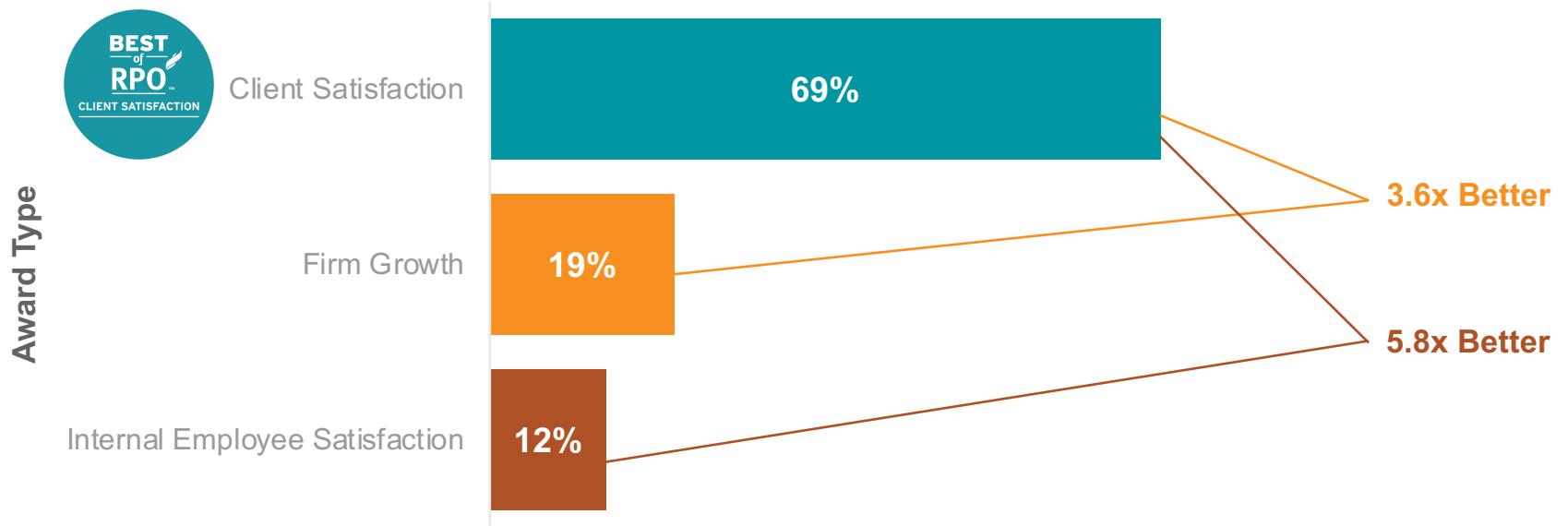
92% of RPO buyers say that ratings and reviews found online have a moderate to significant impact on their decision.



93% of RPO buyers say testimonials have a moderate to significant impact on their decision.

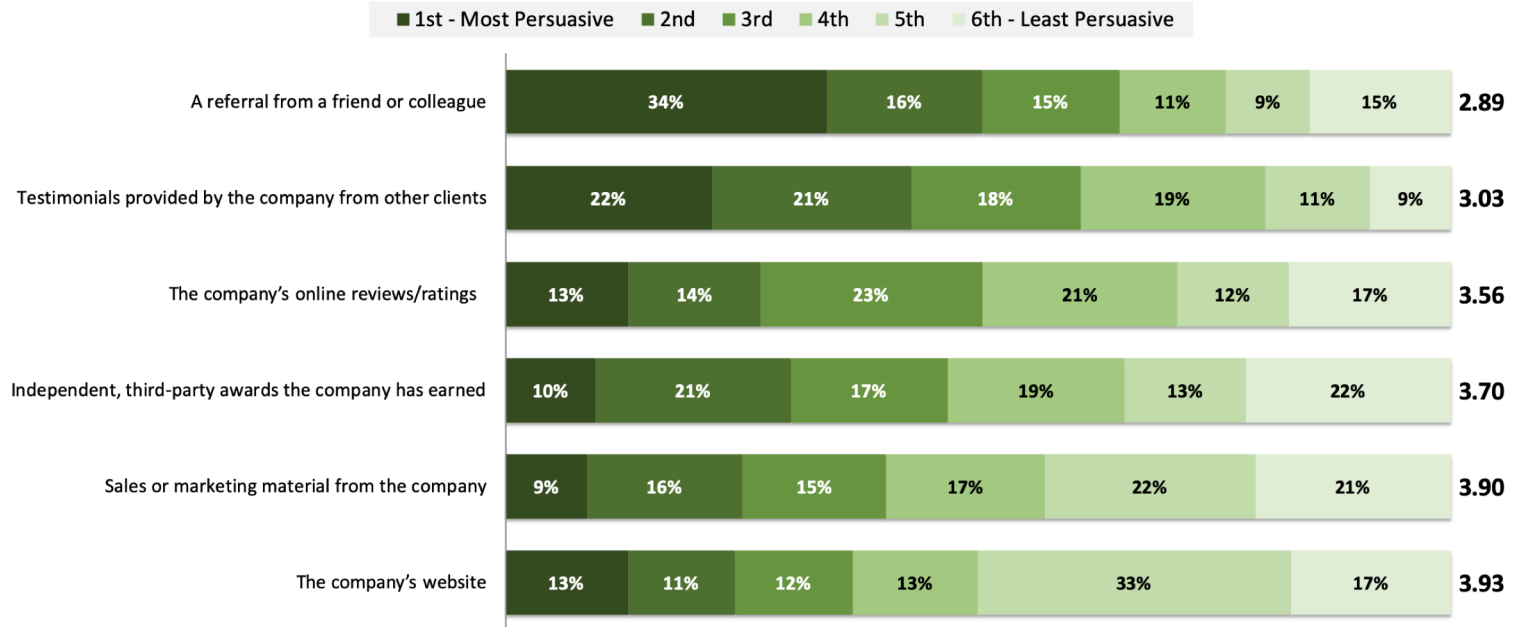
SOURCE: ClearlyRated 2020

Buyers want to hear from your clients.



Buyers want to hear from your clients.

Most Persuasive Sources when Considering an RPO Firm



Thank you so much! What questions do you have for me?





Questions?

Email me: eric.gregg@clearlyrated.com

Visit us online: clearlyrated.com/solutions

Connect with me: linkedin.com/in/ericgregg