



# 5 Things You Should Know About Best of Staffing® Winners

Eric Gregg, CEO & Founder

# Thank you to our Best of Staffing® sponsors!

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Gold Sponsor

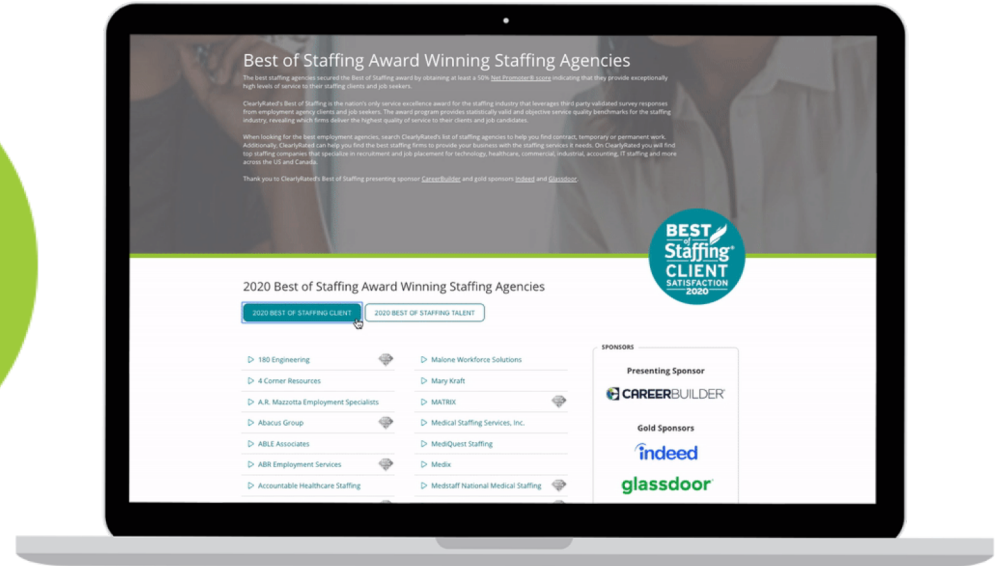
indeed

glassdoor®

# Why are we here?



# 2020 Best of Staffing winners were announced on February 4<sup>th</sup>!



# Many of you raised great questions:



What exactly is “Best of Staffing”?

How does a firm earn the designation?

Why should I care about this program?



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# About ClearlyRated



Est. 2003

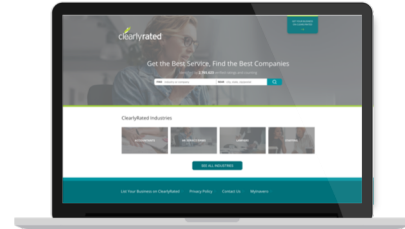
Focus on professional service providers since 2007

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



Annual award program for client and talent service.

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



Launched July 2018

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

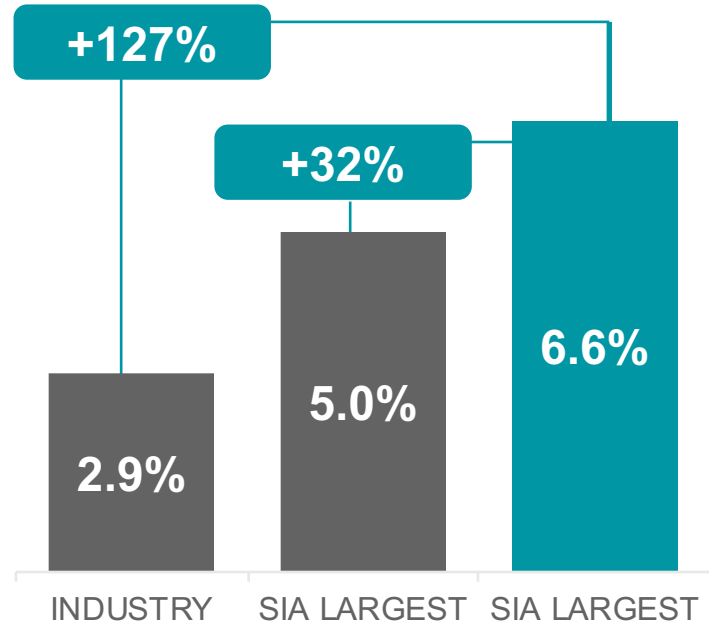
# Best of Staffing winners grow faster



**2018**  
**Largest Staffing Firms in the US**

- 143 Firms > \$100M Revenue
- 2015-2017 Revenue Analyzed

**49** clearlyrated® Clients





# Best of Staffing Winners

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## 5 things you should know

1. **Winning firms invest in measuring and validating their client and talent satisfaction scores with a proven method through an independent third-party.**
2. Leading providers operationalize feedback from their clients and talents to inform organizational change, business strategy, and growth.
3. Best of Staffing 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 and talent service, favoring transparency and accountability over gut feel and avoidance of conflict.
5. Best of Staffing winners make their client and talent feedback open and available to the public through validated online ratings and testimonials.

# Measure the Client and Talent Experience with Net Promoter® Score

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

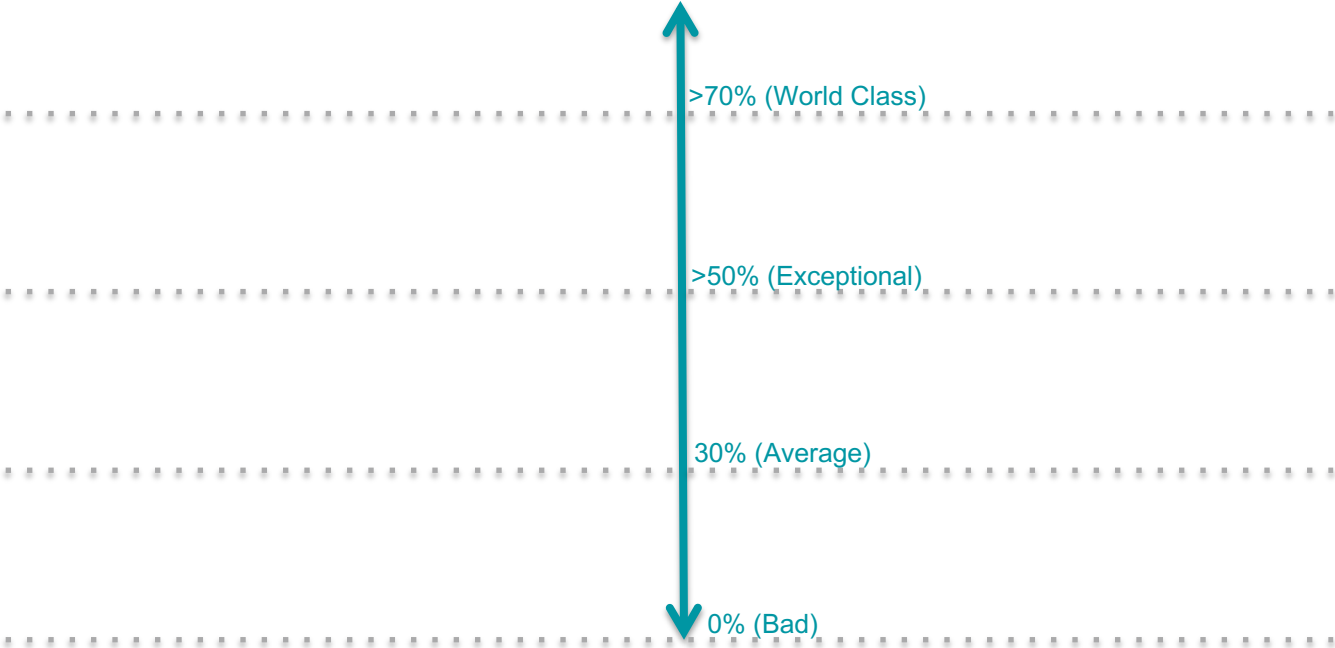


$$\text{Net Promoter® Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

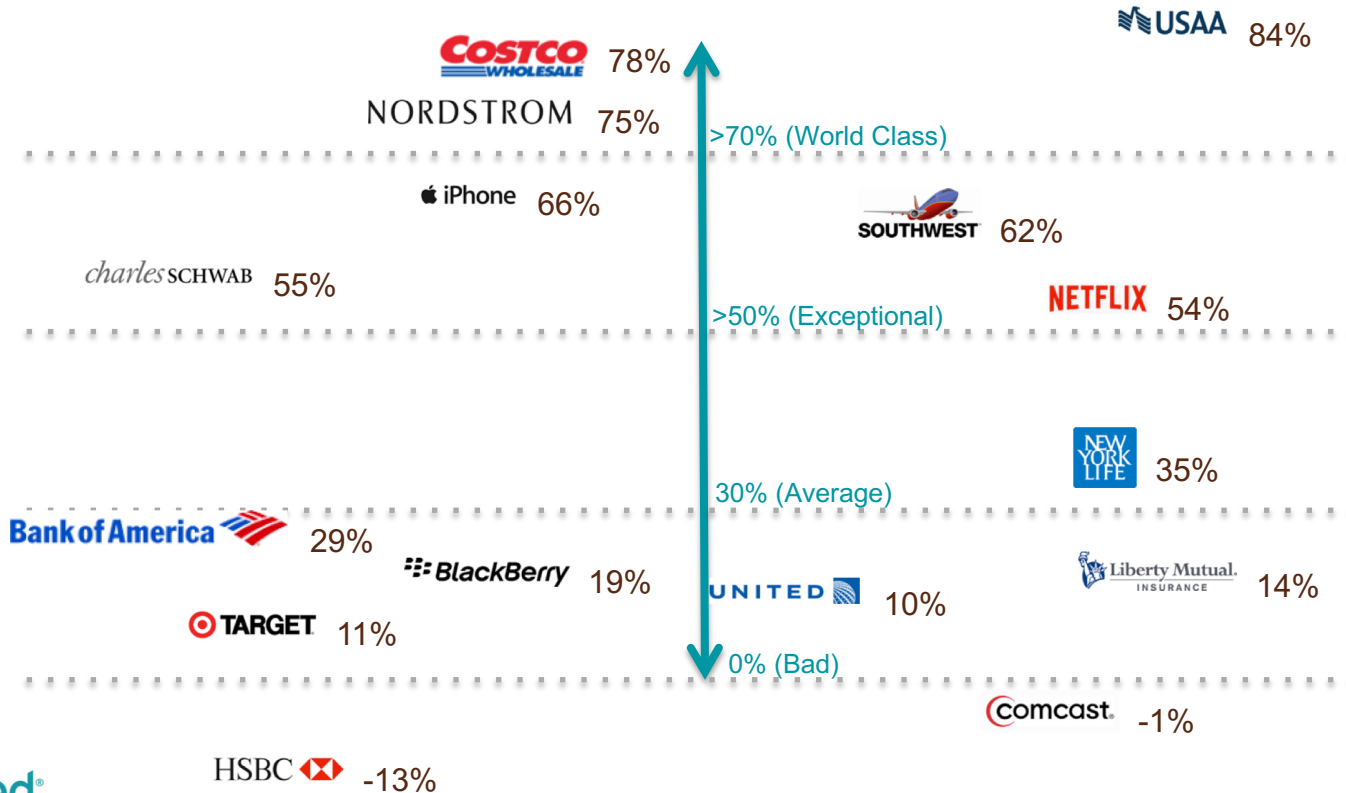
# Why Net Promoter® Score?

- 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



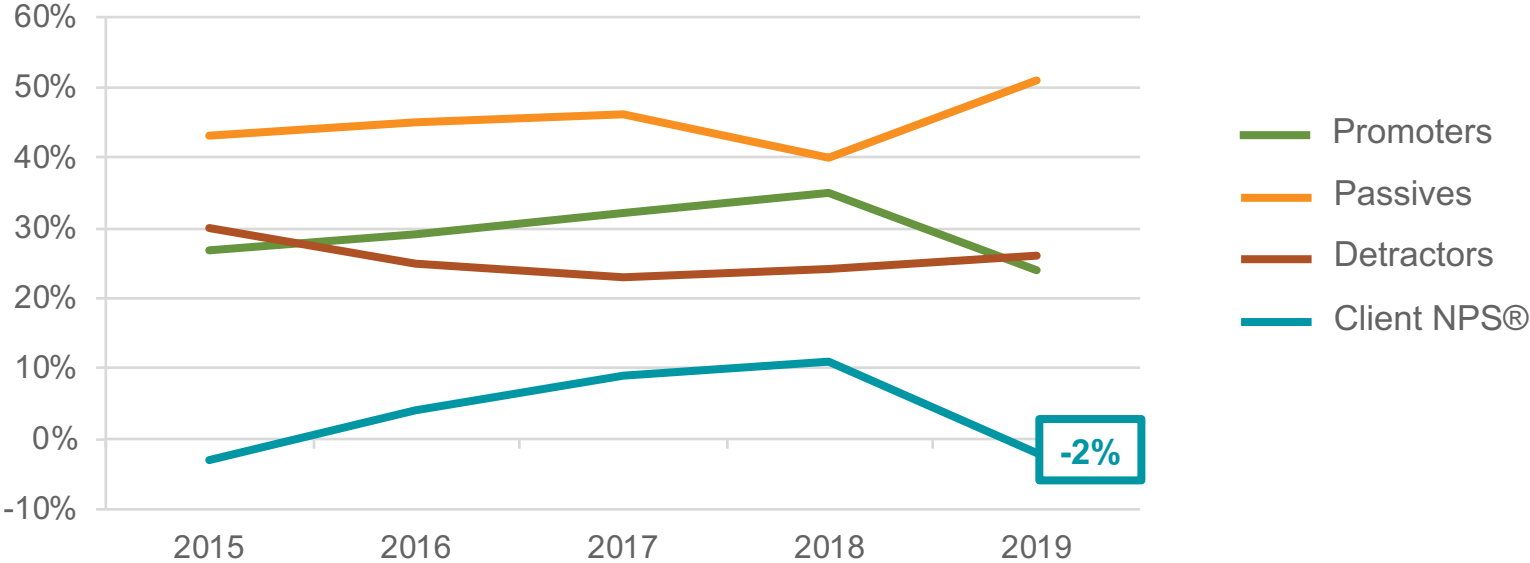
# NPS Across Industries



# Why Net Promoter® Score?

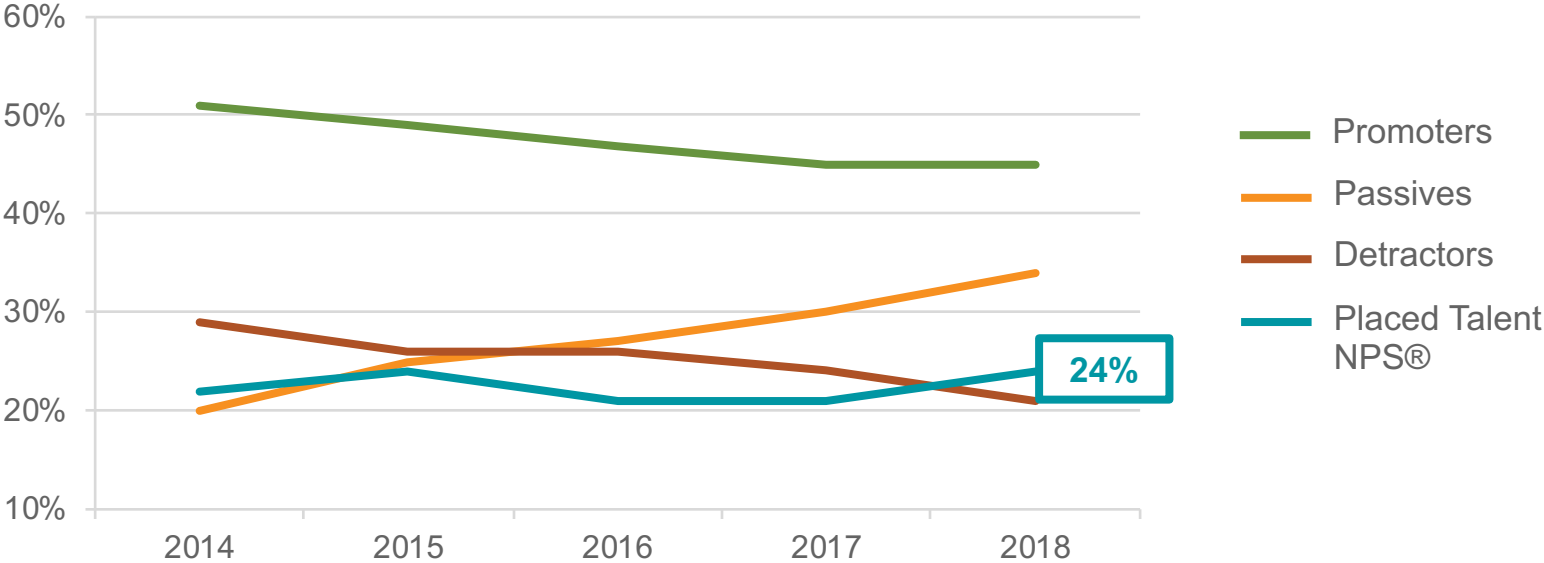
- Directly tied to growth strategy for service firms – **referrals**.
- Single metric to **benchmark** against the industry and across other world-class service quality organizations.
- Creates service **awareness** and makes service quality an **accessible** goal across the organization.
- Measures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

# Staffing Industry – Client NPS® Benchmark



SOURCE: ClearlyRated 2019

# Staffing Industry – Placed Talent NPS® Benchmark



SOURCE: ClearlyRated, ASA 2018



# Eligibility Requirements



Choose at least 3 consecutive months over the past 12 months



Provide a list of 100% of clients who were billed for services and/or 100% of talent who placed on assignment during the timeframe.



Must receive a 20% response rate and at least 15 responses, OR a minimum of 250 responses



Achieve an NPS® of 50% or higher



# Best of Staffing Winners

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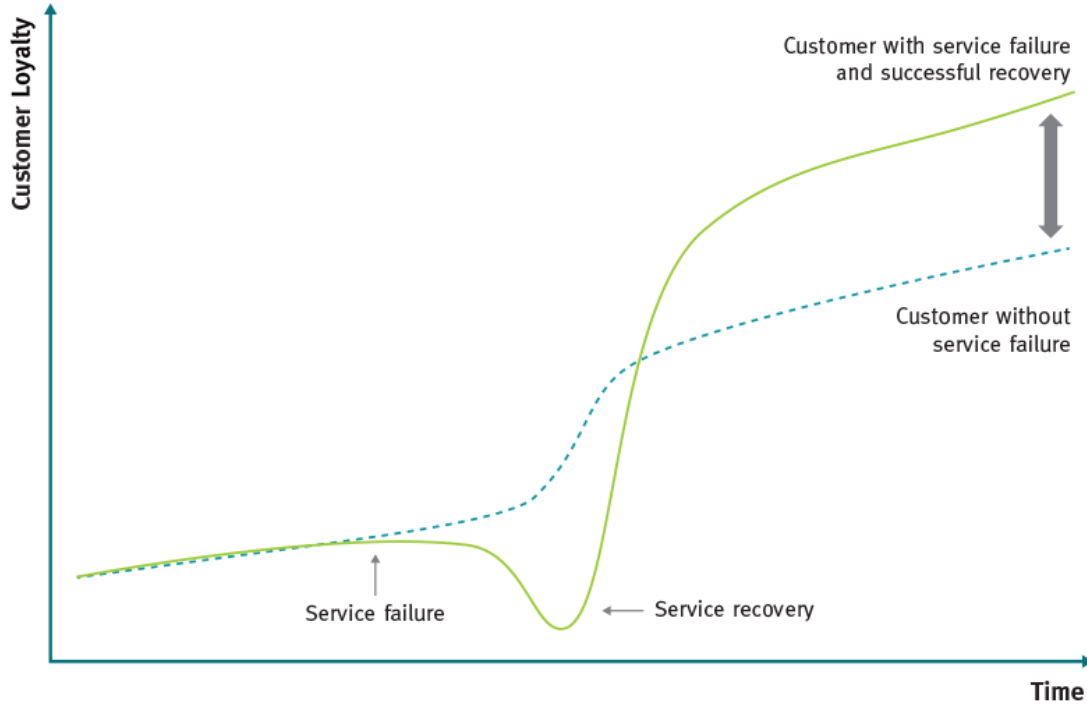
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# Beyond a client and talent satisfaction score...

Best of Staffing winners:

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

# The Service Recovery Paradox



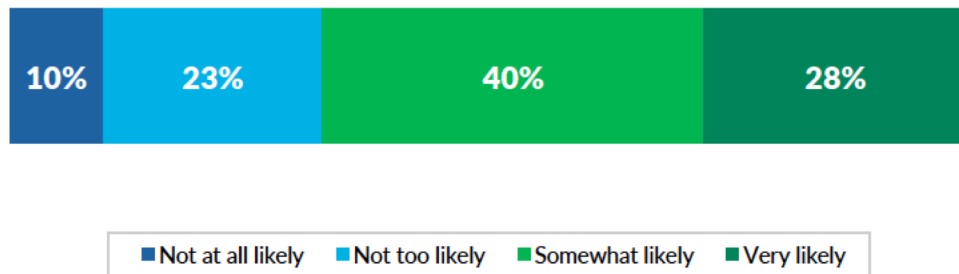
# Beyond a client and talent satisfaction score...

Best of Staffing winners:

- Have processes in place to respond to client and talent feedback in real-time.
  - **Detractors** trigger recovery and follow up.
  - **Promoters** trigger outreach and inquiry about further placement and referral opportunities.

# Staffing firm promoters (talent) are more likely to use staffing firm for next job search.

Likelihood of Using a Staffing Firm for Next Job Search



**66%**  
of Promoters of their primary firm are very likely to use a staffing firm again, vs. **14%** of Detractors

SOURCE: ClearlyRated, Glassdoor, ASA 2018

# Beyond a client and talent satisfaction score...

Best of Staffing winners:

- Have processes in place to respond to client and talent feedback in real-time.
  - **Detractors** trigger recovery and follow up.
  - **Promoters** trigger outreach and inquiry about further placement and referral opportunities.
  - **Passive** scores 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



# Beyond a client and talent satisfaction score...

Best of Staffing 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 placement and referral opportunities.
  - **Passives** trigger outreach about what could be done better.
- 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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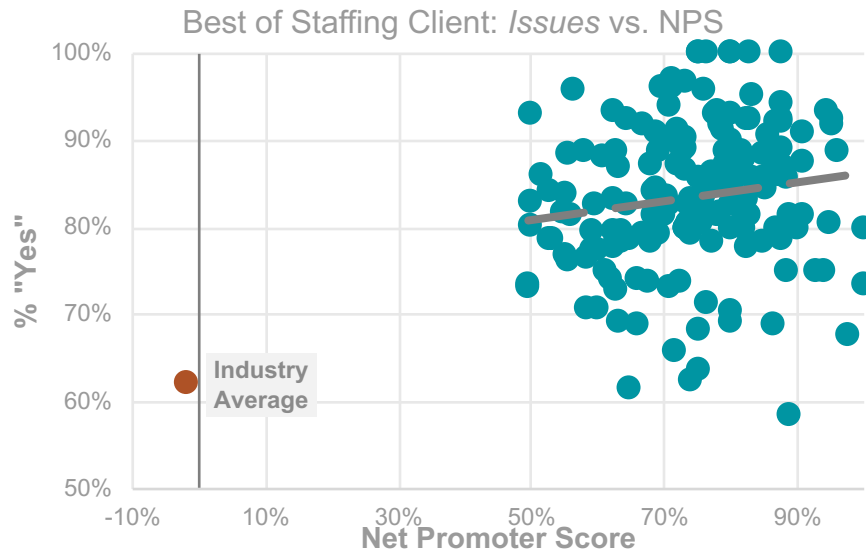
# Best of Staffing - Client winners versus the industry



# Client Driver – Issues

## Resolve issues within 24 hours

% 'Yes' issues had been resolved within 24 hours

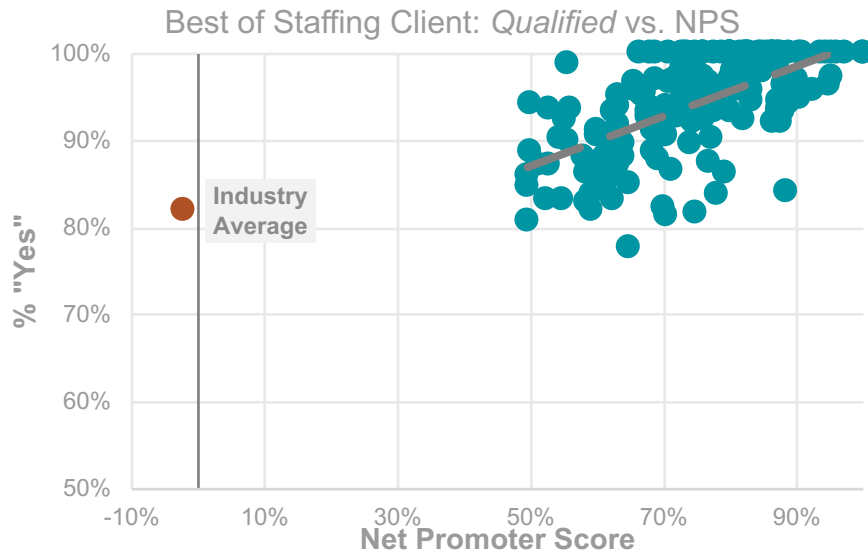


SOURCE: ClearlyRated 2019, 2020

# Client Driver – Qualified

## Submit multiple qualified candidates

% 'Yes' submit multiple qualified candidates that match requirements

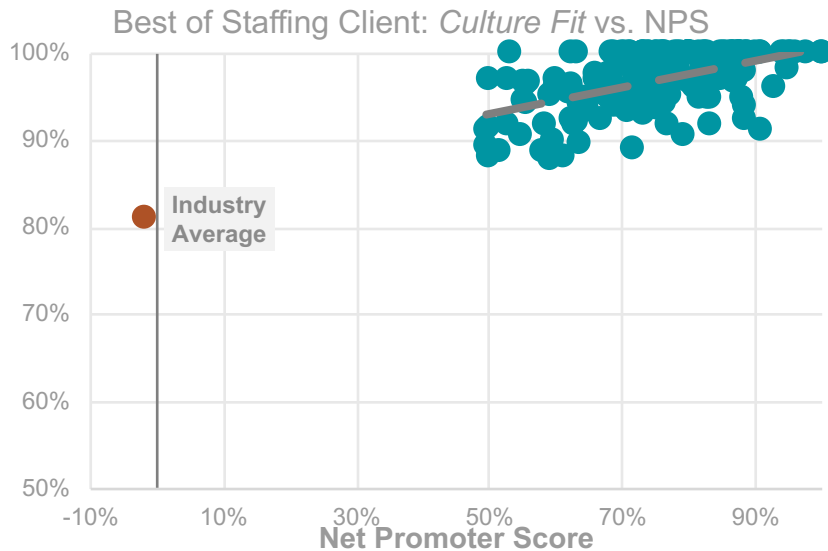


SOURCE: ClearlyRated 2019, 2020

# Client Driver – Culture Fit

Submit candidates who would fit the team culture

% 'yes' submit candidates who would be a good culture fit.



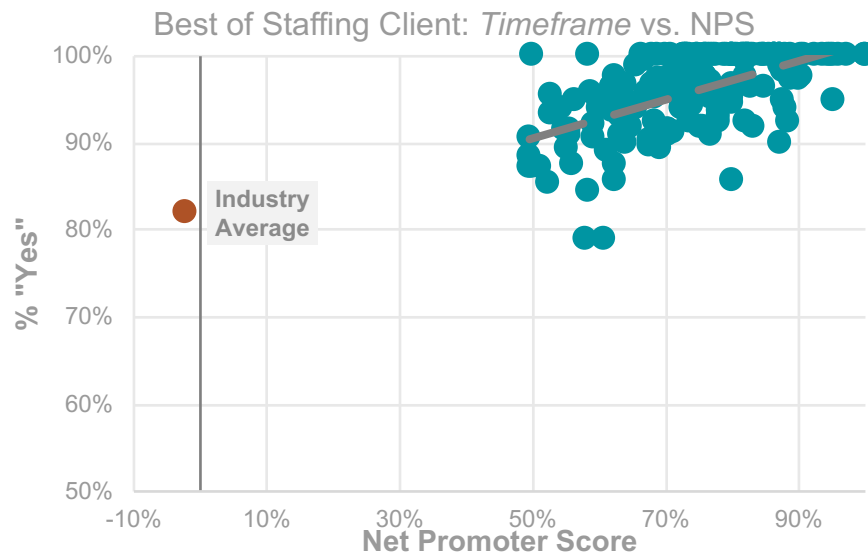
SOURCE: ClearlyRated 2019, 2020



# Client Driver – Time Frame

## Submit candidate within time frame

% 'yes' submit candidates within the expected time frame.

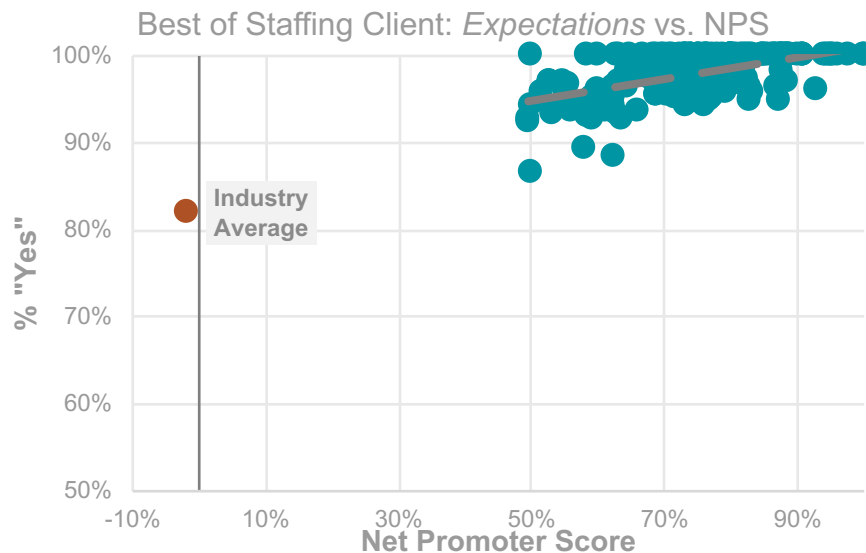
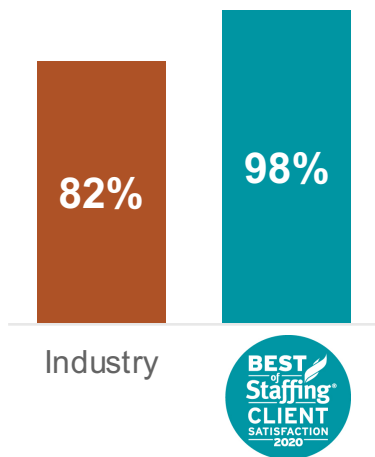


SOURCE: ClearlyRated 2019, 2020

# Client Driver – Expectations

## Set realistic expectations

% 'Yes' set realistic expectations regarding the open positions.



SOURCE: ClearlyRated 2019, 2020

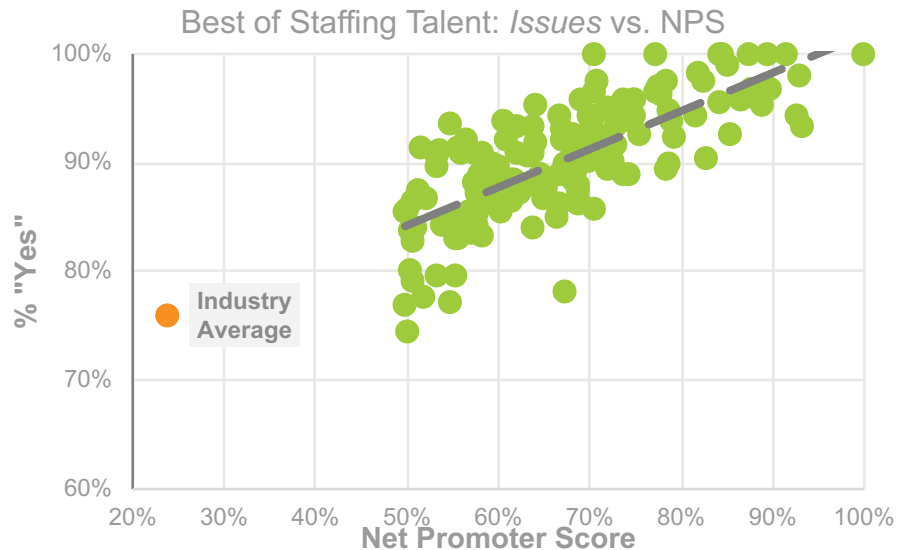
# Best of Staffing – Talent winners versus the industry



# Talent Driver – Issues

## Issues resolved in a timely manner

% 'Yes' issues have been resolved in a timely manner.

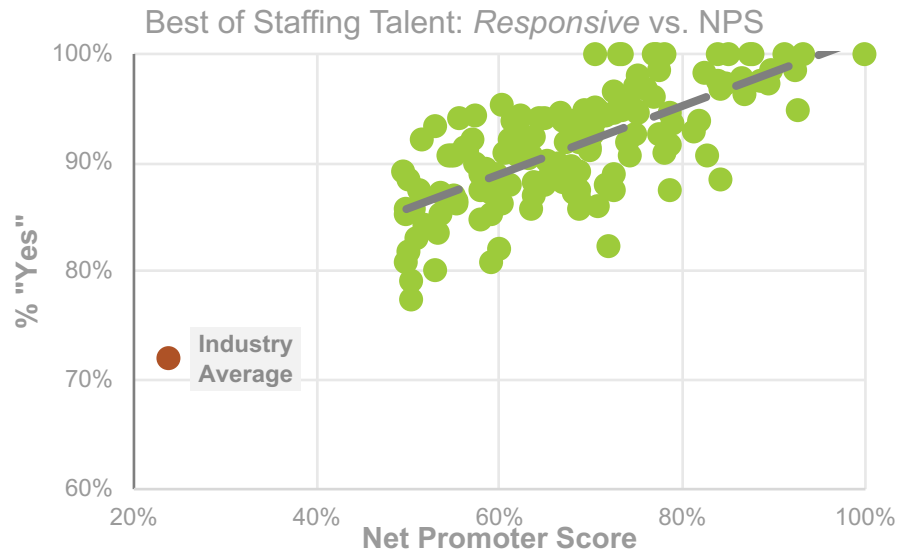


SOURCE: ClearlyRated 2018, 2020

# Talent Driver – Responsive

## Respond to calls and emails within 24 hours

% 'Yes' calls and emails received a response within 24 hours.



SOURCE: ClearlyRated 2018, 2020

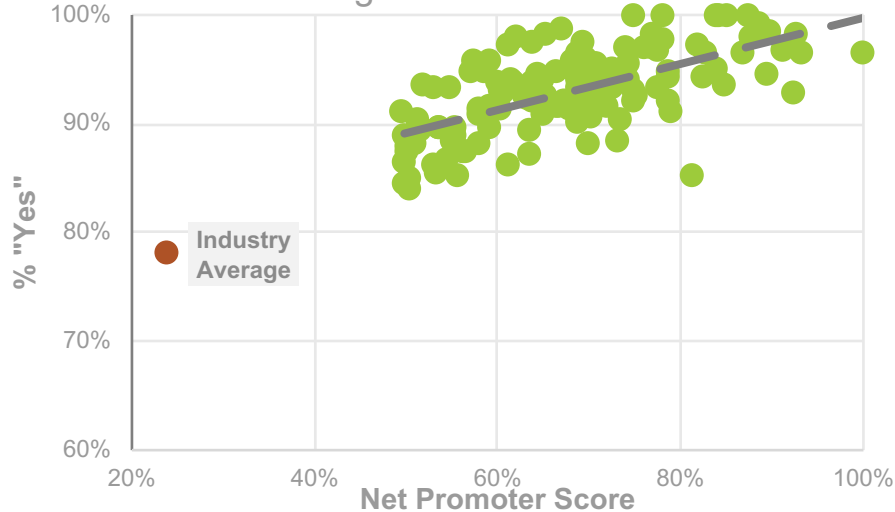
# Talent Driver – Position

## Accurate description of position

% 'Yes' position accurately described prior to starting.



Best of Staffing Talent: *Position vs. NPS*

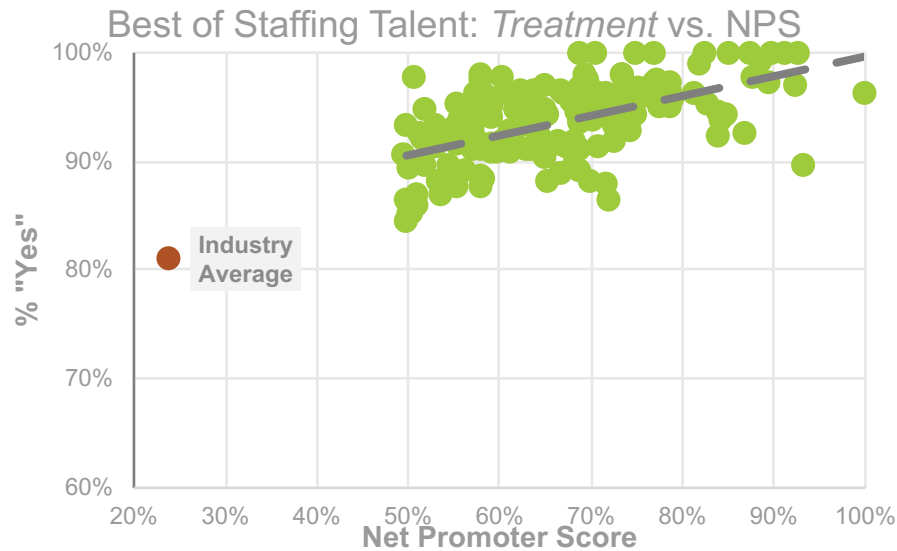


SOURCE: ClearlyRated 2018, 2020

# Talent Driver – Treatment

## Treated well on assignment

% 'Yes' treated well by the placed organization.



SOURCE: ClearlyRated 2018, 2020

# Best of Staffing Winners

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5 things  
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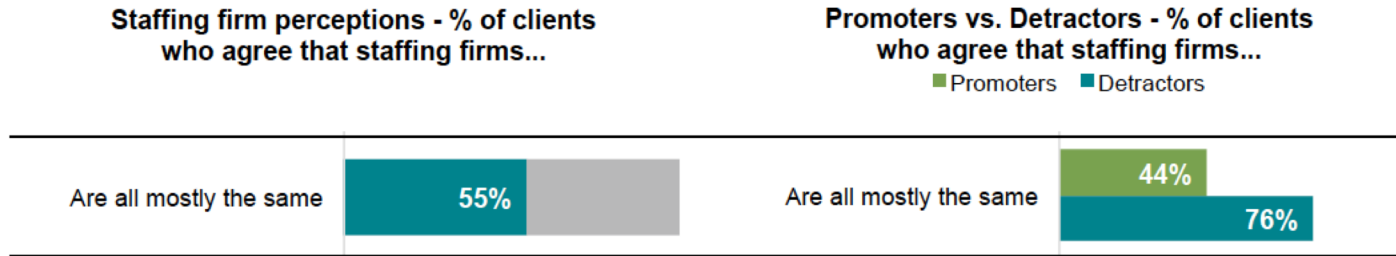
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# Fact: 9 in 10 staffing professionals believe their firm “differentiates” on service.

## - BUT -

More than 1/2 of clients and buyers believe that staffing firms ‘are all mostly the same.’



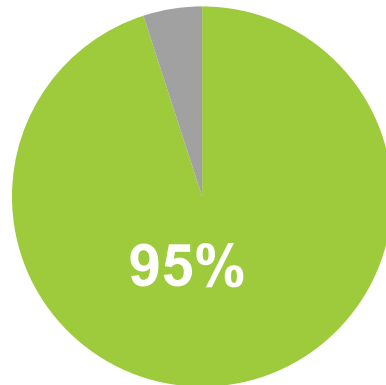
SOURCE: ClearlyRated, CareerBuilder, ASA 2019

**You will only know how well your team delivers on promises of service if you *ask*.**

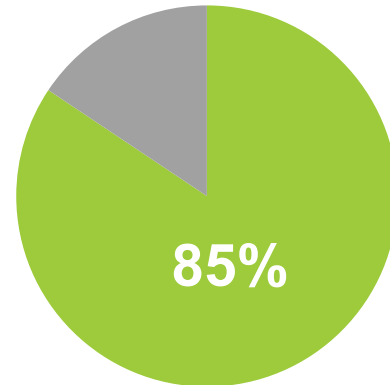


**But asking for feedback can be scary!**

## Clients are ready to be asked about their experience.

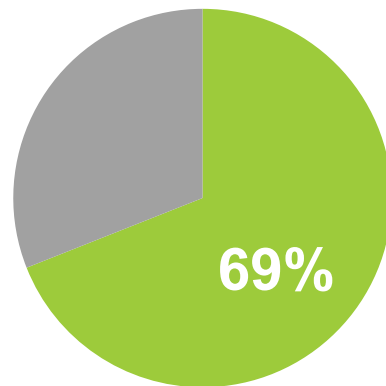


**95%** of clients of B2B service providers say it's important to have an open channel of communication to provide feedback to their firm.

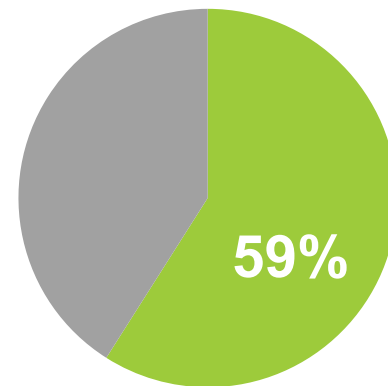


**85%** say that when asked for feedback, their perception of their B2B service provider is positively impacted.

And surveys are a powerful vehicle for getting honest feedback from more of your clients and candidates.



**69%** of clients of B2B service providers say they are more likely to take the time to provide feedback through a survey than in-person.



**59%** say they are more likely to be candid with their feedback in an online survey than in-person.

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

**2**

+

**1**

+

**1**

things you learned  
you're doing well

area you learned  
needs improvement

action you're  
taking to improve

# Best of Staffing 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.**

# Best of Staffing Winners

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ClearlyRated Business Solutions

Client Login

GET YOUR BUSINESS  
ON CLEARLYRATED



FIND industry or company

NEAR city, state, zip/postal



## Best of Staffing Award Winning Staffing Agencies

The best staffing agencies secured the Best of Staffing award by obtaining at least a 50% Net Promoter® score indicating that they provide exceptionally high levels of service to their staffing clients and job seekers.

ClearlyRated's Best of Staffing is the nation's only service excellence award for the staffing industry that leverages third party validated survey responses from employment agency clients and job seekers. The award program provides statistically valid and objective service quality benchmarks for the staffing industry, revealing which firms deliver the highest quality of service to their clients and job candidates.

When looking for the best employment agencies, search ClearlyRated's list of staffing agencies to help you find contract, temporary or permanent work. Additionally, ClearlyRated can help you find the best staffing firms to provide your business with the staffing services it needs. On ClearlyRated you will find top staffing companies that specialize in recruitment and job placement for technology, healthcare, commercial, industrial, accounting, IT staffing and more across the US and Canada.

Thank you to ClearlyRated's Best of Staffing presenting sponsor CareerBuilder and gold sponsors Indeed and Glassdoor.



### 2020 Best of Staffing Award Winning Staffing Agencies

2020 BEST OF STAFFING CLIENT

2020 BEST OF STAFFING TALENT







## Hire Dynamics of DULUTH, GA



Hire Dynamics of Duluth, GA has earned the 2020 Best of Staffing award for providing remarkable service to their clients!

Within the Staffing industry Hire Dynamics specializes in: Industrial, Office / Retail / Hospitality [View Details](#)

### GET IN TOUCH

[VISIT THEIR WEBSITE](#)

email: [info@hiredynamics.com](mailto:info@hiredynamics.com)

phone: (678) 482-8041

*This location does NOT accept visitors without an appointment. Please contact Hire Dynamics before visiting this location.*

Hire Dynamics  
1845 Satellite Boulevard, Suite 800  
Duluth, GA 30097



### ABOUT HIRE DYNAMICS

Hire Dynamics is in the Staffing industry with company headquarters in Duluth, GA and has 38 Hire Dynamics locations.

### COMPANY AWARDS

#### 11 YEAR WINNER



2020 Best of Staffing Client



2020 Best of Staffing Client Diamond

#### 11 YEAR WINNER



2020 Best of Staffing Talent



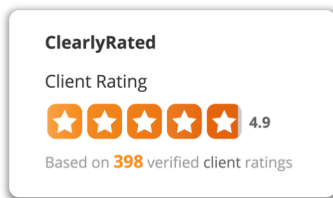
2020 Best of Staffing Talent Diamond

[View Their Awards History](#)

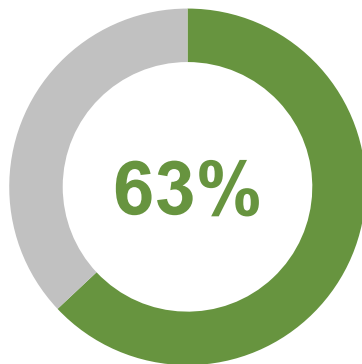
How did they win? >

COMPANY RATING

# Buyers and job seekers want to hear from your clients and talent.

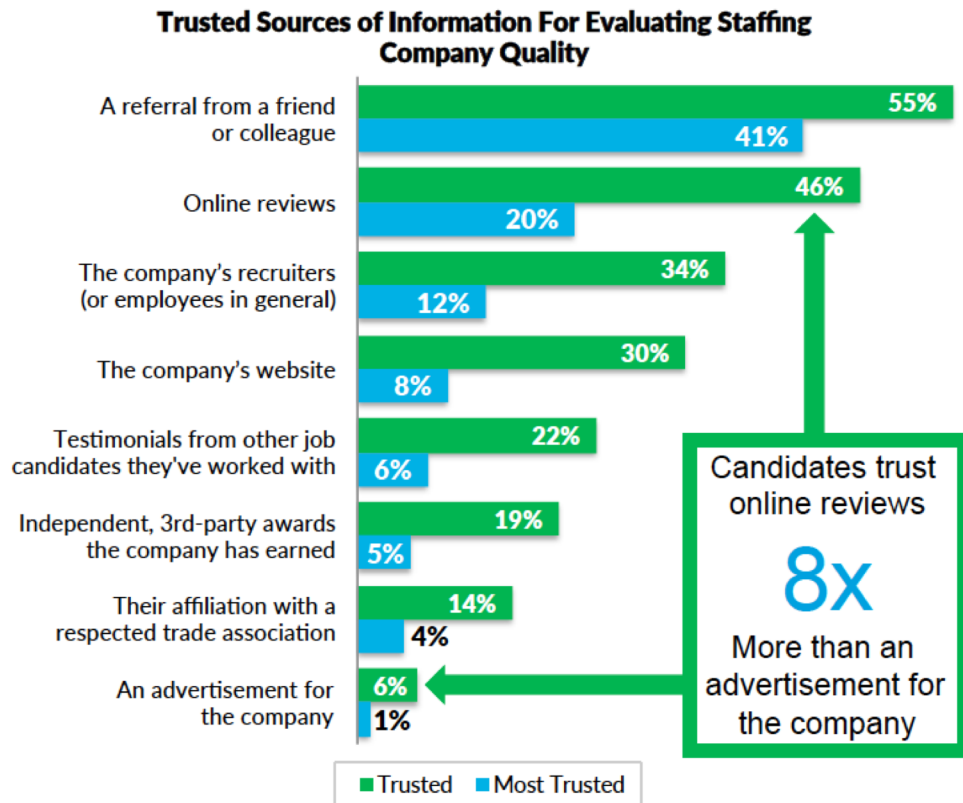


63% of staffing clients say it's "very important" that their primary firm has a strong online reputation.

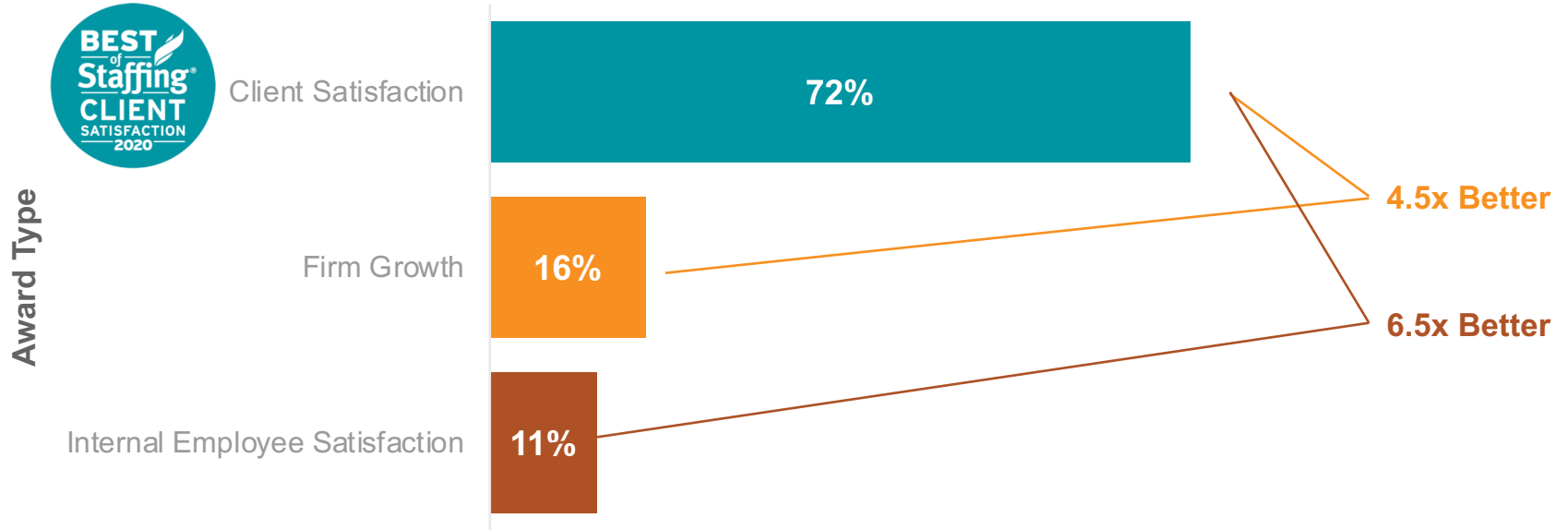


SOURCE: ClearlyRated, CareerBuilder, ASA 2019

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Voice of the client / voice of the candidate.

## Most persuasive factors in demonstrating the unique value of a staffing firm



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



# Questions?



Eric Gregg  
CEO & Founder

[egregg@clearlyrated.com](mailto:egregg@clearlyrated.com)  
[linkedin.com/in/ericgregg](https://www.linkedin.com/in/ericgregg)