

Beyond Best of Staffing®:

How Service-Centric Firms are Surveying Talent in the Time of COVID-19

MODERATED BY:



Eric Gregg

PANELISTS:



Sherry Angle-Hudock



Mike McBrierty



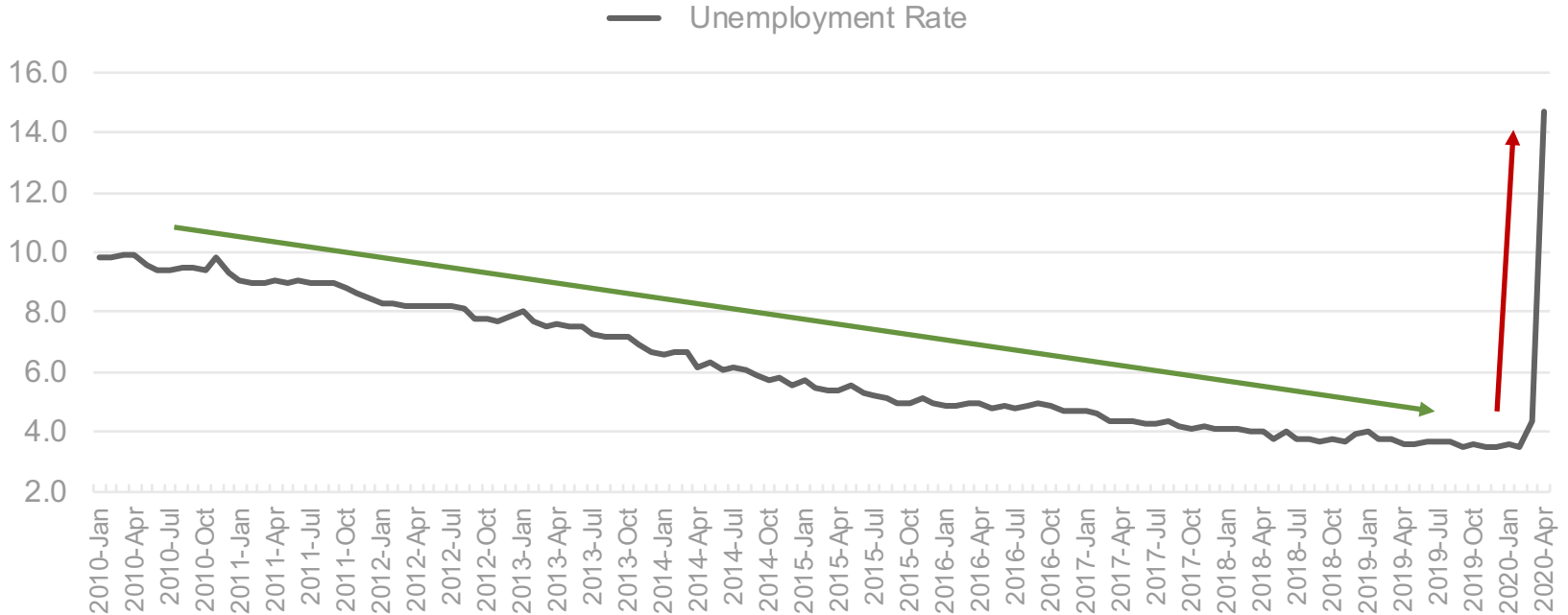
Karen Rice

Thurs. May 14th, 2020

The many ways the workplace has changed...



How things change so rapidly



Have we reached bottom?

Business Outlook Index

Now vs. 1 Month Ago



1 Month from Now



6 Months from Now



Significantly Worse

Somewhat Worse

About the Same

Somewhat Better

Significantly Better

Have we reached bottom?

Hiring Outlook Index

Job Orders - Now vs. 1 Month Ago

60% Lower | Higher **16%**
▼-25 ▲+12



Job Orders - 1 Month from Now

14% Lower | Higher **53%**
▼-5 ▲+8



Significantly Lower | Somewhat Lower | About the Same | Somewhat Higher | Significantly Higher

Have we reached bottom?

Strategic Focus

Cutting
Costs
47%

▼-24



Investing
for Growth
53%

▲+24

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About ClearlyRated

MEASURE & DIAGNOSE

Client, Talent & Employee
Satisfaction



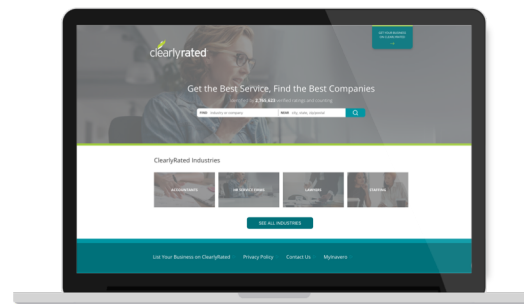
RETAIN & EXPAND

Existing Accounts



DIFFERENTIATE & ACQUIRE

New Accounts



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

Meet today's panelists!



Sherry Angle-Hudock
Director of Talent Engagement
Supplemental Health Care



 4.6 based on 8,105 ratings



Mike McBrierty
Executive Vice President
Eliassen Group



4.7 based on 2,958 ratings



Karen Rice
VP Client Strategy / Co-Founder
IGNW



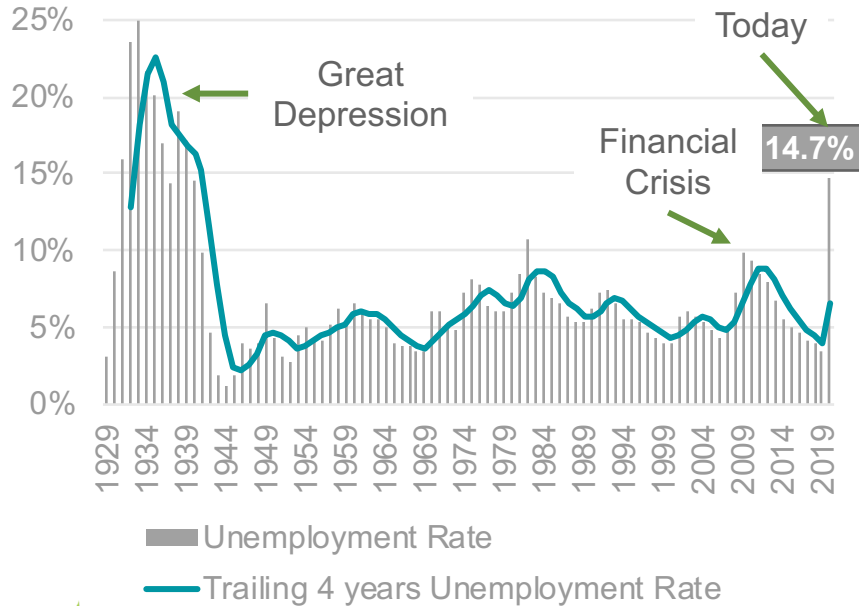
4.8 for this location based on
176 ratings by talent



Connecting with Talent in High-Stress Times

Employees are stressed

Historical Unemployment Rate





Karen Rice

VP Client Strategy / Co-Founder
IGNW

Don't Lose Sight of the Opportunity of COVID-19 with Talent



Mike McBrierty
Executive Vice President
Eliassen Group

It's more than a score



Sherry Angle-Hudock

Director of Talent Engagement
Supplemental Health Care

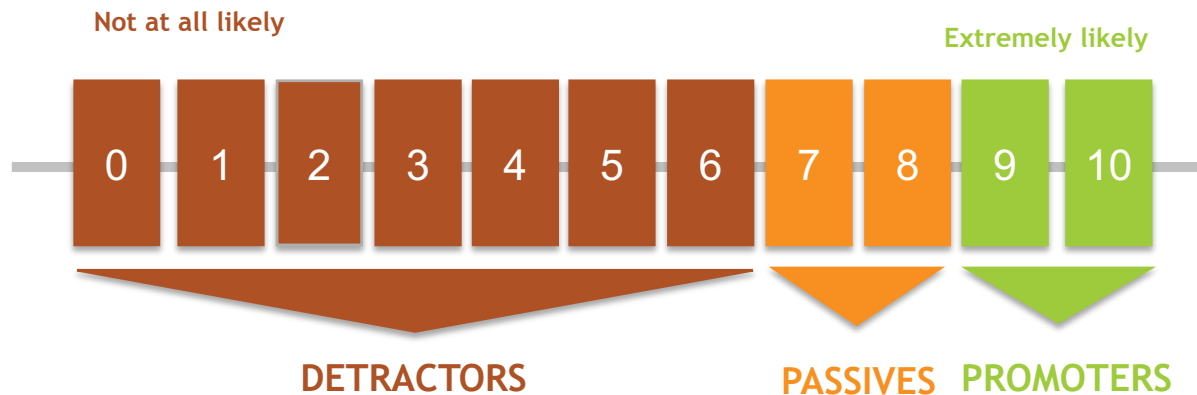
Empowering the frontline of COVID-19

A photograph of three business professionals in a modern office setting, overlaid with a green tint. On the left, a man in a suit stands and looks towards the center. In the middle, a woman in a light blue shirt stands with her arms crossed, looking down. On the right, a woman in a patterned shirt sits in a chair, looking up and smiling. The background shows office desks, chairs, and large windows.

How surveying talent helps drive engagement

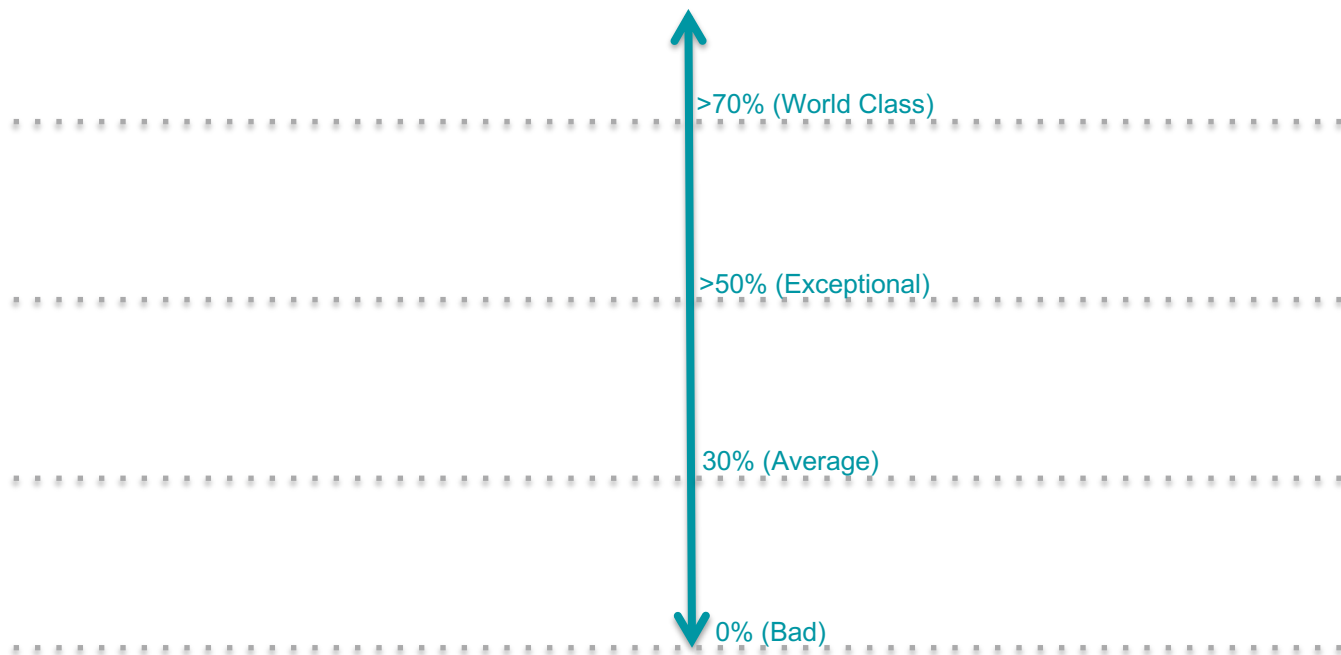
Measure the Client and Talent Experience with Net Promoter® Score

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

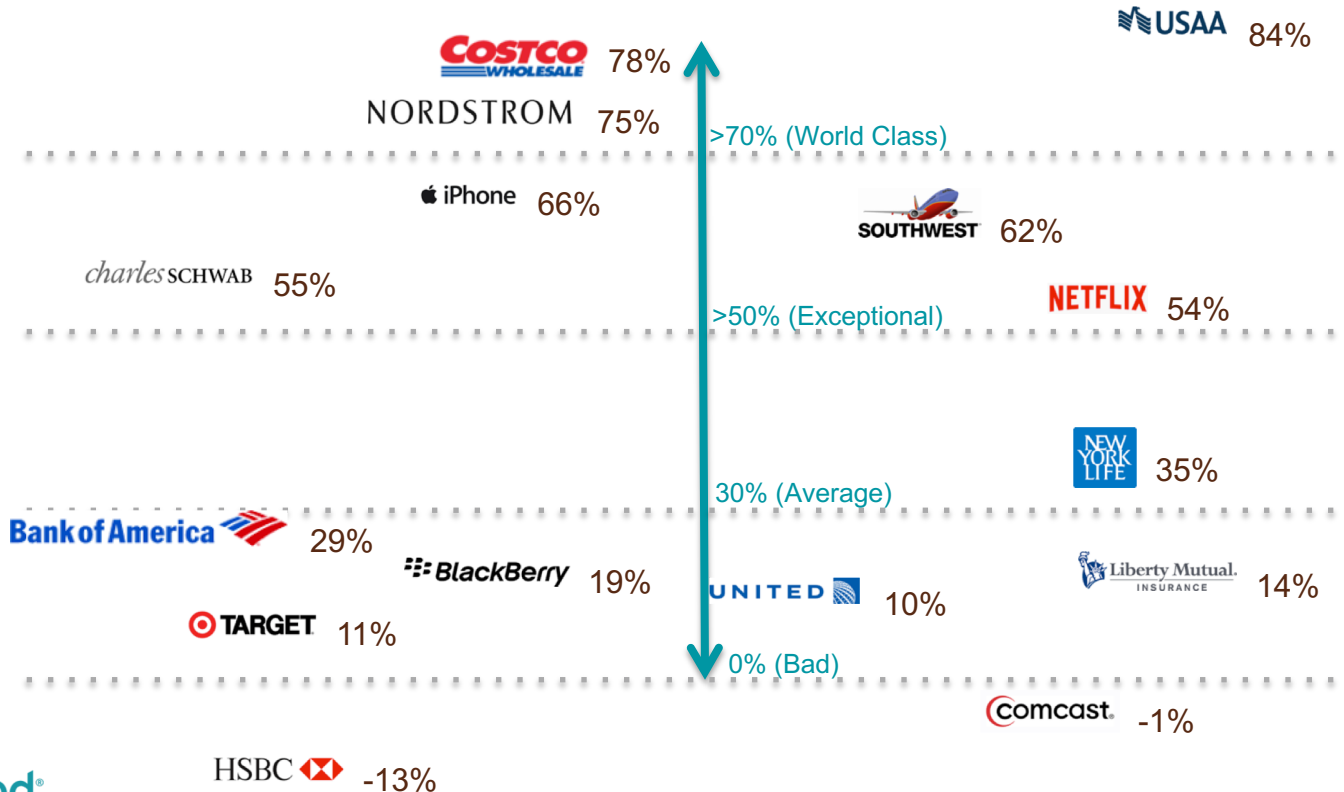


$$\text{Net Promoter® Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

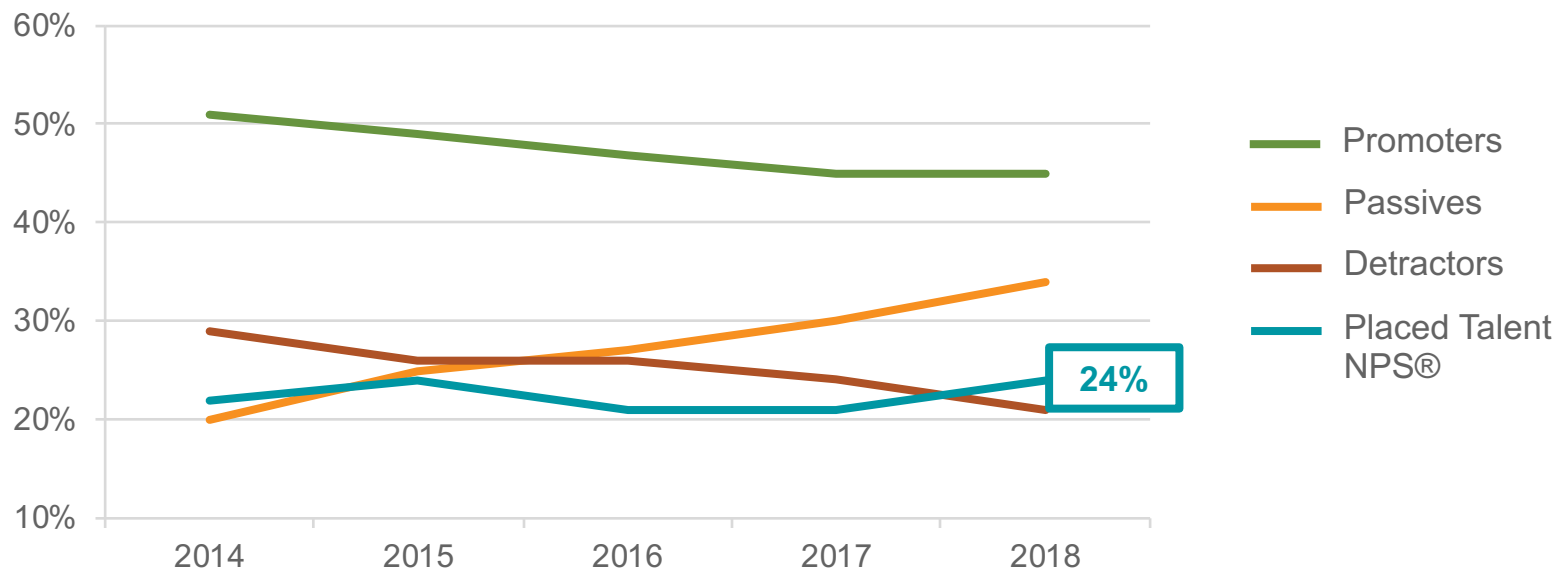
Global NPS Standards



NPS Across Industries



Staffing Industry – Placed Talent NPS® Benchmark



SOURCE: ClearlyRated, ASA 2018

NPS of Placed Talent highly correlated with Gross Profit

For a \$20M Staffing Firm....

Dissatisfied Talent Are...

1.8x

more likely to quit

2.0x

more likely to be
fired by client for
performance

1% reduction

in dissatisfied talent leads to a

43 basis point gain

in gross profit, generating

\$86k*

in additional cashflow

* Based on Gross Margin percentage and NPS scores for 132 U.S. staffing locations



Sherry Angle-Hudock
Director of Talent Engagement
Supplemental Health Care

Deciding to Double Down on Engagement



Mike McBrierty
Executive Vice President
Eliassen Group

Talent Engagement Starts with... Engagement!



Karen Rice

VP Client Strategy / Co-Founder
IGNW

Executive Level Buy-In is Key



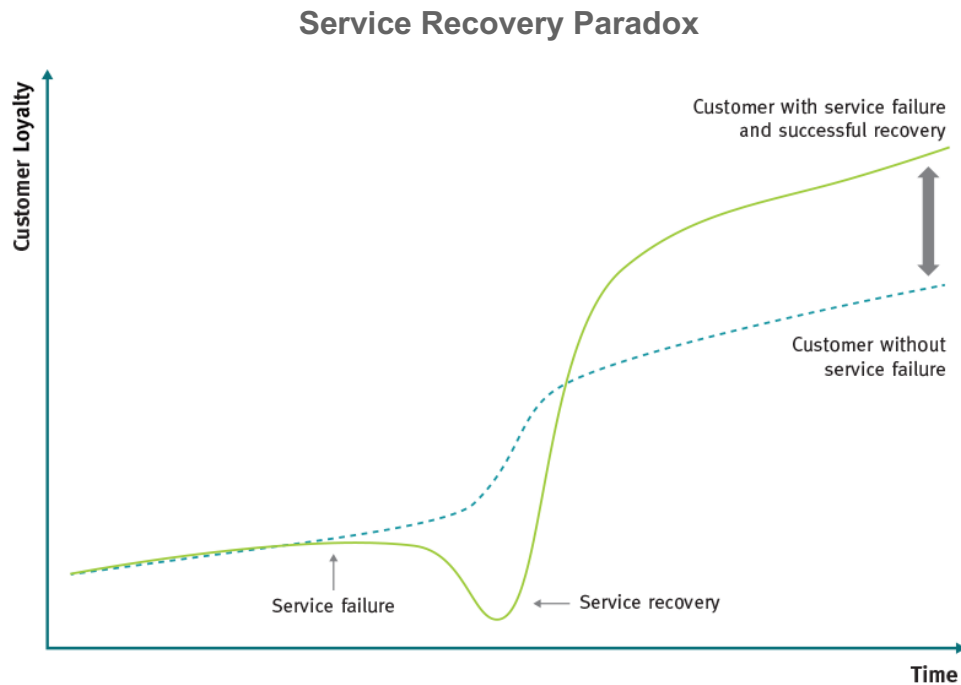
Mike McBrierty
Executive Vice President
Eliassen Group

Engaging the field leadership

A blurred background image of a business meeting. A person in a suit is standing and holding a pen, while another person is seated at a desk, looking at a laptop. The entire image is overlaid with a semi-transparent teal color.

Continuous improvement over perfectionist thinking

Benefits of identifying Detractors





Karen Rice

VP Client Strategy / Co-Founder
IGNW

The role of empathy in following up with detractors



Sherry Angle-Hudock

Director of Talent Engagement
Supplemental Health Care

Overcoming the Fear of Detractors



Karen Rice

VP Client Strategy / Co-Founder
IGNW

Beyond the Score. Getting to the core of the feedback



Driving internal change through real-time feedback



Mike McBrierty
Executive Vice President
Eliassen Group

Real-time survey impact on business



Sherry Angle-Hudock
Director of Talent Engagement
Supplemental Health Care

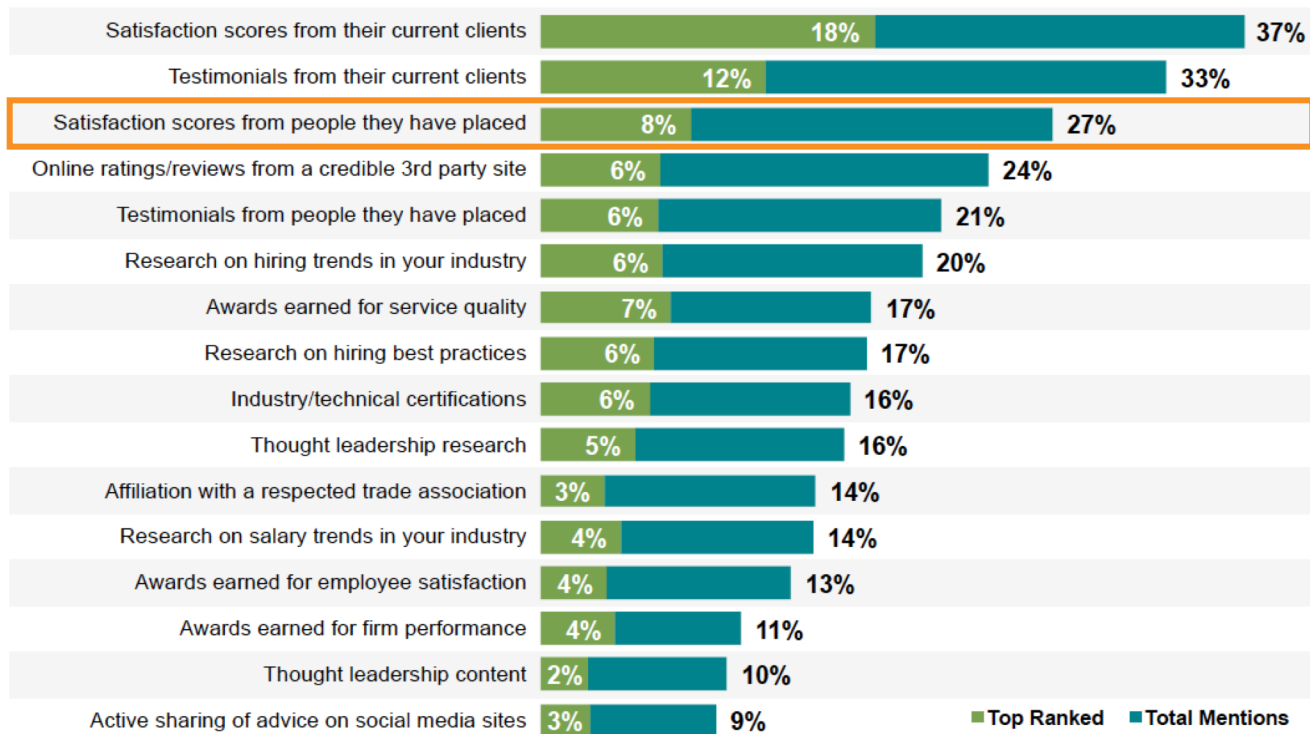
How Talent Engagement Improves Internal Morale at SHC



Using talent engagement scores to differentiate externally

Talent satisfaction during the buyer journey

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





Karen Rice

VP Client Strategy / Co-Founder
IGNW

Why Clients Care About the Satisfaction of Your Talent



Mike McBrierty
Executive Vice President
Eliassen Group

Help Your Clients Ask the Right Questions



Sherry Angle-Hudock

Director of Talent Engagement
Supplemental Health Care

Empowering the frontline of Driving Social Proof Through Social Media

What advice do you have for people either starting or continuing a program during this time period?



Sherry Angle-Hudock



Mike McBrierty



Karen Rice

What, in your opinion, is the biggest risk to talent satisfaction levels over the next 12 months?



Sherry Angle-Hudock



Mike McBrierty



Karen Rice

Questions?



Eric Gregg



Sherry Angle-Hudock



Mike McBrierty



Karen Rice

Be the hero in someone's story

