



Customer Experience Reimagined

How Best of Staffing® Drives Growth for Staffing Firms

Eric Gregg, CEO & Founder of ClearlyRated



Thank you to our 2022 Best of Staffing® sponsors!

Presenting Sponsor



Gold Sponsor



A few words from our Presenting Sponsor



Shannon McKay

Sr. Director, National Accounts (Staffing and RPO)



The future of CX is responsive, always on, and transparent



	Ask	Analyze	Act	Appreciate internal employees	Amplify service wins	Enhance online reputation	Acquire new business
Most Cx	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reimagined Cx	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
				<ul style="list-style-type: none"> ✓ Scores by recruiter and account manager ✓ Shout-out recognition ✓ Testimonials 	<ul style="list-style-type: none"> ✓ Client + Talent testimonials ✓ Identify referral prospects ✓ Enhanced online ratings 	<ul style="list-style-type: none"> ✓ Ratings + testimonials at ClearlyRated.com ✓ 1st page Google brand search 77% of time ✓ Improvement to existing ratings 	<ul style="list-style-type: none"> ✓ Strong ratings online ✓ Sales enablement ✓ Social proof

What we'll cover today:

- **The Best of Staffing award**—what it is, how it's earned.
- **Beyond the award**—financial and operational benefits of Best of Staffing.
- **Becoming Best of Staffing**—4 steps to becoming an industry leader in service.
- **What you can do now**—next steps to maximizing your time with me today.

How firms earn Best of Staffing



Best of Staffing—what it means to be a winner

- Best of Staffing participants must survey a list of **100% of their clients** who were billed for services and/or **100% of talent** who were placed on assignment, at least once, during a three month (minimum) to twelve month (maximum) consecutive period.
- Participating firms must receive **at least a 20% response rate AND at least 15 responses**, or a **minimum of 250 responses**.
- In order to qualify as “Best of Staffing” - firms must **earn a 50% Net Promoter® Score** (or higher) for client, placed talent, and / or internal employee satisfaction.
- Clients of Best of Staffing winners and talent placed by Best of Staffing winners are **2x as likely to be completely satisfied** with the services provided.
- **Fewer than 2% of all staffing companies in the US and Canada achieve Best of Staffing.** Fewer than 1% achieve awards for both client and placed talent satisfaction.

Best of Staffing is powered by the Net Promoter® Score (NPS®)

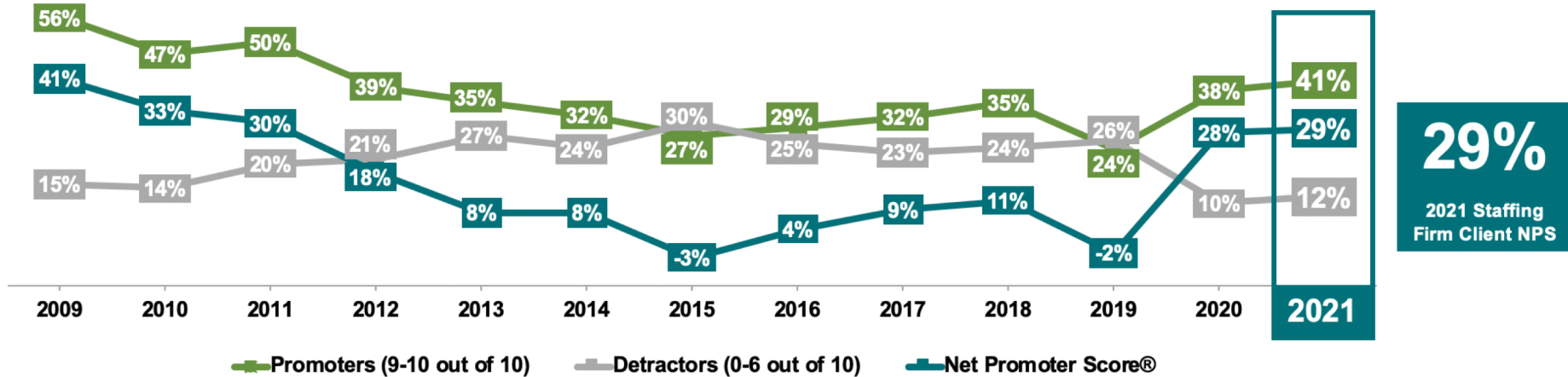
How likely are you to recommend our firm to a friend or colleague?



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

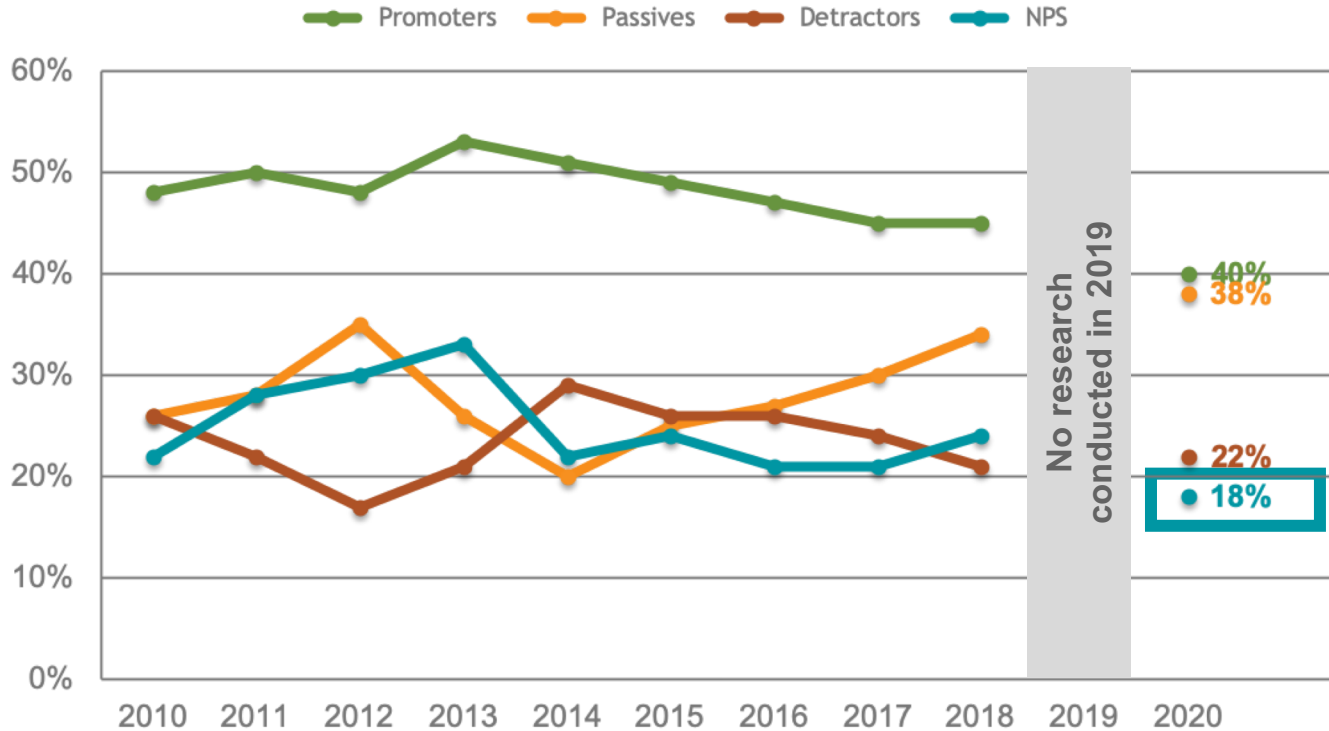
Industry Benchmarks for Client NPS (Client Satisfaction)

Clients: Likelihood to Recommend Working with Current Staffing Firm



SOURCE: ClearlyRated, CareerBuilder, ASA—2021

Industry Benchmarks for Talent NPS (Talent Satisfaction)



The Best of Staffing award for Employee Satisfaction



- The industry's only diversity, equity, and inclusion-focused NPS® employee survey program
- Measure employee satisfaction and understand perceptions about DEI at your firm

Additional resources...

About the Net Promoter® Score:

- [Net Promoter Score “Fast Facts”](#)
- [NPS 101 for Staffing & Recruiting Firms](#)
- [2020 Staffing Industry NPS Benchmarks](#)

About the Best of Staffing® award:

- [Best of Staffing award overview](#)
- [2021 Best of Staffing Winners—client and talent](#)
- [2021 Best of Staffing Winners—employee](#)



Beyond the Award: What Best of Staffing Delivers



Best of Staffing delivers:

- **Real-time feedback from your clients, placed talent, and internal employees.**

8-Question Survey

Client

Ask the questions that will be most valuable and actionable to your team.



Satisfaction Survey

Based on your most recent experience, how likely would you be to recommend [brand] to a friend or colleague?

Not at all likely Extremely likely

0 1 2 3 4 5 6 7 8 9 10 Don't Know

Have any issues you've had been resolved within 24 hours?

- Yes
- No
- N/A

Does [brand] submit multiple qualified candidates that match your requirements?

- Yes
- No
- N/A

Does [brand] submit candidates who would be a good culture fit for your team?

- Yes
- No
- N/A

Does [brand] submit candidates within the expected timeframe?

- Yes
- No
- N/A

Does [brand] set realistic expectations regarding the open positions you have them work on?

- Yes
- No
- N/A

What is the primary reason behind the rating you provided?

What, if anything could [brand] do differently to increase the value you receive working with them?

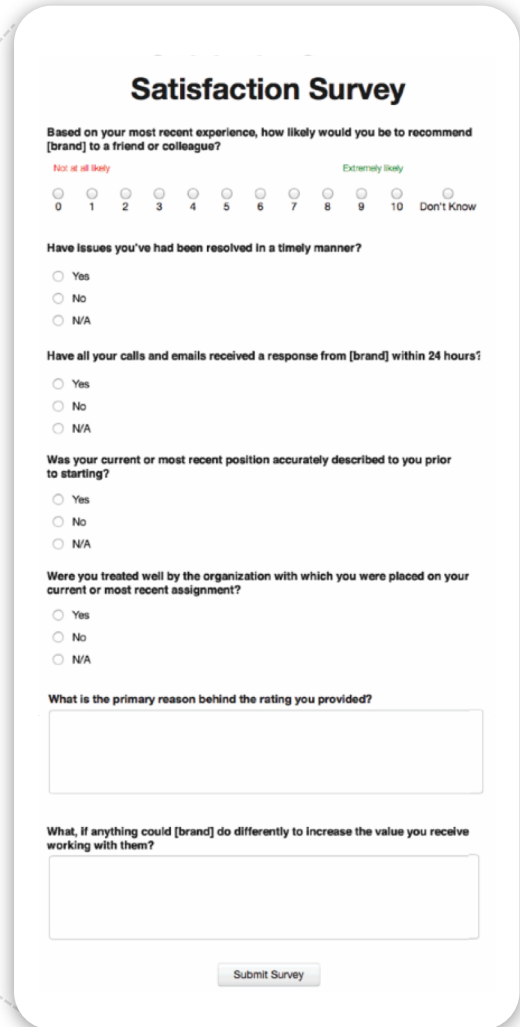
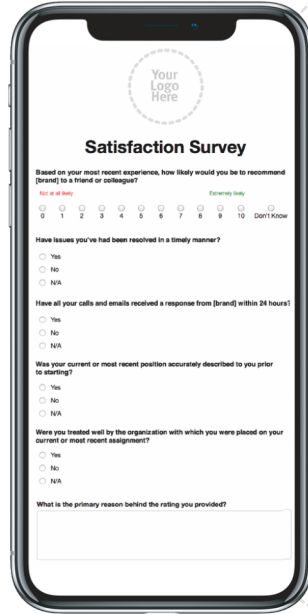
Submit Survey

Net Promoter Score (NPS) question

NPS Driver Questions

7-Question Survey Talent

Ask the questions that will be most valuable and actionable to your team.



Net Promoter Score (NPS) question

NPS Driver Questions

Dashboard provides aggregate and segmented views:

CLEARLYRATED DASHBOARD
Your online dashboard of survey responses.

PINPOINT SERVICE ISSUES
Why is Phoenix's satisfaction score so low? What's happening here?

REWARD TOP PERFORMERS
Dwight is doing a really great job! Recognize in next staff meeting.

https://dashboard.clearlyrated.com

clearlyrated

Surveys Contacts Manage My Issues

Overview / Best of Staffing Benchmarks Reports Preview

Client

Q2 Survey

Branches

	NPS	Response Rate	Flagged
Austin	100%	28.6%	--
Phoenix	16.7%	66.7%	1
Mobile	57%	58.3%	1
San Francisco	60%	33.3%	1
St. Louis	75%	57.1%	--

10 per page Prev 1 - 5 of 5 Next Page 1 of 1

Account Managers

	NPS	Promoters	Passives	Detractors	Average	NPS Impact
Andy Bernard (Southeast)	66.7%	66.7%	33.3%	0%	8.7	+2
Dwight Schrote (Northwest)	100%	100%	0%	0%	9.7	+19

Plus/Enterprise reporting package shown.

Dashboard provides aggregate and segmented views:

CLEARLYRATED DASHBOARD
Your online dashboard of survey responses.

GET REFERRAL PROSPECTS
These guys are happy customers. Ask for referrals.

GET FRESH TESTIMONIALS
Great testimonial. Post this on your website ASAP!

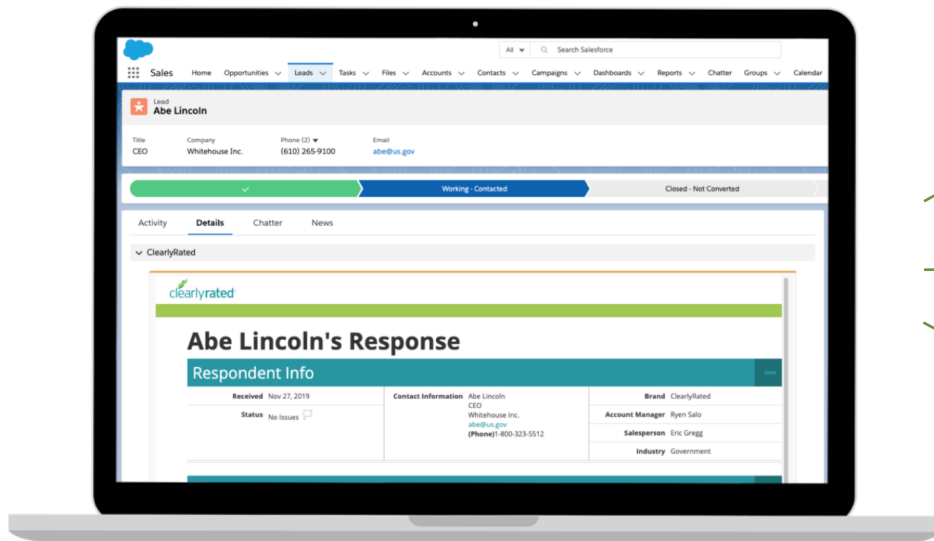
The screenshot shows the ClearlyRated dashboard interface. At the top, the URL is <https://dashboard.clearlyrated.com>. The ClearlyRated logo is in the top left, and navigation links for Surveys, Contacts, Manage, and My Issues are in the top right. Below the navigation, there are tabs for Overview (selected), Best of Staffing, Benchmarks, Reports, and Preview. The main content area is titled "Client Q2 Survey Responses" and includes a search bar for responses. A table lists survey responses with columns for NPS, Respondent, Response, Date, Flagged, and Trend. Two responses are highlighted with orange circles: James Bush (NPS 10) and George Kennedy (NPS 10). Below the responses table is a "Testimonials" section with a table listing testimonials from George Lincoln and Eliza Clinton. A callout box highlights a testimonial from Eliza Clinton: "Everybody is always helpful and truthful in their efforts and information. I always walk away or actually get off the phone feeling like the things have been resolved."

NPS	Respondent	Response	Date	Flagged	Trend
10	James Bush <small>Studebaker</small>	"Great team to work with - highly professional." "Great team to work with - highly professional."	Sep 9, 2016	<input type="checkbox"/>	
10	George Kennedy <small>Plan Air</small>	"Outstanding service and value." "Professional, expert, great customer service."	Sep 10, 2016	<input type="checkbox"/>	

Respondent	Response	Date
George Lincoln <small>Plan Air</small>	Professional, expert, great customer service.	Sep 12, 2016
Eliza Clinton <small>Tower Records</small>	Everybody is always helpful and truthful in their efforts and information. I always walk away or actually get off the phone feeling like the things have been resolved.	

Plus/Enterprise reporting package shown.

Integrations provide contact-level views in your native CRM / ATS:



More info here:

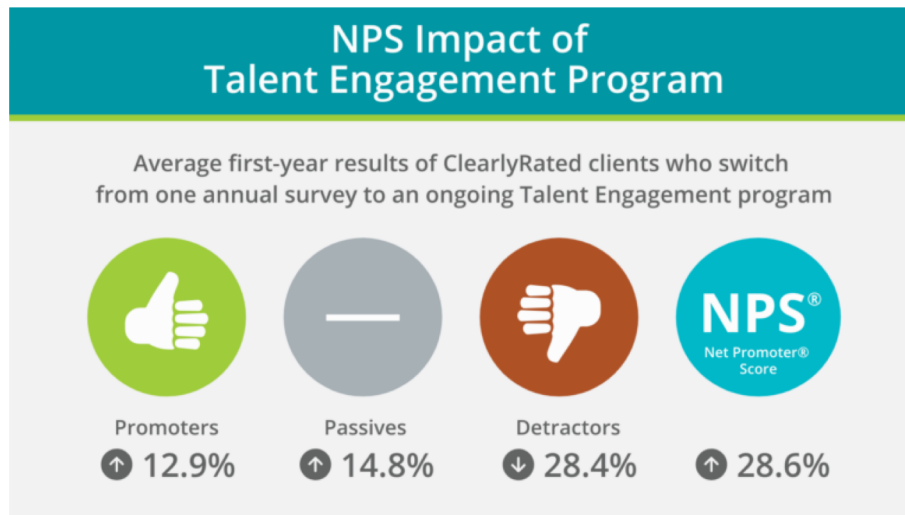
<https://www.clearlyrated.com/solutions/integrations/>



Automated survey sends through Bullhorn ATS supercharges Talent Engagement survey programs



Monday		
7:00 AM PDT	🕒 Survey Open	May 4, 2020
8:00 AM PDT	🔄 Automated Data Pull	May 4, 2020
11:00 AM PDT	✉ Bullhorn Send Onboarding	May 4, 2020 Invite Preview
11:00 AM PDT	✉ Bullhorn Send Mid Assignment	May 4, 2020 Invite Preview
11:00 AM PDT	✉ Bullhorn Send End of Assignment	May 4, 2020 Invite Preview
Tuesday		
8:00 AM PDT	🔄 Automated Data Pull	May 4, 2020
11:00 AM PDT	✉ Bullhorn Send Onboarding	May 4, 2020 Invite Preview
11:00 AM PDT	✉ Bullhorn Send Mid Assignment	May 4, 2020 Invite Preview
11:00 AM PDT	✉ Bullhorn Send End of Assignment	May 4, 2020 Invite Preview
Wednesday		
8:00 AM PDT	🔄 Automated Data Pull	May 4, 2020
11:00 AM PDT	✉ Bullhorn Send Onboarding	May 4, 2020 Invite Preview
11:00 AM PDT	✉ Bullhorn Send Mid Assignment	May 4, 2020 Invite Preview
11:00 AM PDT	✉ Bullhorn Send End of Assignment	May 4, 2020 Invite Preview



More info here:

<https://www.clearlyrated.com/solutions/2-ways-to-integrate-your-clearlyrated-survey-program-with-bullhorn-ats/>

And here:

<https://www.clearlyrated.com/solutions/how-apex-improves-talent-experience-with-clearlyrateds-integrated-talent-engagement-nps-survey-program/>

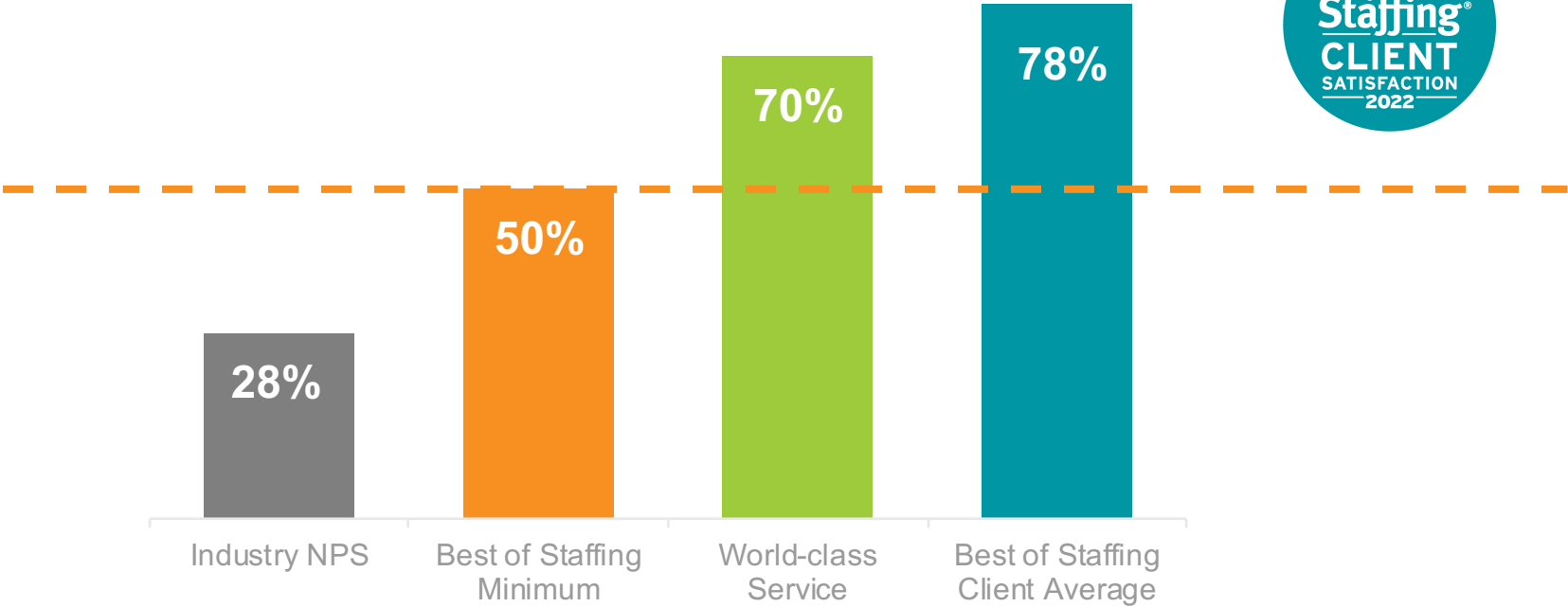




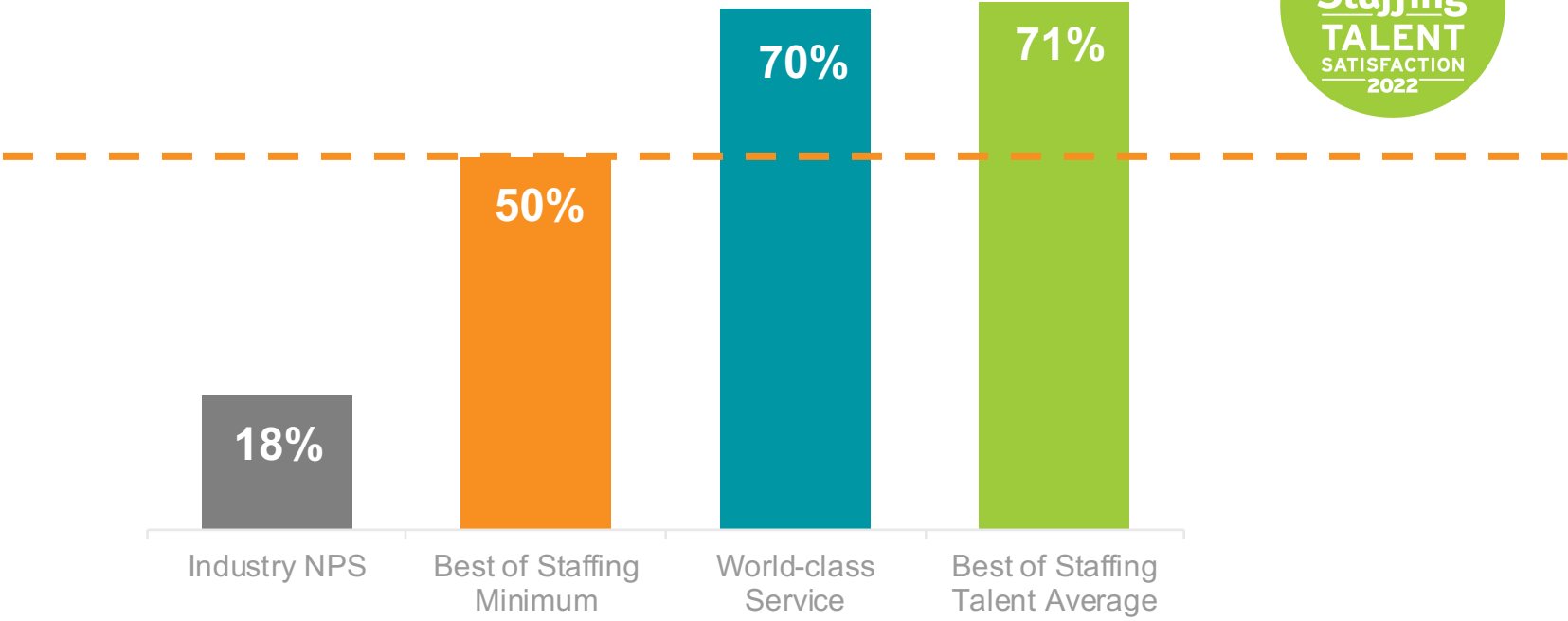
Best of Staffing delivers:

- Real-time feedback from your clients, placed talent, and internal employees.
- **Benchmarking to help you measure service performance against the industry.**

Best of Staffing—Client winners versus the industry

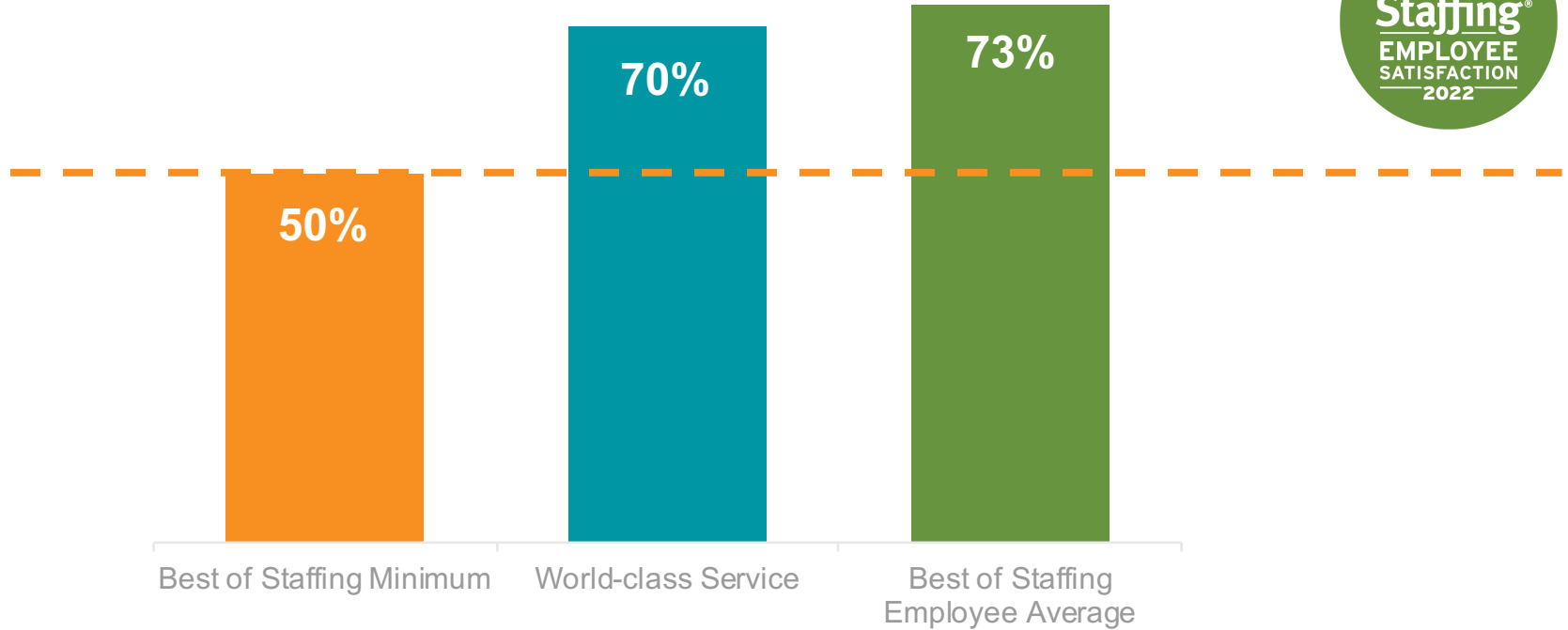


Best of Staffing—Talent winners versus the industry



SOURCE: ClearlyRated 2020, 2021

Best of Staffing—Employee winners versus the industry



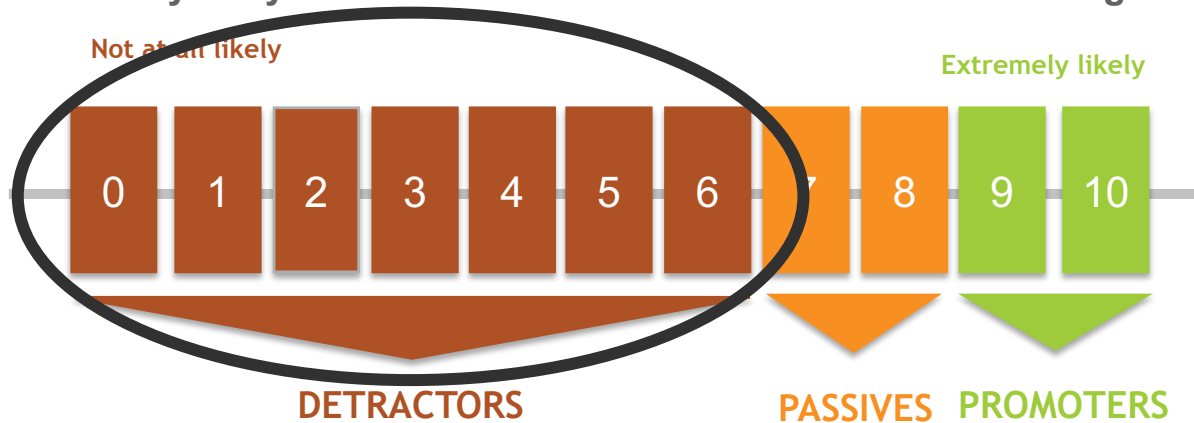


Best of Staffing delivers:

- Real-time feedback from your clients, placed talent, and internal employees.
- Benchmarking to help you measure service performance against the industry.
- **Critical opportunities to identify (and get ahead of) at-risk revenue.**

Detractors are offering you a lifeline, providing the opportunity to save at-risk revenue

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



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

Detractor Notifications: a native feature that alerts you to at-risk clients and talent

Jane Doe **Detractor Response!**

Director: Eric Gregg · Nathan Goff

Email: janedoe@email.com

Phone: 555-123-4567

Company: ABC Company

Tags: Portland, Industrial, Top 100

Based on your most recent experience, how likely is it that you would recommend us to a friend or colleague?

6

What is the primary reason behind the rating you provided?
Nathan wasn't as responsive as he has in the past.

What is one thing we could be doing differently to increase the value of our services to you?
No Response Provided

Choose a resolution after following up:

[Resolution in Progress](#) | [Can't Resolve](#) | [Not an Issue](#) | [Resolved](#) | [Escalate](#)

More info here:

<https://www.clearlyrated.com/solutions/never-miss-out-on-a-critical-client-conversation-again-with-clearlyrateds-real-time-detractor-notifications/>



NPS Financial Impact Report: Calculates revenue that has been identified as “at-risk” from unhappy clients

Using survey responses from your account over the past **year**, your ClearlyRated survey program has identified the following:

! Accounts At Risk

3

Detractor Accounts

\$90K

Likely Revenue Loss

Take Action: convert 2 of your **Detractor** accounts to Promoters or Passives to retain \$60K in potential revenue.

Click the numbers above to download a list of the accounts.

The **NPS Financial Impact Report** helps staffing and recruiting firms translate their real-time **client** feedback data into actionable information that protects revenue.

More info here:

<https://www.clearlyrated.com/solutions/leverage-your-survey-results-into-business-growth-with-clearlyrateds-financial-impact-report>



NPS Financial Impact Report: Calculates gross margin at-risk from Talent Detractors



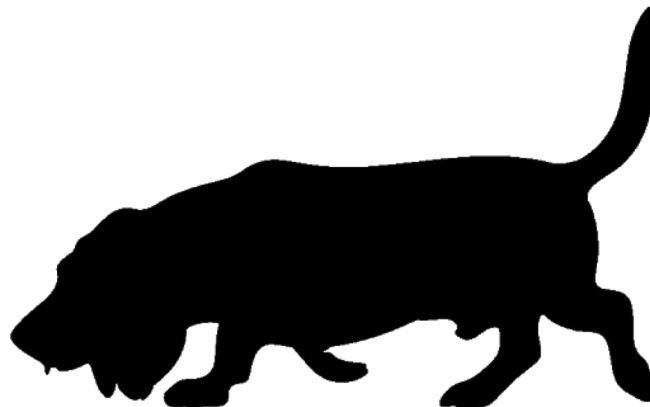
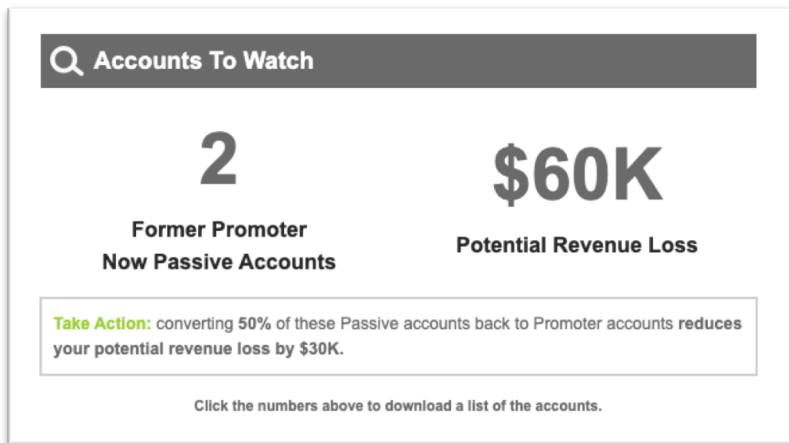
Additionally, the **NPS Financial Impact Report** helps staffing and recruiting firms translate their real-time **talent** feedback data into actionable information that protects gross margin.

More info here:

<https://www.clearlyrated.com/solutions/leverage-your-survey-results-into-business-growth-with-clearlyrateds-financial-impact-report>



NPS Financial Impact Report: Also helps you to “sniff out” potential revenue loss from former Promoters



More info here:

<https://www.clearlyrated.com/solutions/leverage-your-survey-results-into-business-growth-with-clearlyrateds-financial-impact-report>

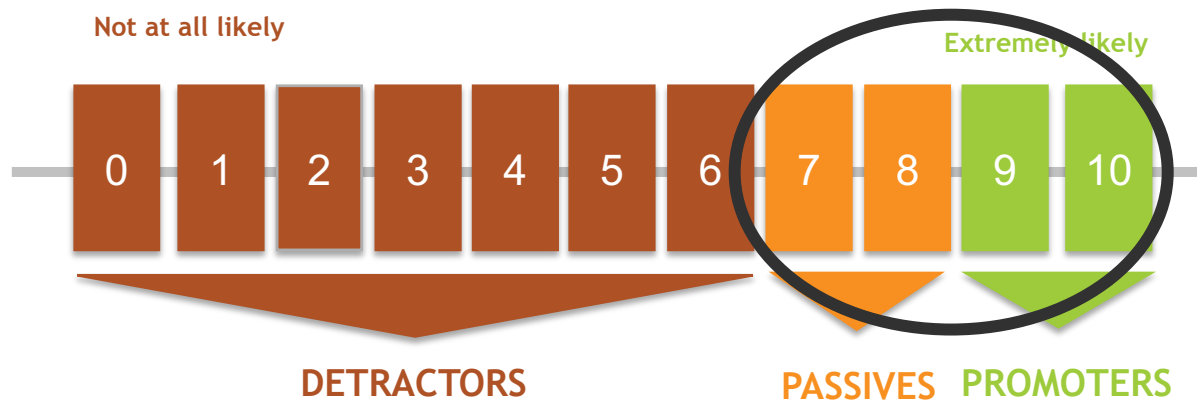


Best of Staffing delivers:

- Real-time feedback from your clients, placed talent, and internal employees.
- Benchmarking to help you measure service performance against the industry.
- Critical opportunities to identify (and get ahead of) at-risk revenue.
- **New insight into account expansion and referral opportunities.**

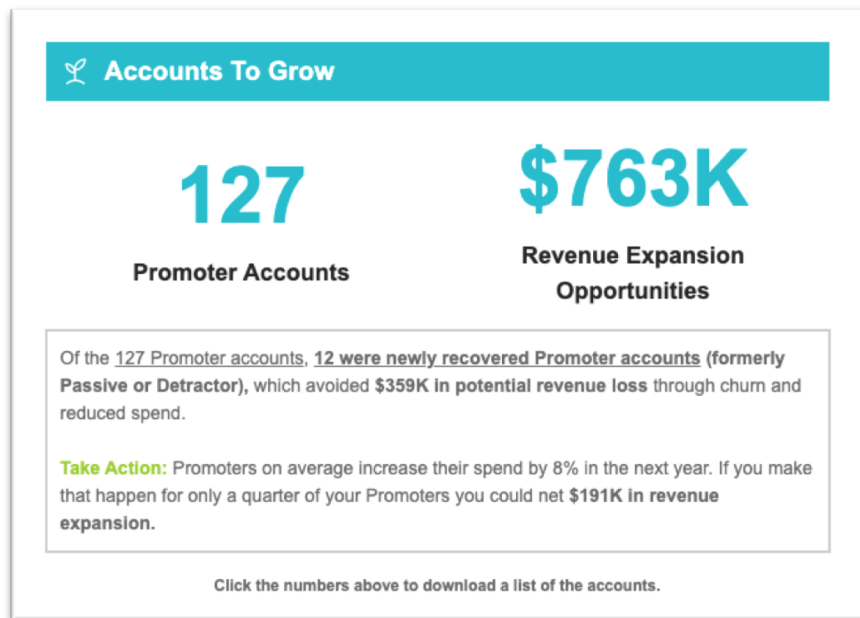
Look to Promoters for additional business, and work with Passives to expand loyalty

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



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

NPS Financial Impact Report: Identifies revenue expansion opportunities and scope of value



The **NPS Financial Impact Report** also helps staffing and recruiting firms identify accounts where the greatest opportunity for expansion exists. Promoters on average increase their spend by 8% in the next year!

More info here:

<https://www.clearlyrated.com/solutions/leverage-your-survey-results-into-business-growth-with-clearlyrateds-financial-impact-report>

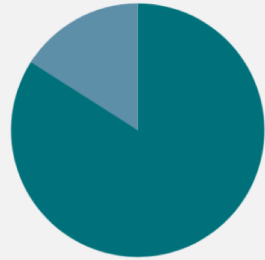


Best of Staffing delivers:

- Real-time feedback from your clients, placed talent, and internal employees.
- Benchmarking to help you measure service performance against the industry.
- Critical opportunities to identify (and get ahead of) at-risk revenue.
- New insight into account expansion and referral opportunities.
- Approved testimonials from your happiest stakeholders.

Testimonials carry high strategic value for your buyers

Buyer Sentiment: B2B Purchasing



84%
trust testimonials.



9 in 10 say that seeing testimonials from businesses similar to theirs makes an impact on their decision to work with a provider.

Source: ClearlyRated's 2020 B2B Buyer & Client Benchmark Study

Best of Staffing generates automated, approved testimonials at scale

Satisfaction Survey

Based on your most recent experience, how likely is it that you would recommend Wexler to a friend or colleague?

Not at all likely Extremely likely

0 1 2 3 4 5 6 7 8 9 10 Don't Know

What is the primary reason behind the rating you provided?

What is one thing we could be doing differently to increase the value of our services to you?

Submit Survey

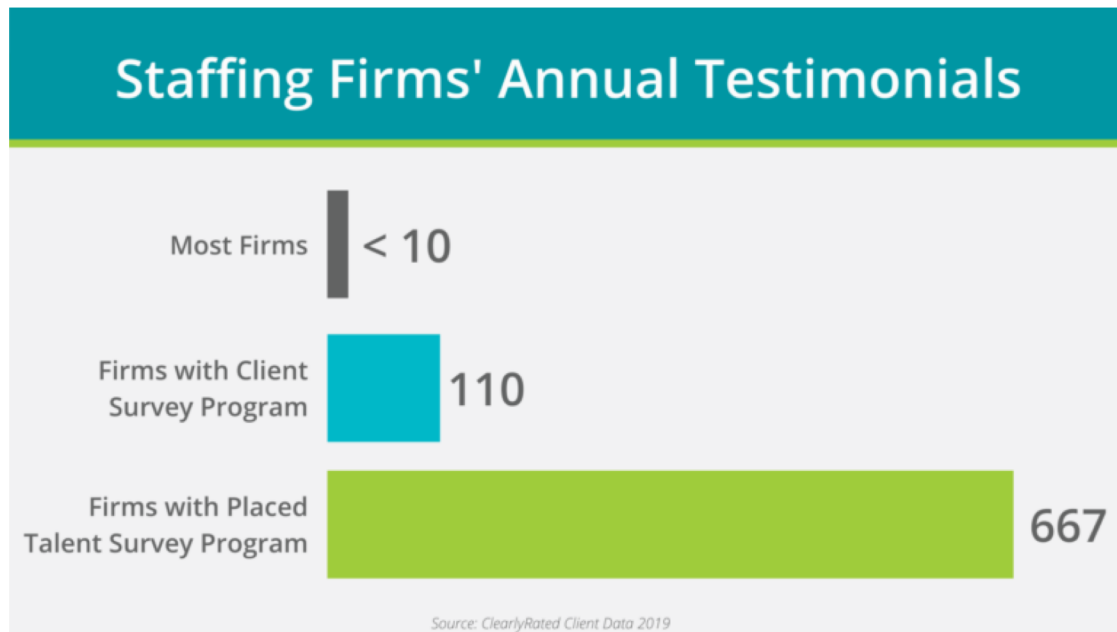
In the Best of Staffing survey, client and talent Promoters are automatically invited to share their open-ended feedback as a testimonial.

- **2 in 5 survey completes result in a testimonial.**
- **48% of Promoters elect to share a testimonial with their provider.**

More info here:

<https://www.clearlyrated.com/solutions/how-to-capture-critical-testimonials-with-clearlyrated/>

Best of Staffing generates automated, approved testimonials at scale



Staffing firms who surveyed their clients with ClearlyRated in the last 12 months **earned, on average, 110 client testimonials** through their survey program! That number is even higher for firms who have surveyed their placed talent through ClearlyRated in the last 12 months—those firms are averaging **667 testimonials from their placed talent!**

More info here: <https://www.clearlyrated.com/solutions/98-percent-of-staffing-firms-that-survey-with-clearlyrated-report-positive-roi/>





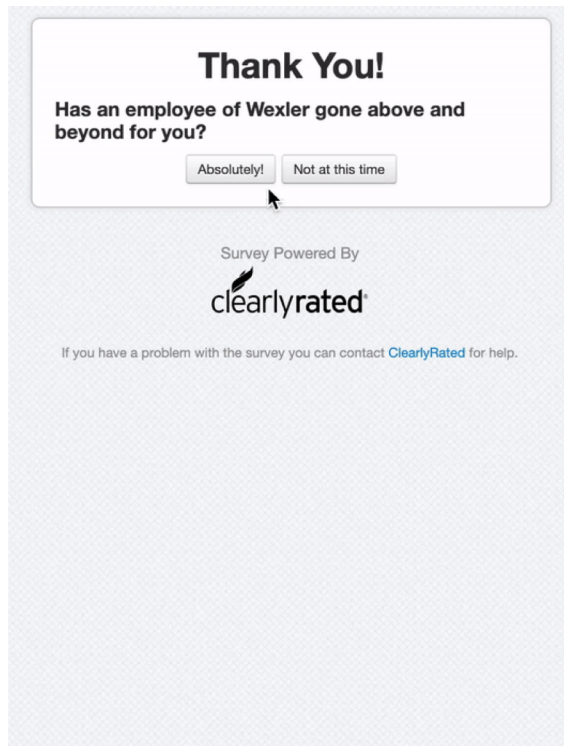
Best of Staffing delivers:

- Real-time feedback from your clients, placed talent, and internal employees.
- Benchmarking to help you measure service performance against the industry.
- Critical opportunities to identify (and get ahead of) at-risk revenue.
- New insight into account expansion and referral opportunities.
- Approved testimonials from your happiest stakeholders.
- **A chance for clients and placed talent to recognize star performers on your team.**

Recognizing high performers isn't just good for morale, it's critical for your business

- **53%** of employees say that feeling **more appreciation** from their boss **would help them stay longer at their company**. (Glassdoor)
- **82%** of employees in the U.S. **don't feel that their supervisors recognize them enough** for their contributions. (Harvard Business Review)
- **40%** of workers say they **would put more effort** into their work **if they were recognized more frequently**. (Harvard Business Review)
- The staffing industry has a **25% median annual turnover rate** for account managers and recruiters. (ASA)
- For a position that contributes \$75,000 of revenue to their employer's top-line on a monthly basis, **total lost revenue from a single turnover** event can be estimated at **\$241,250**.
 - More info here: <https://www.clearlyrated.com/solutions/the-cost-of-internal-employee-turnover-in-staffing/>


Shout Outs help firms harness positive feedback to keep employees engaged and motivated



Thank You!

Has an employee of Wexler gone above and beyond for you?

Survey Powered By

 clearlyrated

If you have a problem with the survey you can contact [ClearlyRated](#) for help.

In the Best of Staffing survey, client and talent Promoters are automatically invited to leave a Shout Out for any firm employees who have gone “above and beyond” for them..

- **40% of Promoters elect to leave a Shout Out** for a team member at their staffing firm.

More info here:

<https://www.clearlyrated.com/solutions/clearlyrated-shout-out-feature-harnesses-positive-client-feedback-to-boost-employee-engagement/>



Best of Staffing delivers:

- Real-time feedback from your clients, placed talent, and internal employees.
- Benchmarking to help you measure service performance against the industry.
- Critical opportunities to identify (and get ahead of) at-risk revenue.
- New insight into account expansion and referral opportunities.
- Approved testimonials from your happiest stakeholders.
- A chance for clients and placed talent to recognize star performers on your team.
- **Indexed client and placed talent ratings to improve the reputation of your brand online.**

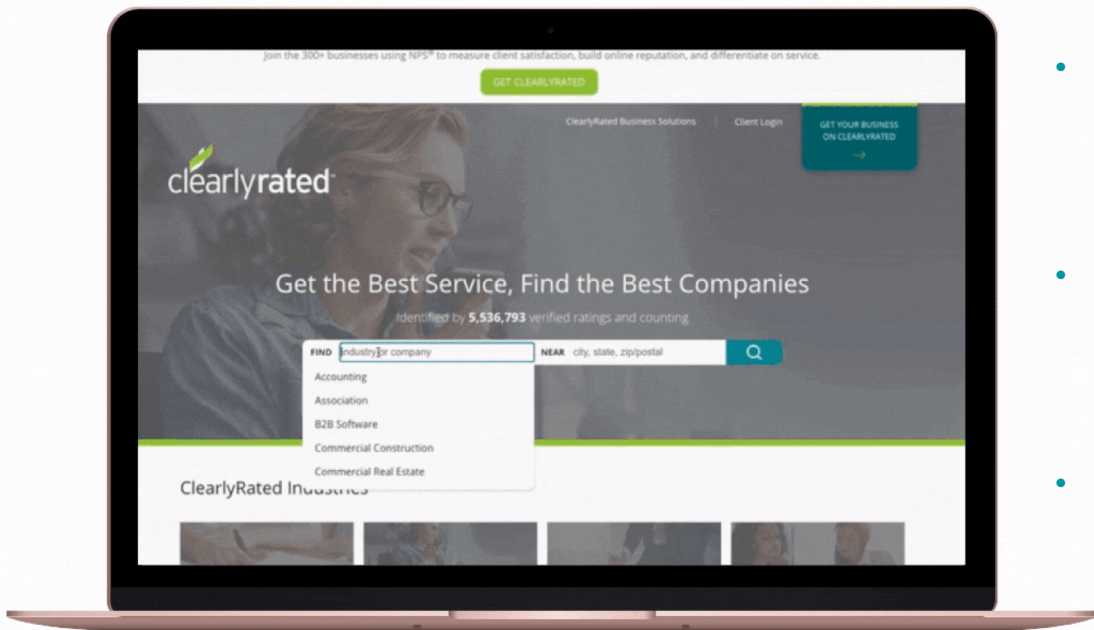
Online ratings provide buyers and job seekers with high value data about your firm's reputation

Methods of Vetting Primary Staffing Firm	% Used	% Found "Very influential" in Decision to Use Firm
The firm's reputation within my industry	84%	61%
Went to the staffing firm's website to read about them	82%	38%
Searched for the staffing firm online	78%	38%
Read reviews of the staffing firm online	77%	46%
Asked people in my professional network for a referral	72%	50%
Received sales or marketing materials from the staffing firm	69%	35%
My experience working with the firm on my personal job search previously	64%	53%
The firm's stance on diversity, equity, and inclusion (DEI) practices in recruiting and placement.	63%	52%
Asked people in my personal network for a referral	62%	49%
My experience hiring with the firm at a previous job	60%	58%
Read articles or thought leadership produced by the firm	60%	42%
Read case studies or existing client profiles of the staffing firm's clients	59%	43%
Researched them on their social media pages	58%	43%

SOURCE: ClearlyRated, CareerBuilder, ASA—2021



Best of Staffing participants are featured alongside client and talent ratings on ClearlyRated.com



- **Searchable:** ClearlyRated.com is a searchable online directory where providers of business services can be found by industry, city, state, or postal code.
- **Online Ratings:** Prospects and buyers can search for transparent, validated client ratings, testimonials, and award history for B2B service firms.
- **Social Proof:** Validated client ratings deliver what your prospects need the most: instant, credible proof of the caliber of service that your firm provides.

More info here: <https://www.clearlyrated.com/solutions/online-directory/>



Online ratings are persuasive resources for buyers and job seekers when considering a staffing firm

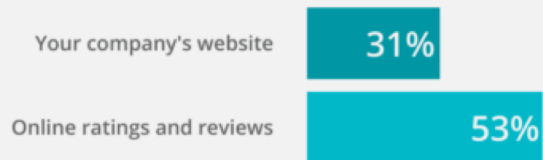
Persuasiveness of Online Ratings & Reviews

Impact of Online Ratings & Reviews



87% of buyers say that online ratings and reviews have an impact on their decision to work with a B2B service provider.

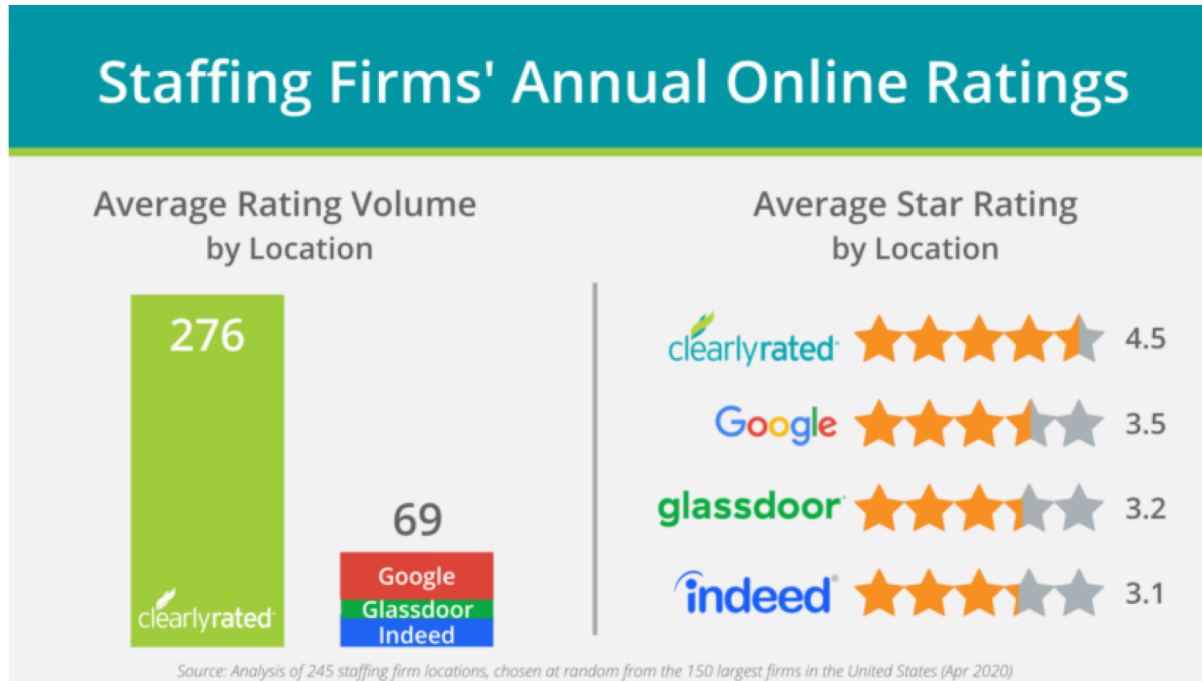
Buyer Perception of Persuasiveness



Buyers are **1.7x** more likely to be persuaded by online ratings and reviews than your company's website.

Source: ClearlyRated's 2020 B2B Buyer & Client Benchmark Study

Best of Staffing firms earn more ratings on average, providing a more accurate reflection of their service



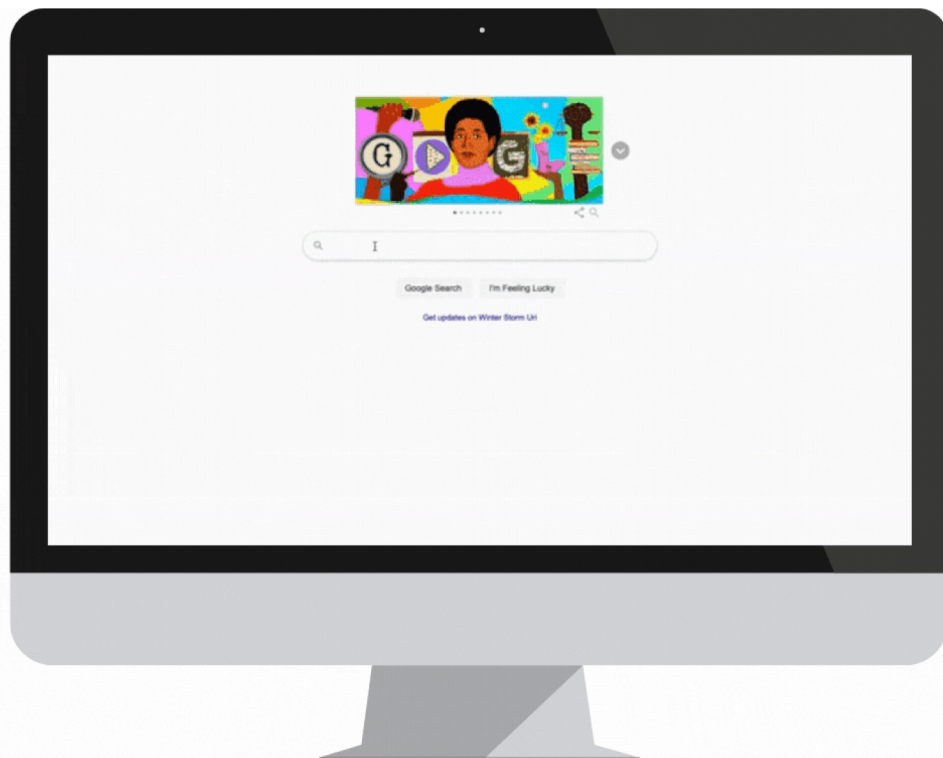
More info here: <https://www.clearlyrated.com/solutions/98-percent-of-staffing-firms-that-survey-with-clearlyrated-report-positive-roi/>



Star ratings earn valuable real estate in Google's search rankings

- The algorithms that power search engines like Google prioritize **“user-generated content”** when determining which web pages to return on a given search.
- **Validated customer ratings and reviews hosted on a trusted third-party website** are just one category of user-generated content, but they **have been prioritized by search engines** because they have been proven, over time, to be **desired and relevant to searchers**.
- Best of Staffing participants are featured on ClearlyRated.com, and receive the benefit of validated client and talent ratings that show up directly in search results for their brand or firm.
 - More info here: <https://www.clearlyrated.com/solutions/why-client-ratings-matter-for-your-firms-seo/>

Star ratings earn valuable real estate in Google's search rankings



More than **80%** of Best of Staffing participants' ClearlyRated profile pages appear on the **first page** of local Google search results for a given staffing brand.

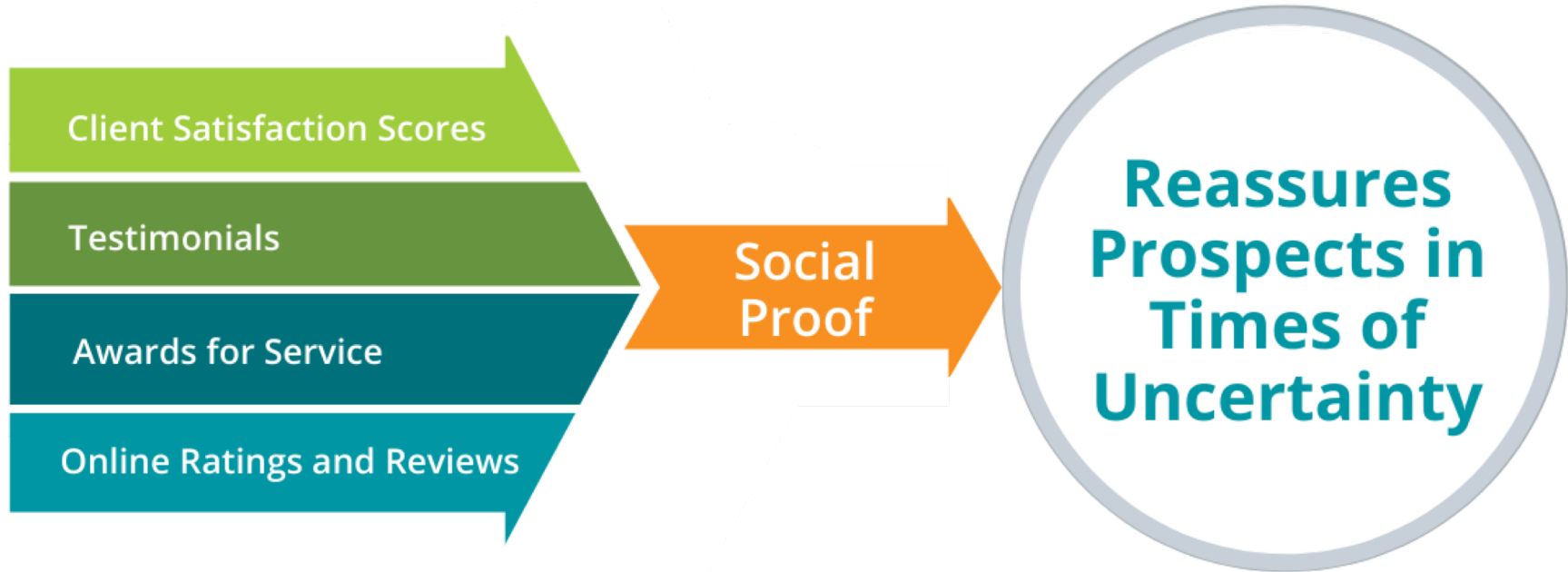
We offer many resources to help you increase the value of your ClearlyRated.com profile—including **a complimentary SEO Audit!**



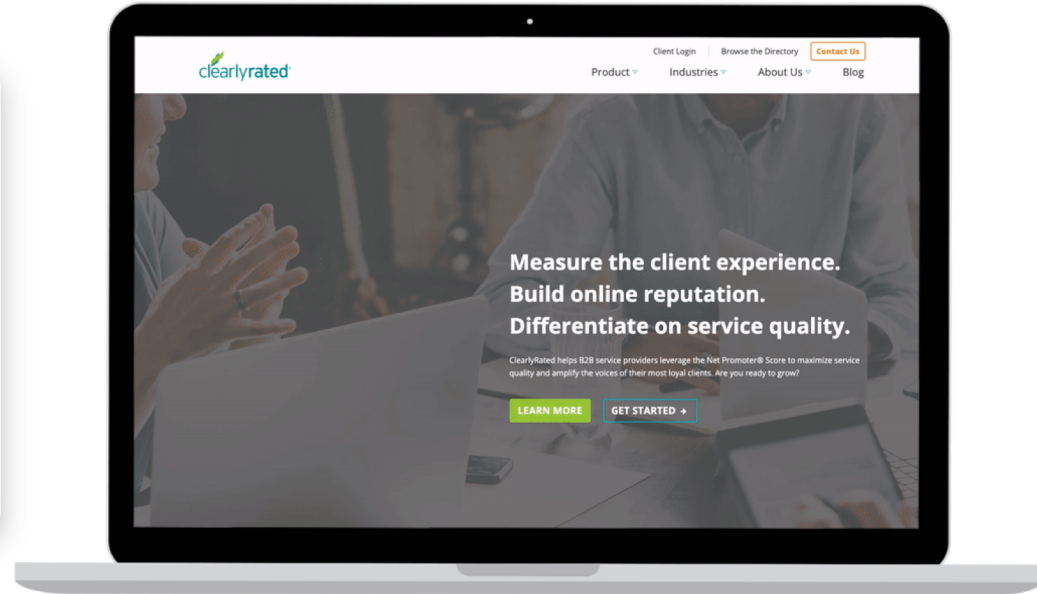
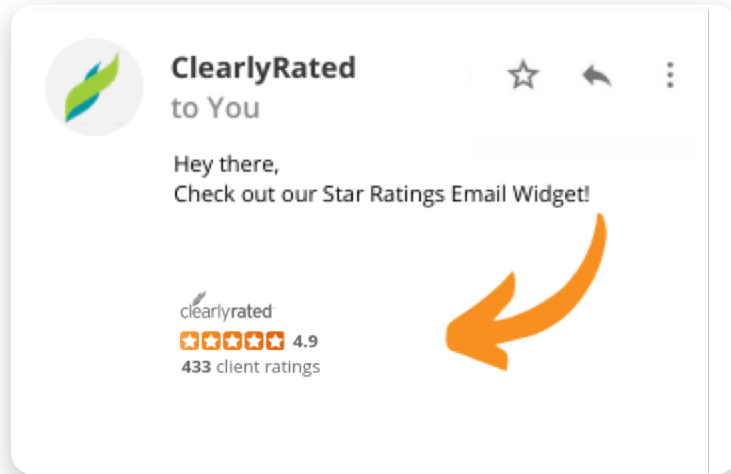
Best of Staffing delivers:

- Real-time feedback from your clients, placed talent, and internal employees.
- Benchmarking to help you measure service performance against the industry.
- Critical opportunities to identify (and get ahead of) at-risk revenue.
- New insight into account expansion and referral opportunities.
- Approved testimonials from your happiest stakeholders.
- A chance for clients and placed talent to recognize star performers on your team.
- Indexed client and placed talent ratings to improve the reputation of your brand online.
- **Key marketing resources (and templates!) to help your firm share your proof of service.**

Proof of service has never been more important



Show off star ratings on your website and in your team's email signatures



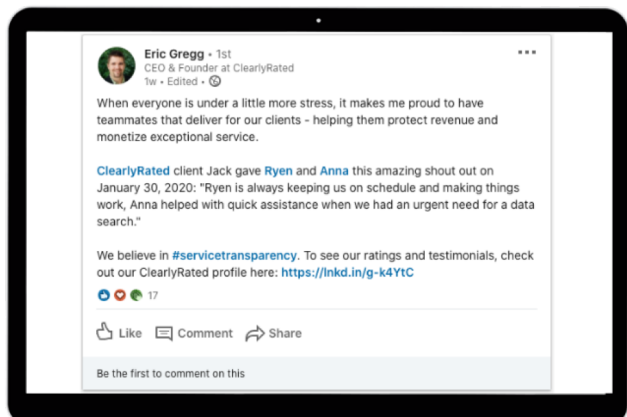
More info here:

<https://www.clearlyrated.com/solutions/star-ratings-email-widget-highlights-client-ratings-in-corporate-email-signature/>

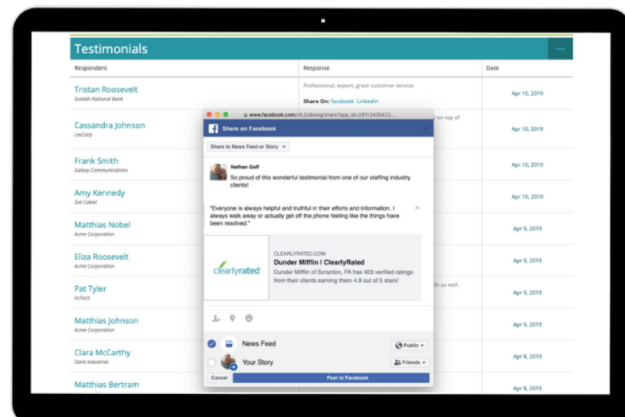


Share Testimonials and Shout Outs directly to your social networks

LinkedIn



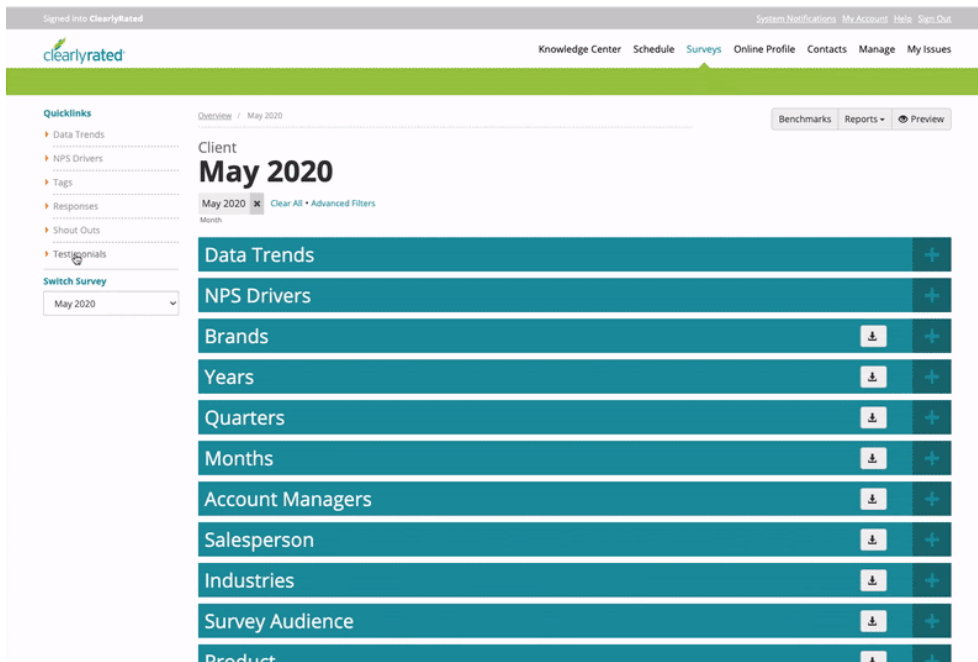
facebook



More info here: <https://www.clearlyrated.com/solutions/social-sharing-feature/>



Share Testimonials and Shout Outs directly to your social networks



The screenshot shows the ClearlyRated dashboard interface. At the top, there is a navigation bar with the ClearlyRated logo and links for Knowledge Center, Schedule, Surveys, Online Profile, Contacts, Manage, and My Issues. Below the navigation bar, the dashboard displays a client overview for "May 2020". On the left side, there is a "Quicklinks" menu with options like Data Trends, NPS Drivers, Tags, Responses, Shout Outs, and Testimonials. The main content area shows a list of data categories for the selected month, each with a download icon and a plus sign for expansion. The categories listed are: Data Trends, NPS Drivers, Brands, Years, Quarters, Months, Account Managers, Salesperson, Industries, Survey Audience, and Product.

Category	Download Icon	Expand Icon
Data Trends		+
NPS Drivers		+
Brands	↓	+
Years	↓	+
Quarters	↓	+
Months	↓	+
Account Managers	↓	+
Salesperson	↓	+
Industries	↓	+
Survey Audience	↓	+
Product	↓	+

More info here:

<https://www.clearlyrated.com/solutions/social-sharing-feature/>



Best of Staffing delivers:

- Real-time feedback from your clients, placed talent, and internal employees.
- Benchmarking to help you measure service performance against the industry.
- Critical opportunities to identify (and get ahead of) at-risk revenue.
- New insight into account expansion and referral opportunities.
- Approved testimonials from your happiest stakeholders.
- A chance for clients and placed talent to recognize star performers on your team.
- Indexed client and placed talent ratings to improve the reputation of your brand online.
- Key marketing resources (and templates) to help your firm share your proof of service.

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.

Becoming Best of Staffing: 4 Steps to Becoming an Industry Leader in Service

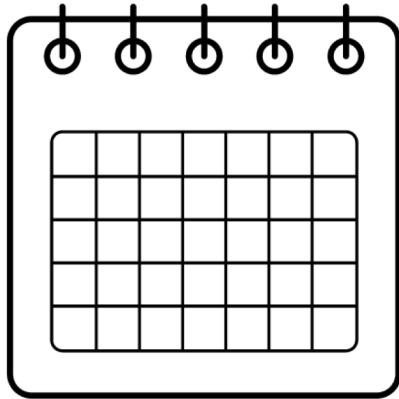
4 Steps to Becoming an Industry Leader in Service

1. Commit to asking your key stakeholders for feedback.
2. Commit to taking action on that feedback.
3. Differentiate with credible proof of service.
4. Build a flywheel of service excellence.

4 Steps to Becoming an Industry Leader in Service

1. **Commit to asking your key stakeholders for feedback.**

How often should your firm survey clients, placed talent, and employees?



- At least annually, more than annually is better.
- The ideal survey cadence invites feedback at **critical moments in the relationship**.
- For example, a Talent Engagement survey program surveys placed talent at:
 - **Onboarding**—one week after the start date of an assignment
 - **Mid-assignment**—usually 30-60 days into an assignment), and
 - **End-of-assignment**—one week after the completion of assignment

More info here: <https://www.clearlyrated.com/solutions/3-tips-for-executing-on-an-ongoing-talent-engagement-survey-program/>

A more regular survey cadence can drive higher satisfaction

NPS Impact of Talent Engagement Program

Average first-year results of ClearlyRated clients who switch from one annual survey to an ongoing Talent Engagement program



Promoters
↑ 12.9%



Passives
↑ 14.8%



Detractors
↓ 28.4%



↑ 28.6%

4 Steps to Becoming an Industry Leader in Service

1. Commit to asking your key stakeholders for feedback.
2. **Commit to taking action on that feedback.**

80

/

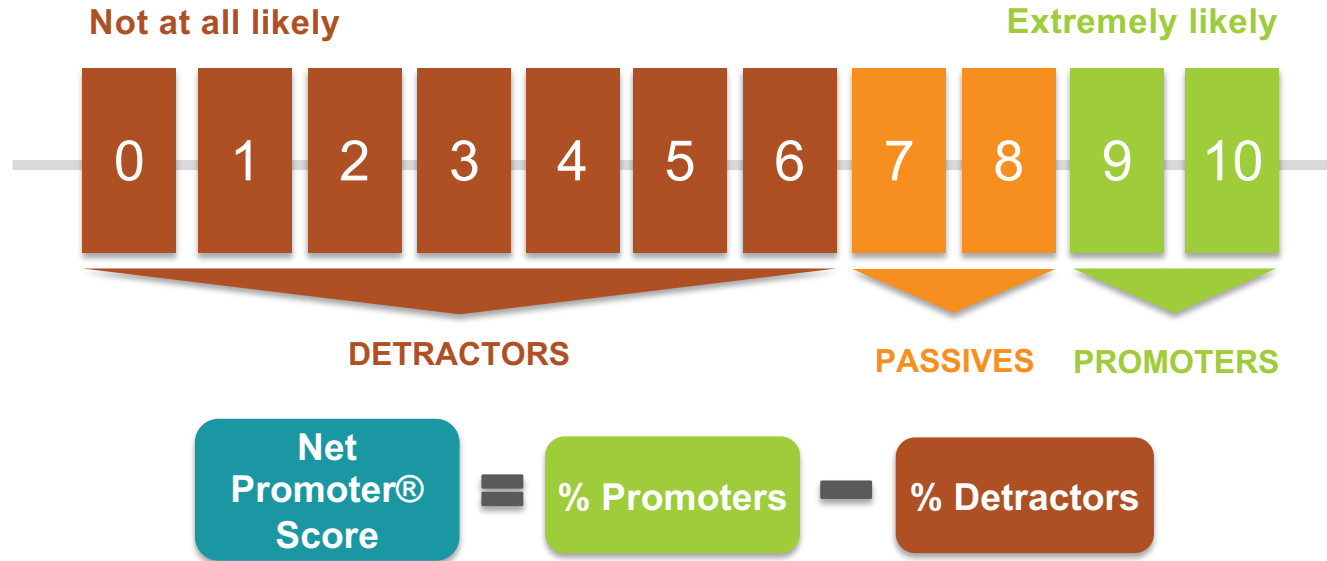
20

80% of your time
should be spent
responding to and
taking action on
feedback.

20% of your time
should be spent
on designing and
implementing a
survey.

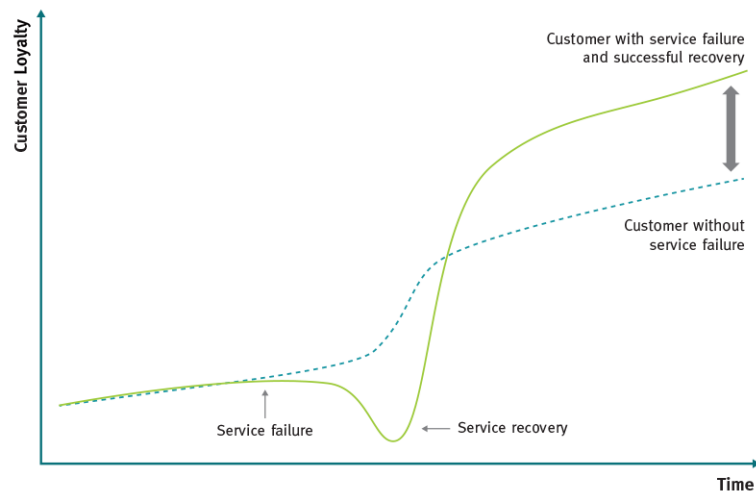
NPS® provides immediate opportunities to take strategic action

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



Best of Staffing firms have processes in place to respond to feedback as it comes in:

- **Detractors** trigger recovery and follow up.



Best of Staffing firms have processes in place to take action on feedback:

- **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

Best of Staffing firms have processes in place to take action on feedback:

- **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.

In addition to action taken at the respondent-level, Best of Staffing firms:

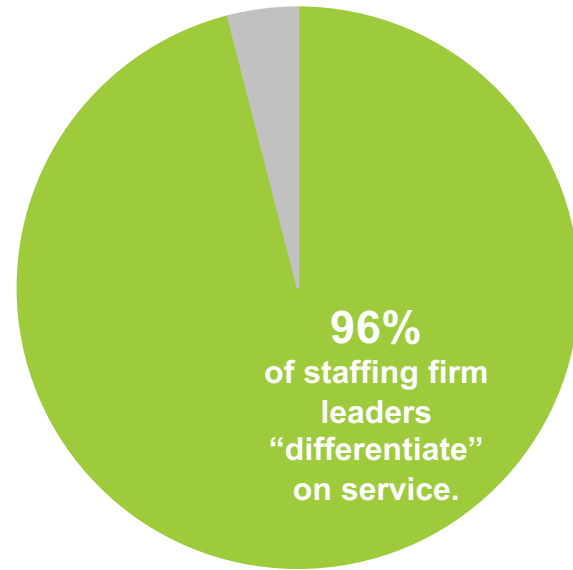
- Use **NPS drivers** to diagnose behaviors and process issues that may be contributing to a low score.
- Analyze and report on data so that it can be integrated into firm-wide processes.

4 Steps to Becoming an Industry Leader in Service

1. Commit to asking your key stakeholders for feedback.
2. Commit to taking action on that feedback.
3. **Differentiate with credible proof of service.**

**When
“differentiation”
isn’t all that
different.**

Differentiation Strategy – According to Staffing Firm Leaders



SOURCE: ClearlyRated & CareerBuilder

It's hard to differentiate on service without proof



"We are committed to meet and exceed the ever-changing needs of our clients, candidates and employees."



"Our recruitment services for employers is based on a Customer-Centric approach to your business."



"Find Great People is a purpose-driven, customer-focused company that takes pride in partnering with you as you hire your next great person or find your next career opportunity."



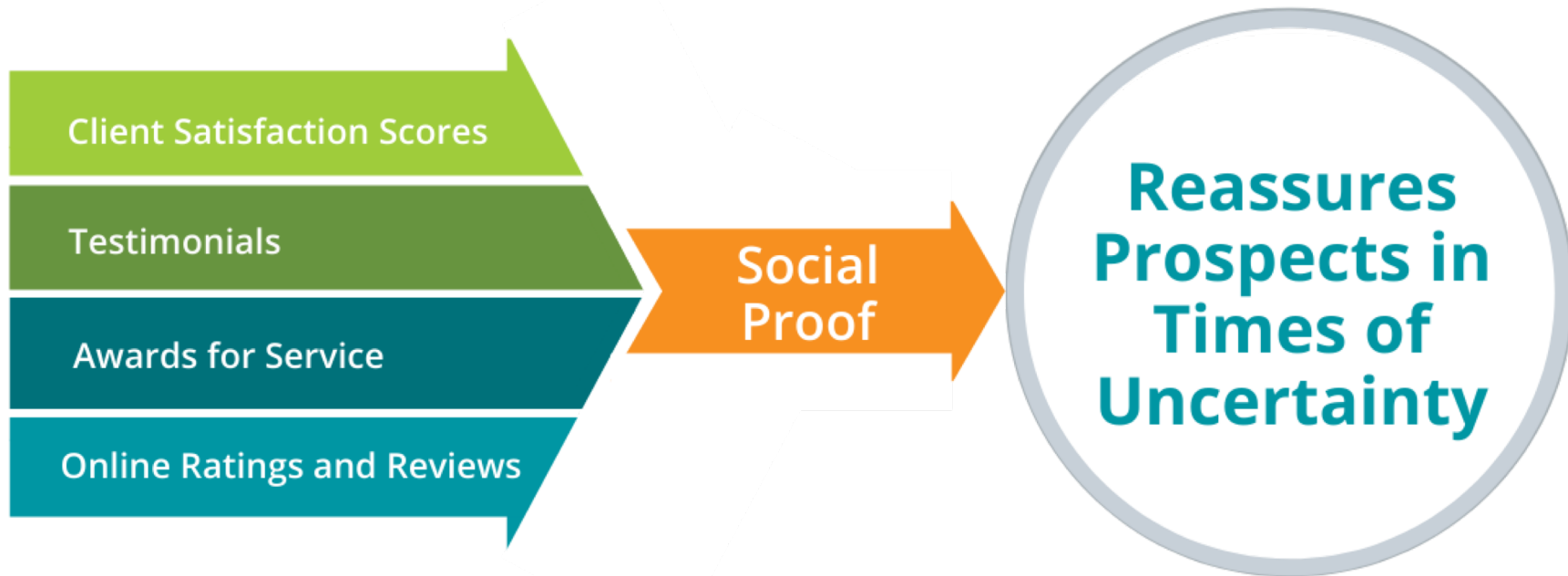
"We're not just another staffing company. We're your partner in making work and life more fulfilling."

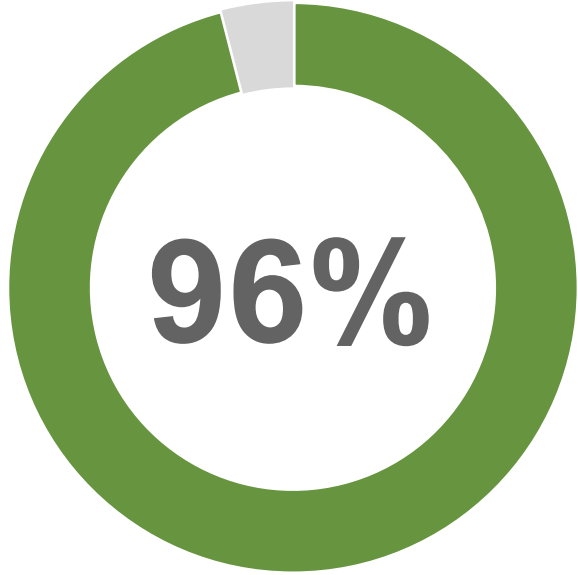


"Committed to being the ultimate in customer, Ambassador and coworker satisfaction... and nothing less!"



Best of Staffing offers a variety of avenues for demonstrating proof of service.





96% of our staffing firm customers say their ClearlyRated survey program helps them differentiate in the marketplace.

4 Steps to Becoming an Industry Leader in Service

1. Commit to asking your key stakeholders for feedback.
2. Commit to taking action on that feedback.
3. Differentiate with credible proof of service.
4. **Build a flywheel of service excellence.**

Create a “virtuous cycle of goodness”





Jenifer Lambert
Chief Revenue Officer
TERRA Staffing Group

“*Our survey programs have been a competitive advantage for us creating a virtuous cycle of goodness. One of our toughest clients gave us amazing feedback and the account manager told me that the feedback has inspired him to work even harder for this client.*”

– Jenifer Lambert

Questions?



Eric Gregg

egregg@clearlyrated.com

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