



Eric Gregg  
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ClearlyRated

# Building a Powerful Online Reputation for Your Staffing Brand

Tactics, Strategies & Proven Methods For Success



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Glassdoor

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# About ClearlyRated



Est. 2003

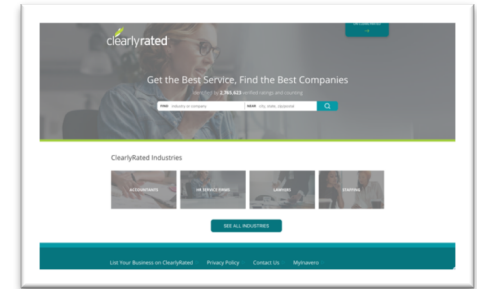
Focus on professional service providers since 2007

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 candidates.



Launched July 2018

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

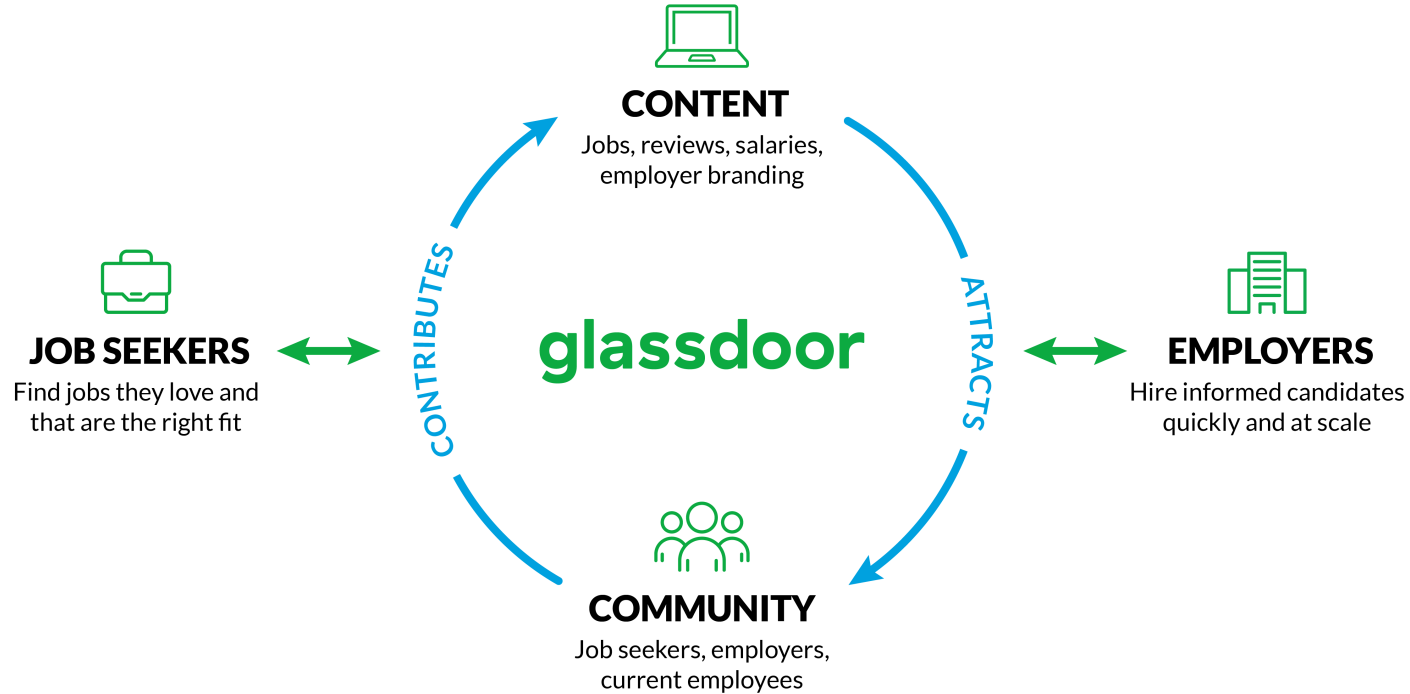


**Thank you to our sponsor**



**glassdoor**

# About Glassdoor

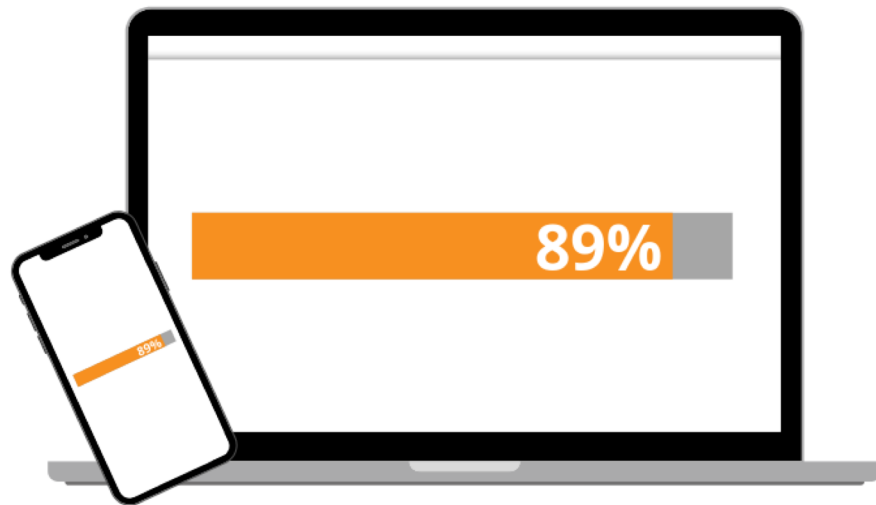






**I probably don't need to tell you that  
online reputation is important.**

**Hiring managers**  
and **job seekers** use  
the **internet** to learn  
more about you  
before making the  
decision to work with  
you.



89% of candidates use online  
resources during their job search  
(2018 Candidate Influence Report)

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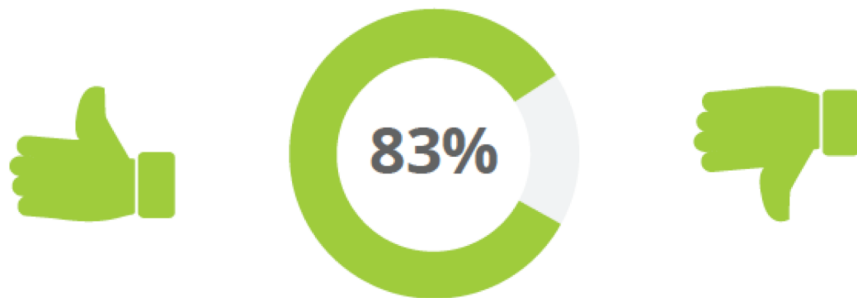


Staffing buyers spend 5 hours on  
average vetting their staffing firm online  
(2018 Staffing Buyer Study)

# Job seekers will seek out online ratings and reviews



Candidates trust online reviews of a staffing firm 8x more than an advertisement for the firm.



83% of candidates say that staffing firm reviews have an impact on their decision to accept a job offer.

(2018 Candidate Influence Report)

# Hiring managers are also motivated by online ratings and reviews

Likelihood of engaging with a staffing or recruiting firm with the following combination of reviews (% "Likely")



# Millennials in the workforce make online reputation mandatory

millennial

Born from 1980-2000

Total in US: 72 Million

Social Networking: 75%

35% Liberal

Most Diverse



BOOMER

Born from 1935-1955

Total in US: 82 Million

Social Networking: 35%

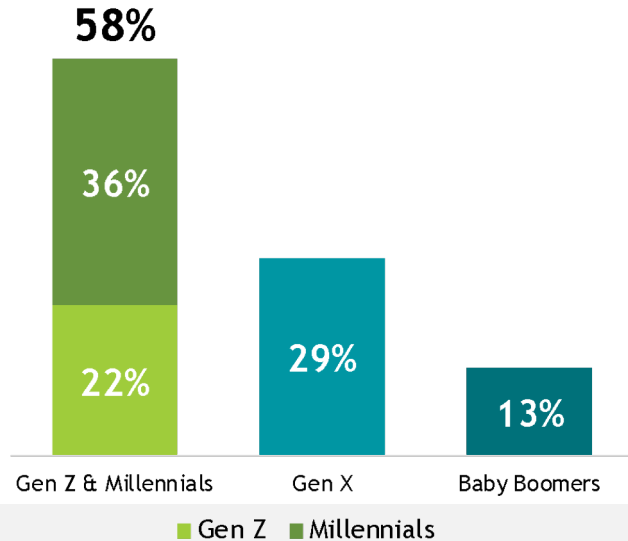
40% Conservative

Most Wealthy



# Millennials in the workforce make online reputation mandatory

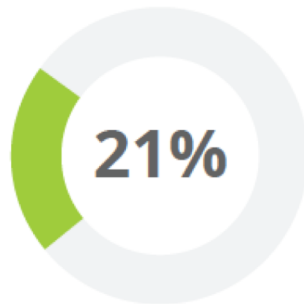
Projected percentage of each generation  
in the labor force in 2028



1. 73% of Millennials are involved in product or service purchase decisions at their company.<sup>1</sup>
2. Millennials trust online reviews MORE than a referral.
3. Millennials spend more time online researching staffing firms, and use the Internet earlier in the process.

<sup>1</sup> SOURCE: Merit – B2B Report Millennials (2016)

# Not sure how to approach online reputation? You're not alone.



99% of staffing professionals say their firm having a strong online reputation is important.

But only 21% are fully confident in the accuracy of their firm's online ratings/reviews.

(2018 State of the Staffing Professional)





**Don't fall victim to these  
online reputation pitfalls.**

# Pitfall #1: Prioritizing perfection over reality.



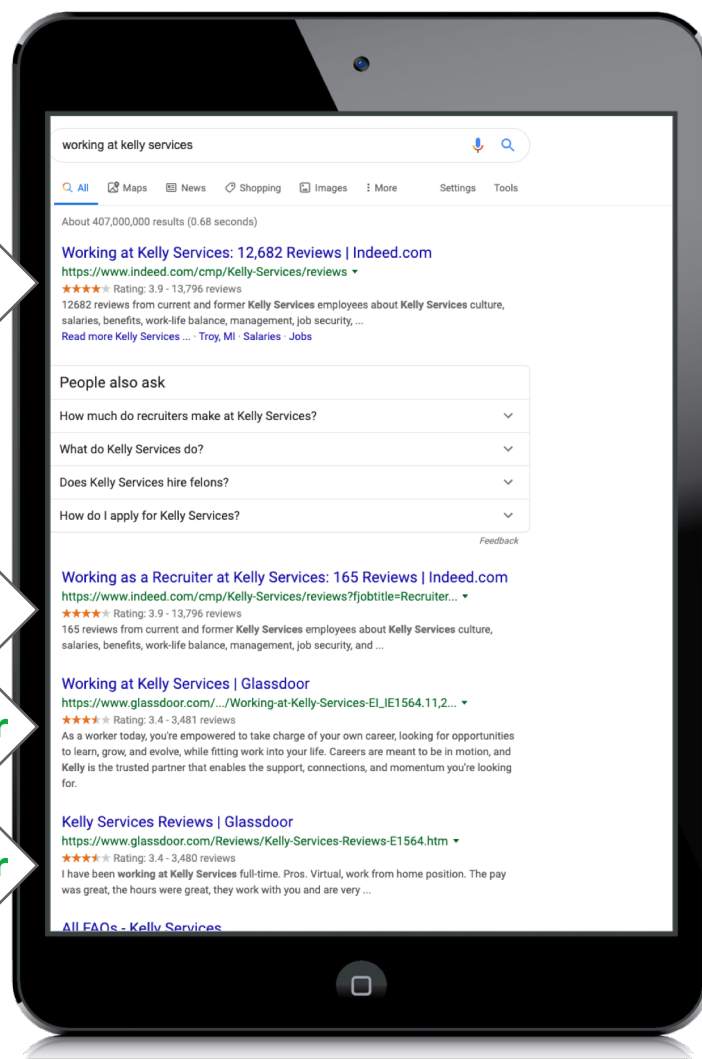
132 Reviews



7 Reviews

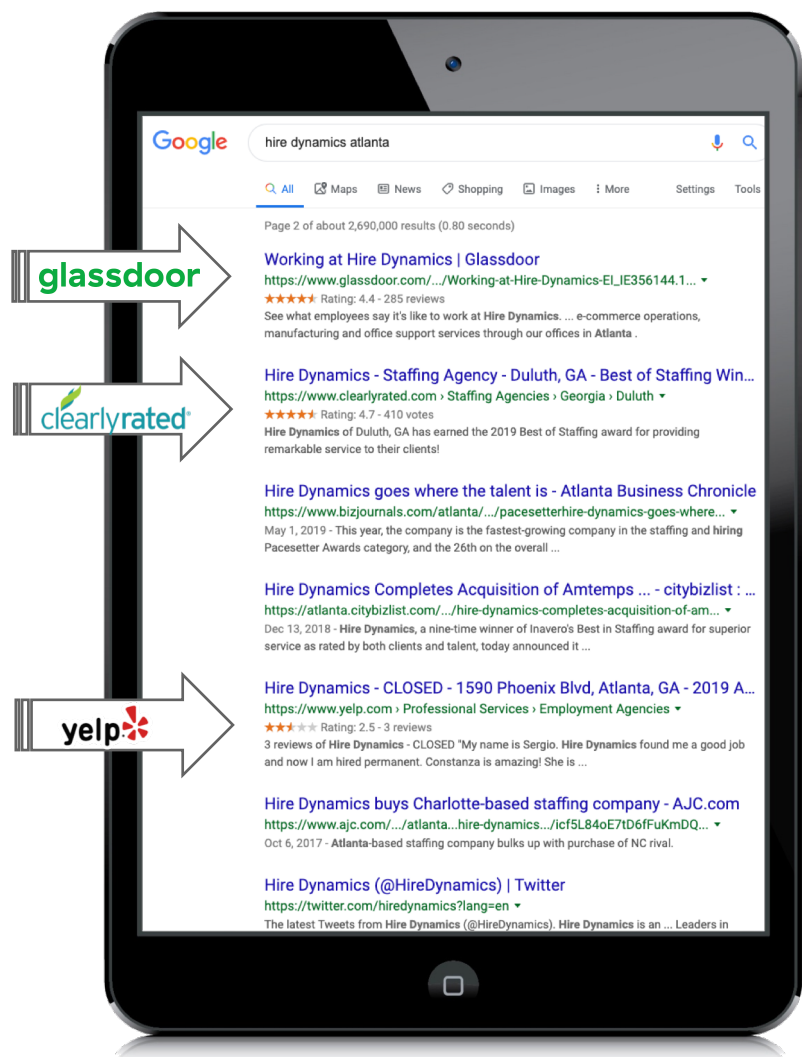
## Pitfall #2

Focusing strategy on only  
a single review site



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# Step-by-step playbook for building your brand's online reputation

**Step 1:** Actively manage your brand's presence on major ratings sites.

## The Big 3





**Step 1:** Actively manage your brand's presence on major ratings sites.

## Popular Job Sites

The Indeed logo, featuring a blue arc above the word "indeed" in a blue, lowercase, sans-serif font.The Glassdoor logo, featuring the word "glassdoor" in a green, lowercase, sans-serif font, with a registered trademark symbol (®) to the upper right.

**Step 1:** Actively manage your brand's presence on major ratings sites.

## B2B Rating Sites



**Step 2:** Create a process for responding to reviews—both positive and negative.

## For positive reviews:

- Thank the reviewer for the time they took to provide a review and for their partnership.



## Step 2: Create a process for responding to reviews—both positive and negative.

### For negative reviews:

- Address the client's or candidate's concerns.
- Offer to remedy the issue.
- Tell them you are taking steps to prevent future mishaps.



## Step 3: Ask clients and candidates for online reviews.



## Step 4: Invest in the client and talent experience.

- Measure that experience to gain an understanding of the perceptions held by your stakeholders.
- Survey your clients and talent annually (at least) to measure satisfaction and get ahead of retention risk.
- Utilize a universally recognized standard of measurement like the Net Promoter® Score to benchmark against other staffing providers.



# Net Promoter® Methodology

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



Net Promoter®  
Score

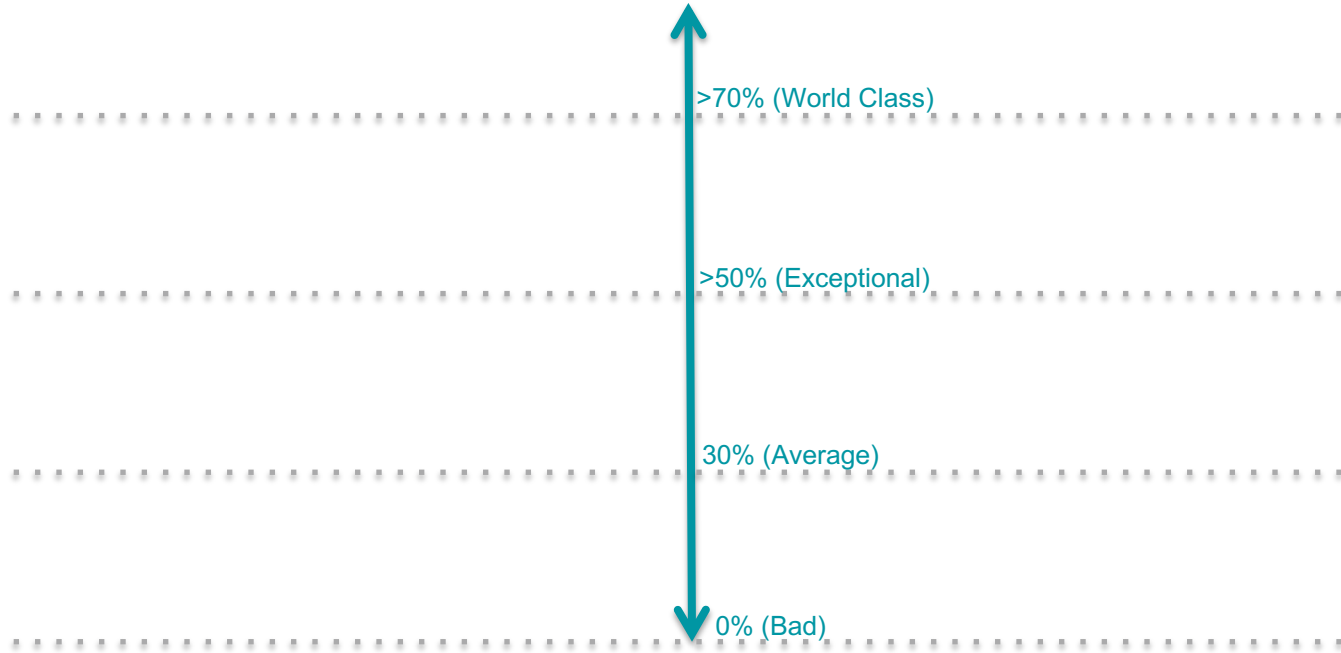
=

% Promoters

-

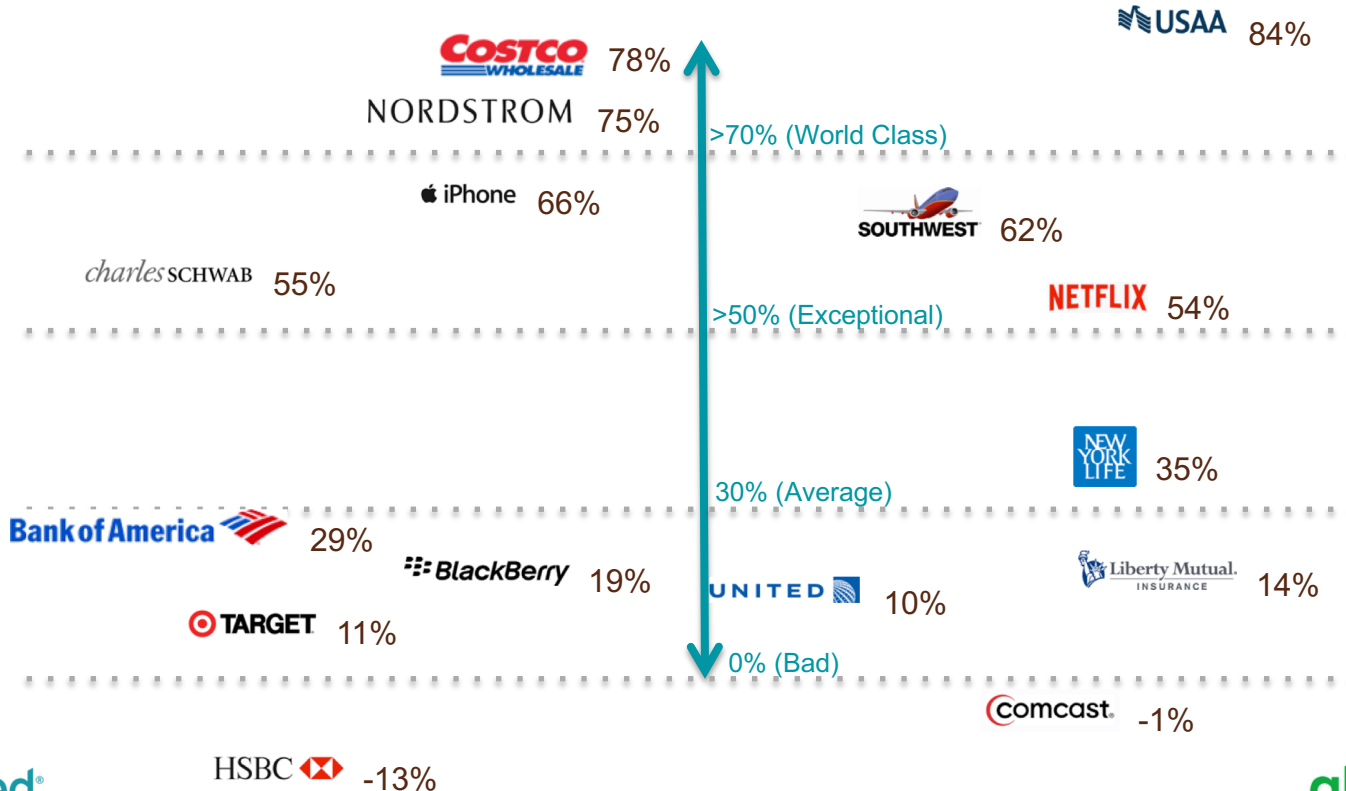
% Detractors

# Global NPS Standards



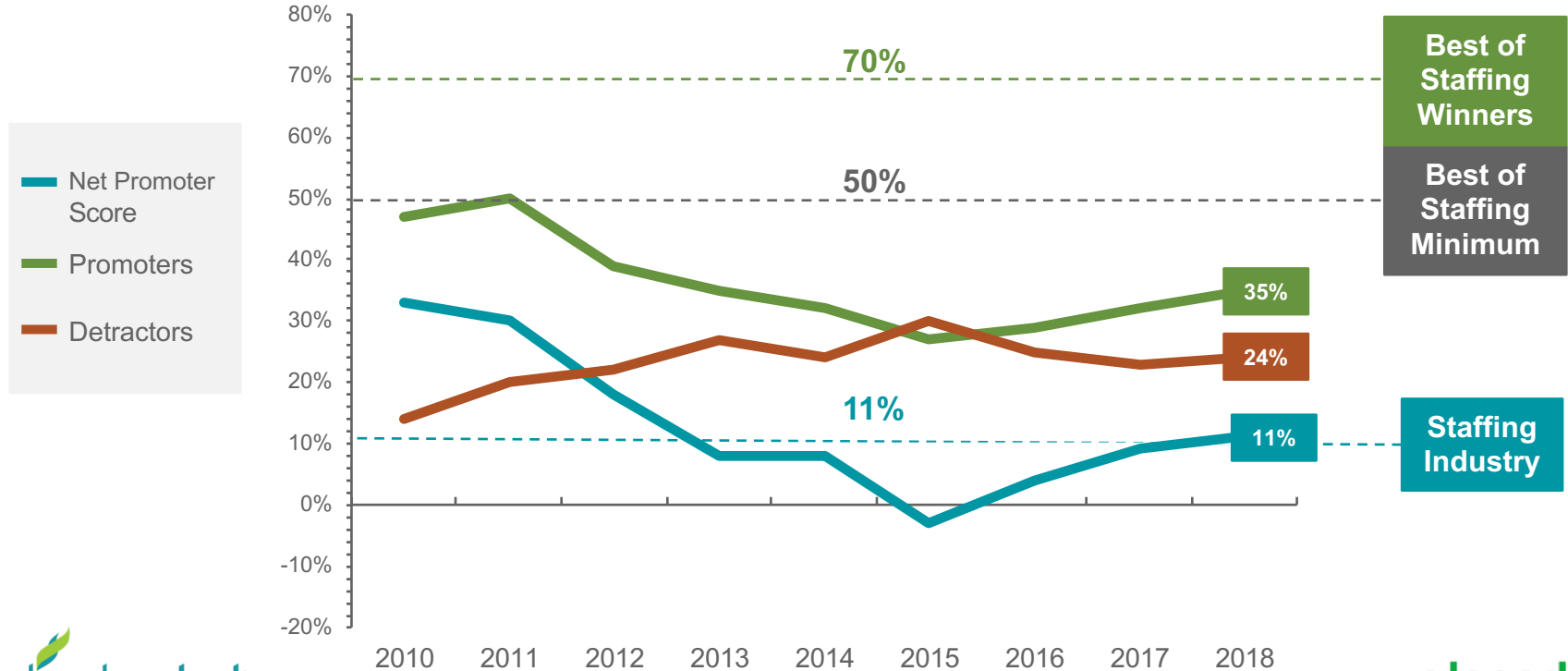


# NPS Across Industries



# Client Satisfaction Trending

Client: Likelihood to Recommend Working with Primary Staffing Firm



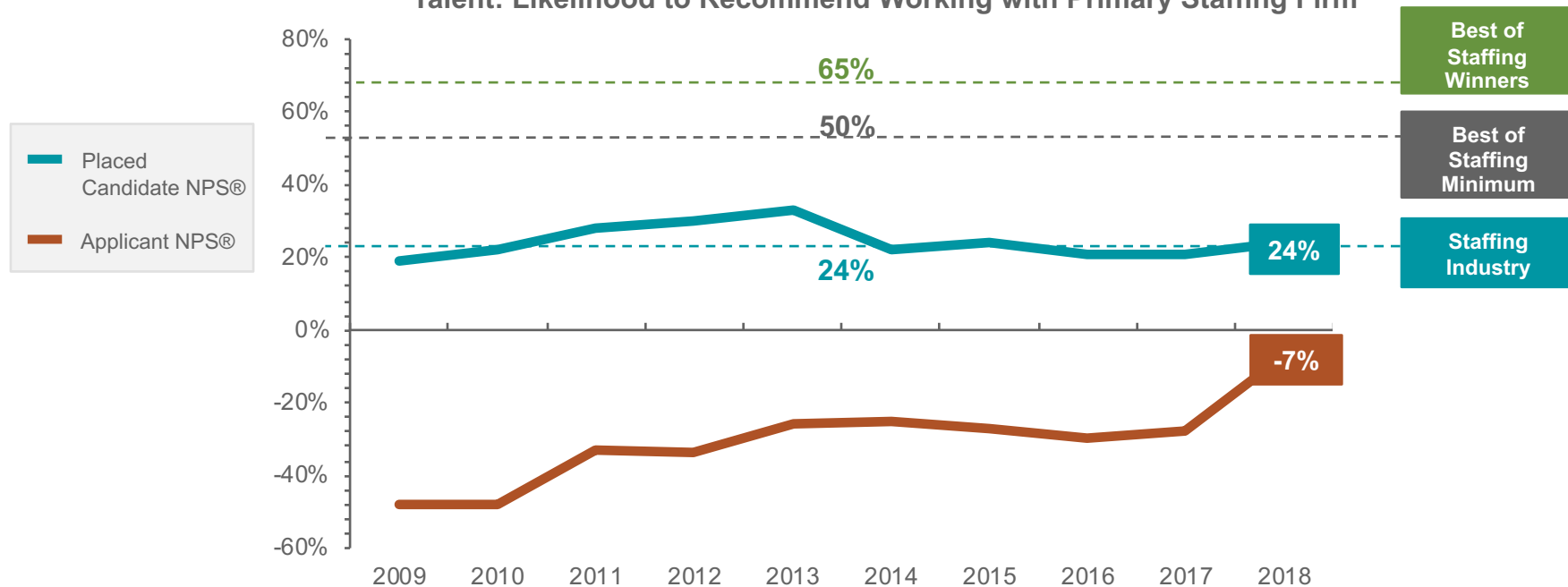
# The **cost** of client Detractors...

## Compared to Promoters, **Detractors:**

- Are 56% less likely to work with your firm again.
- Decrease their spend by 14.1% (compared to the average Promoter, who will increase spending by 8% in the coming year).
- Dedicate half as much of their overall staffing firm budget to their primary firm.

# Talent Satisfaction Trending

Talent: Likelihood to Recommend Working with Primary Staffing Firm



# The **cost** of talent Detractors...

## Compared to Promoters, **Detractors:**

- Twice as likely to quit an assignment before completion.
- Nearly 3x less likely to accept a future assignment from your firm.

## Step 5: Address issues before they become negative reviews.



## Step 6: Shine a spotlight on the feedback you receive.



## Step 6: Shine a spotlight on the feedback you receive.

- Social media (LinkedIn, Facebook, Instagram, and Twitter)
- Company e-newsletters
- In-office (screensavers, wall posters, slides at company-wide meetings)
- Staff e-mail signatures
- Proposals and estimates
- Recruiting communication with job seekers



# Questions?

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