



Maximizing the Candidate Experience

How Staffing Firms Grow in 2019

Presented by Eric Gregg, CEO & Founder, Inavero

September 11, 2018

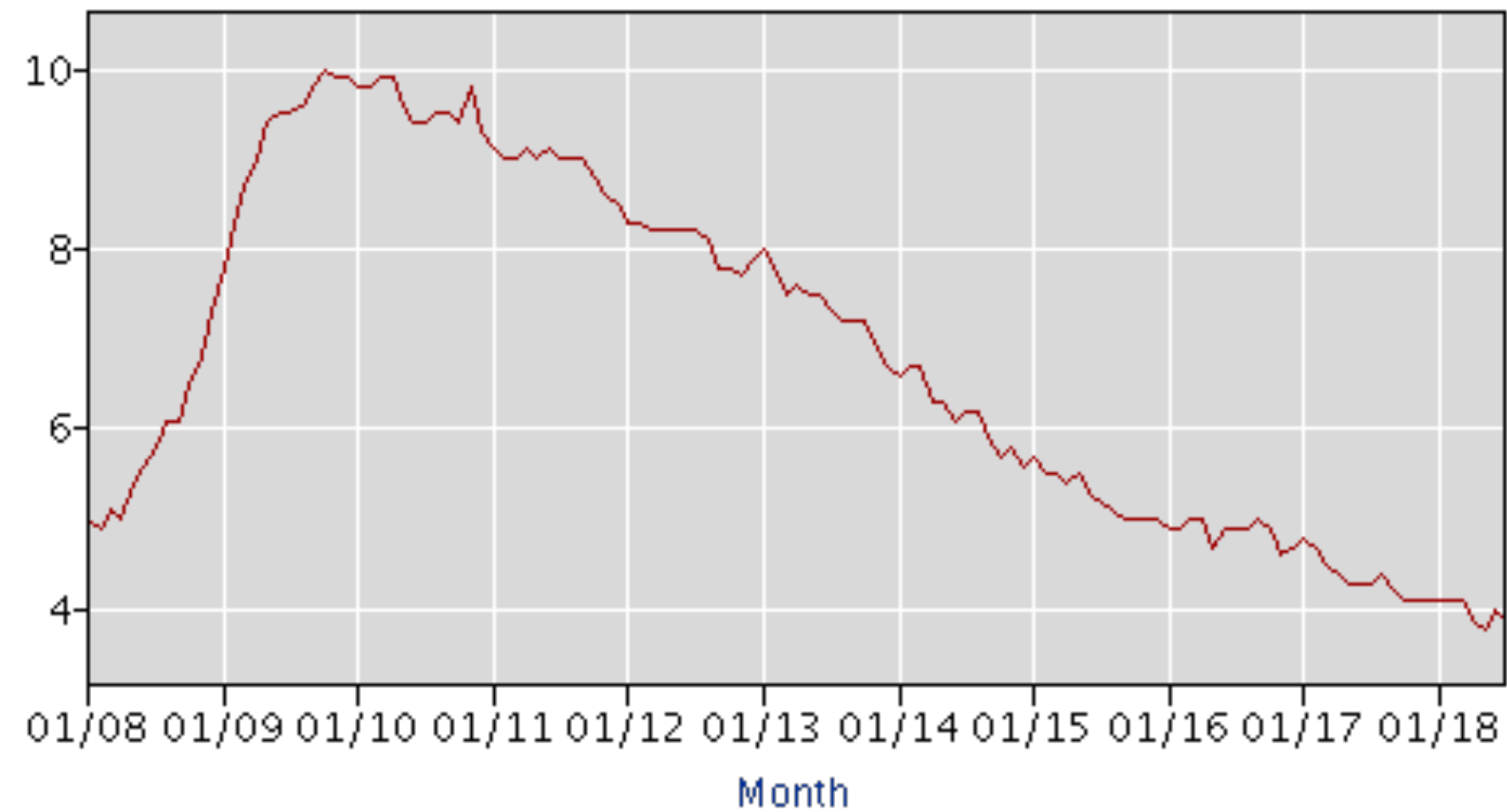


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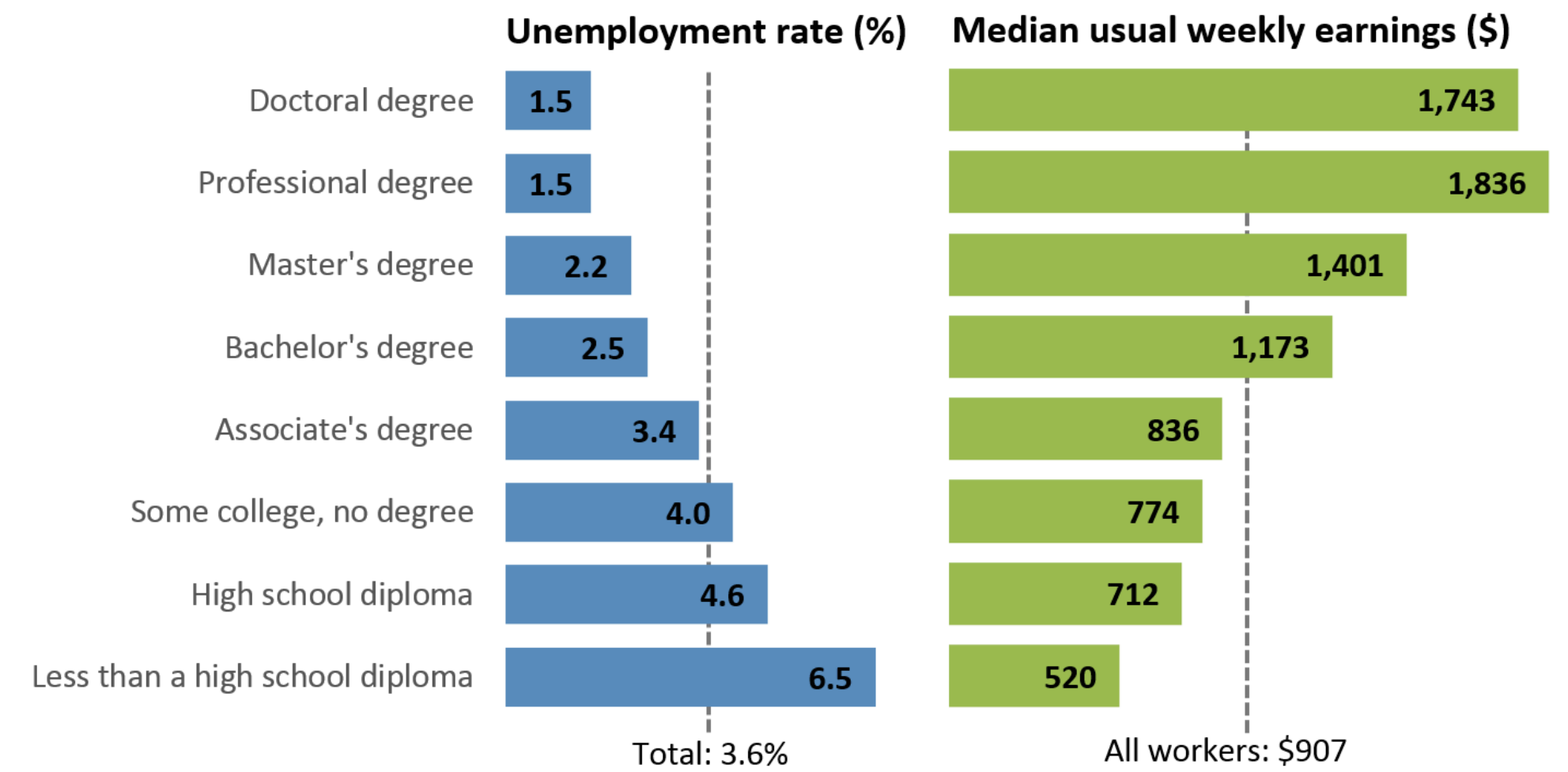
Availability of top talent at historical lows

Historical unemployment rate



SOURCE: Bureau of Labor Statistics

Unemployment rates and earnings by educational attainment, 2017



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.
Source: U.S. Bureau of Labor Statistics, Current Population Survey.

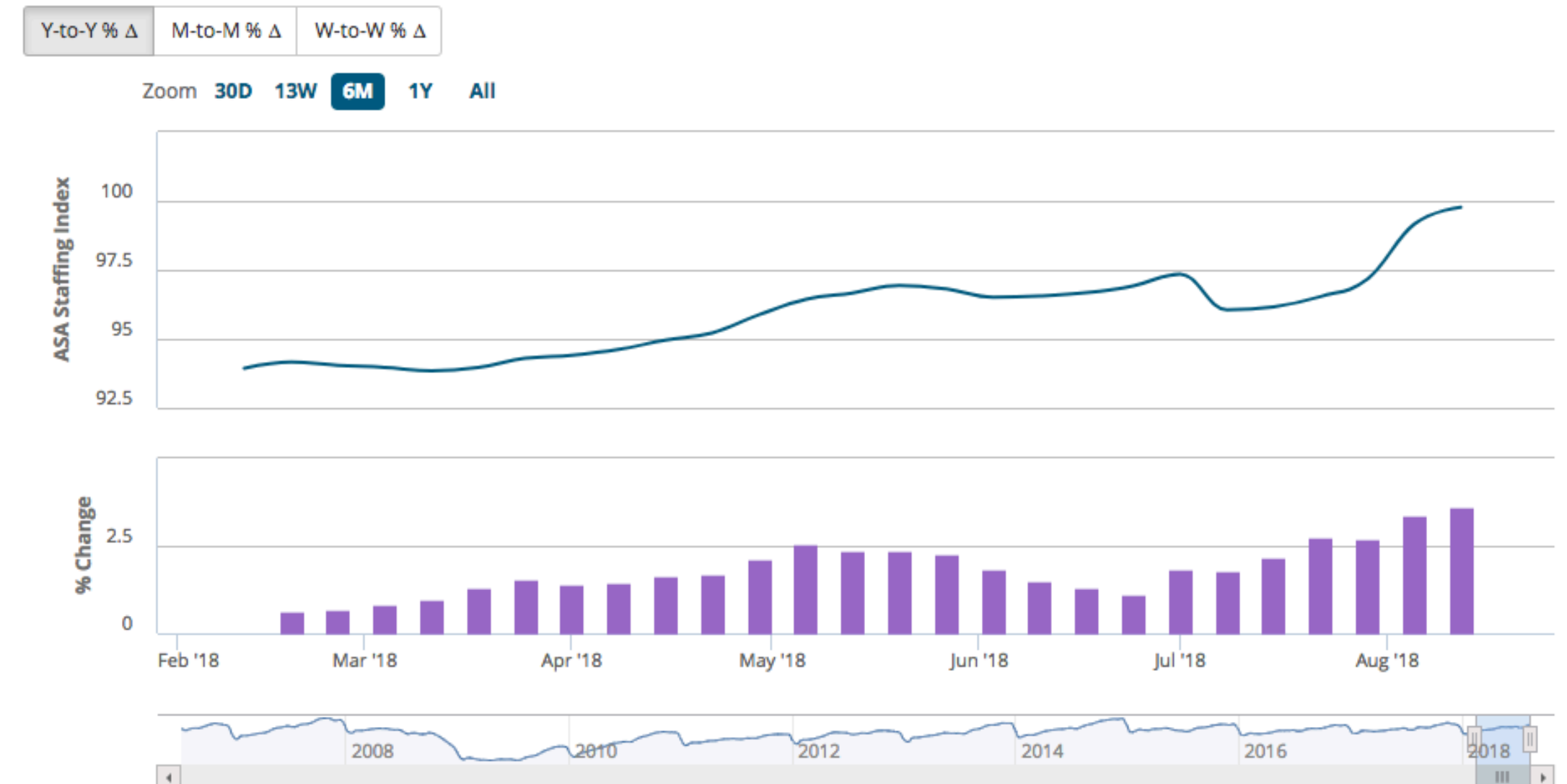
**Many of us
don't
remember
the last time
this
happened**



Demand for flexible talent at historical highs

LAST QUARTER	LAST MONTH	CURRENTLY	NEXT QUARTER
ASA Staffing Jobs > 1.2% 1Q 2018 Staffing employment in 1Q 2018 averaged 3.10 million per week, a 1.2% increase from the same quarter last year. View data >	BLS Temp Help Jobs > 3.3% July 2018 Temporary help jobs in July increased 3.3%, seasonally adjusted, from the same month last year. View data >	ASA Staffing Index > 3.6% 4-Weeks ending 8/12/2018 100 Staffing Jobs increased 3.6% year-to-year, averaged over the four weeks ending 8/12/2018. All ASA Staffing Index data >	GDP Projection > 3.1% 3Q 2018 Economists surveyed in August projected GDP in 3Q 2018 will increase 3.1%. View data >

SOURCE: American Staffing Association

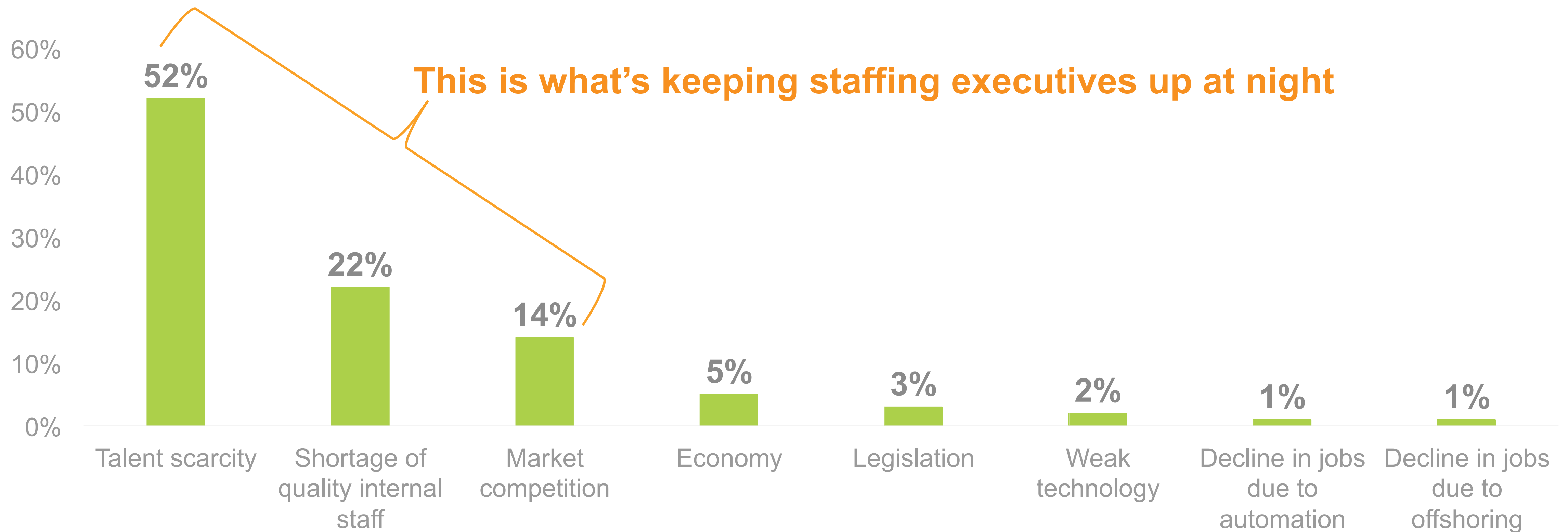


SOURCE: American Staffing Association



Measure client and talent satisfaction.
 Build online reputation.
 Differentiate on service quality.

Leaving staffing firm executives in pain



SOURCE: Staffing Industry Analysts



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Research Partners

2018 Candidate Influence Report



American Staffing Association

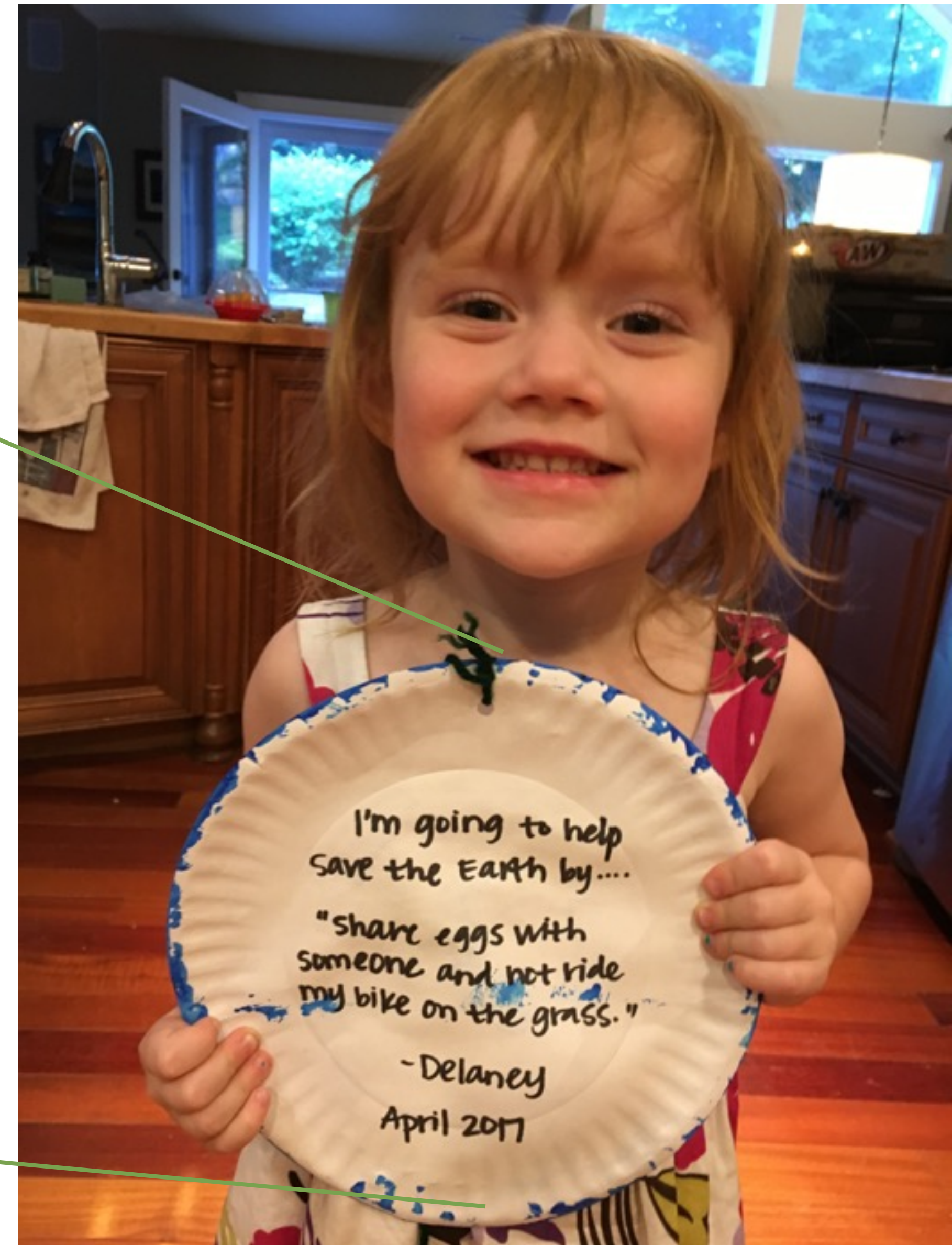
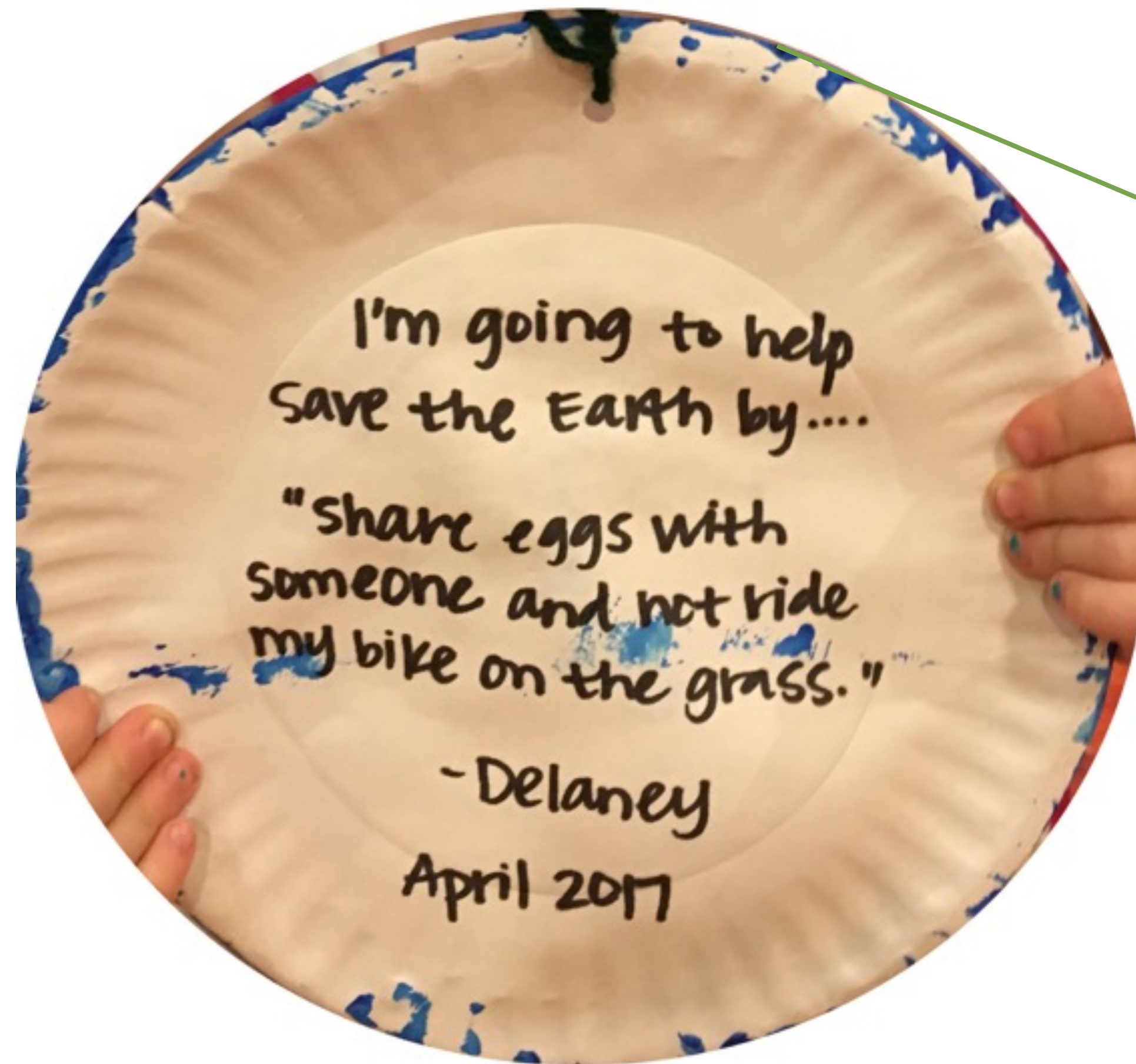
Research Background & Methodology

“How can staffing firms build (and sustain) a pipeline of quality talent in a tight labor market?”

2018 Candidate Influence report surveyed 1,194 job candidates about:

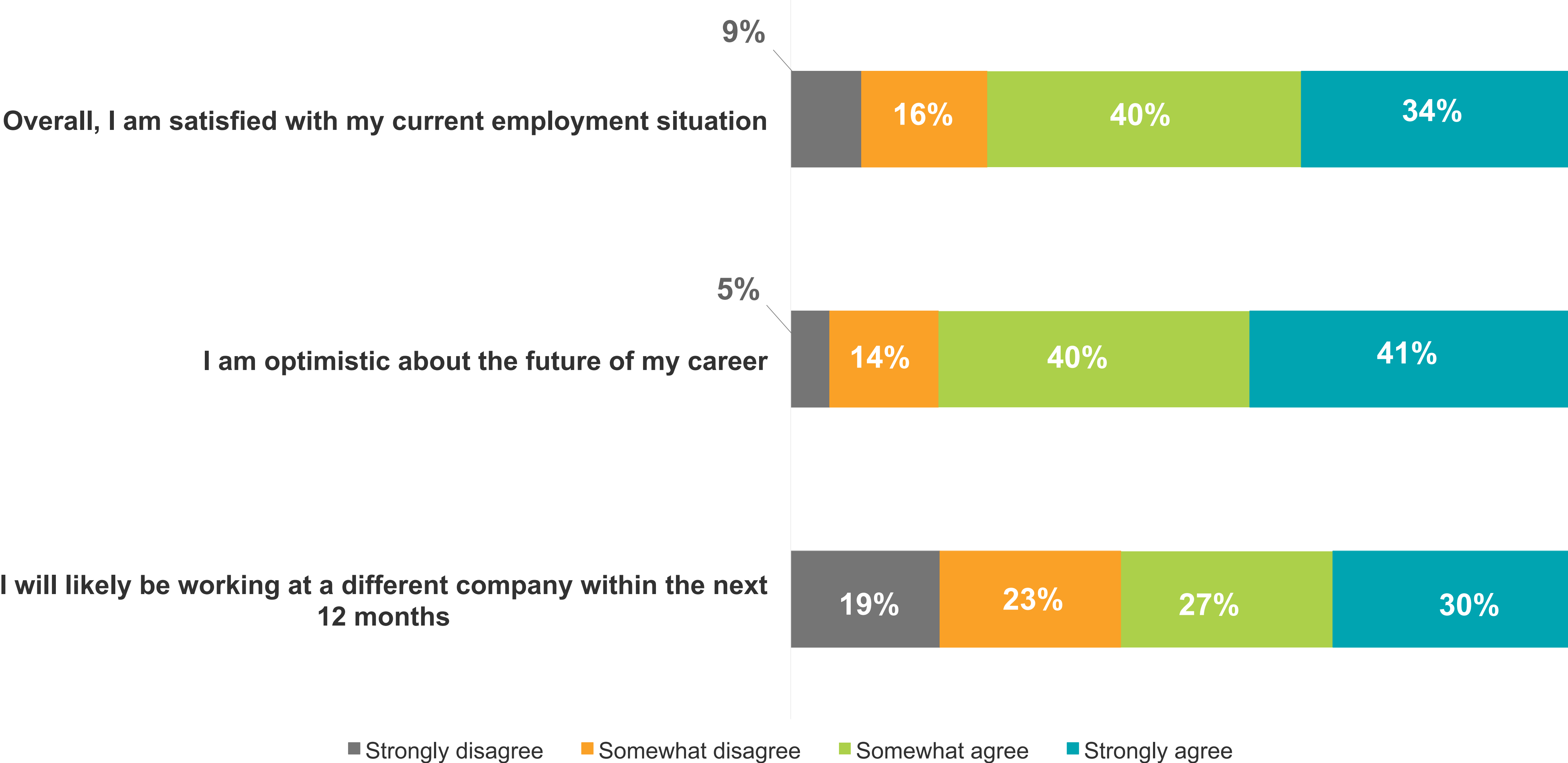
- The candidate experience in staffing – benchmarks & key drivers of satisfaction
- The employment decision journey and influences
- Staffing industry perceptions and understanding

Forward progress requires reliable data



**Candidates are optimistic, on the move,
and comfortable waiting for the position
they want.**

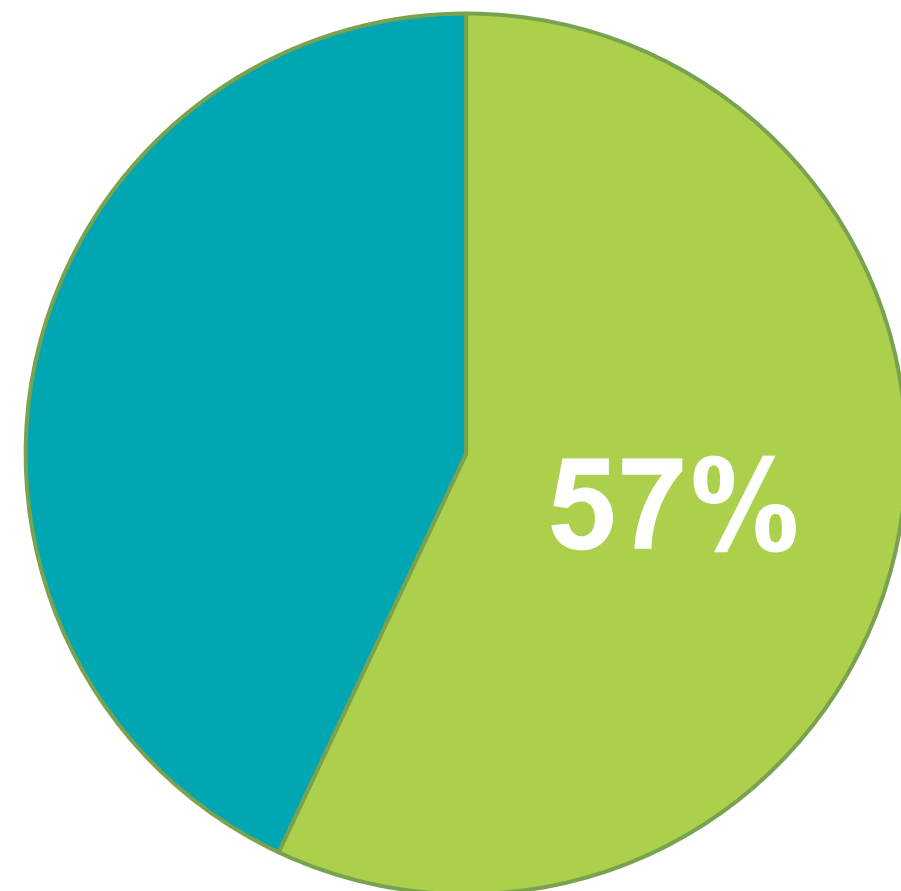
Candidate Employment Perceptions



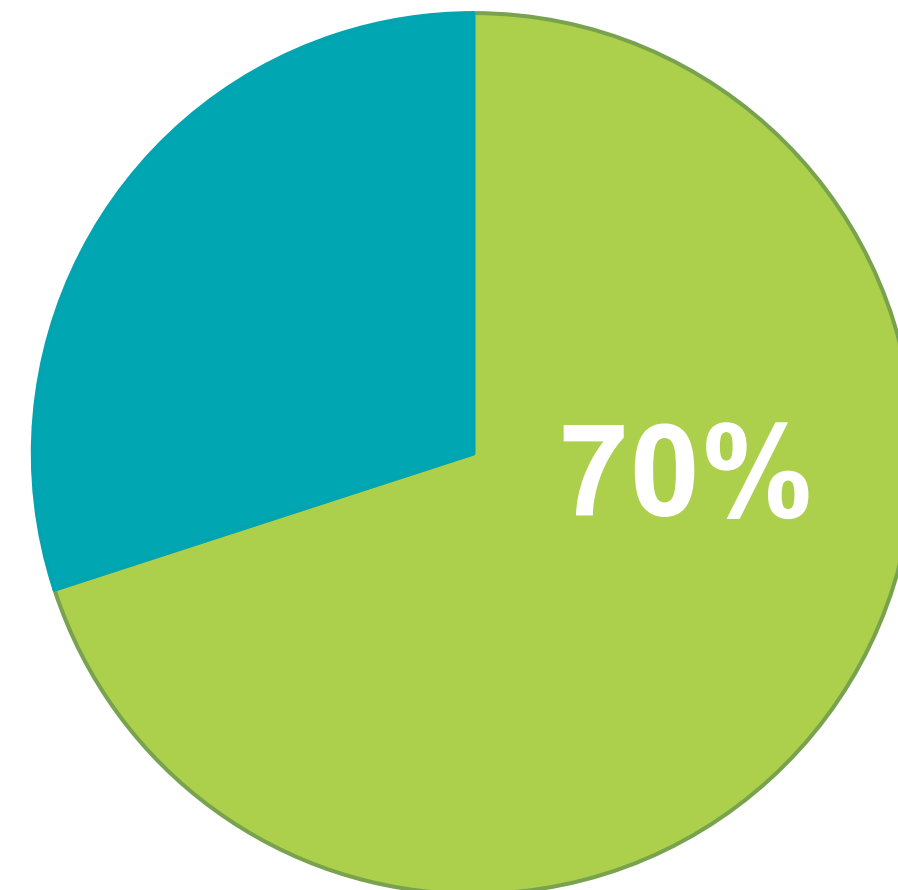
SOURCE: Inavero and ASA

Candidates are on the move, optimistic, and comfortable waiting for the position they want

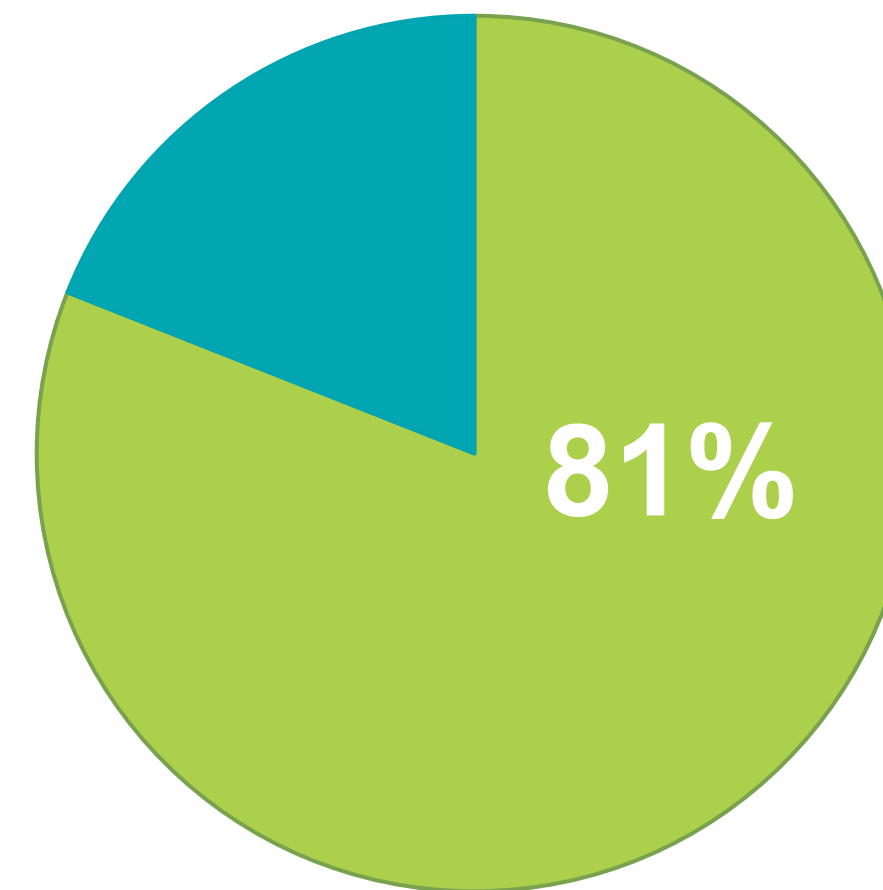
% of candidates think they will be with a different company within the next year



% of candidates have declined a position they have been offered



% of candidates are optimistic about the future of their career



Median Job Search Duration:

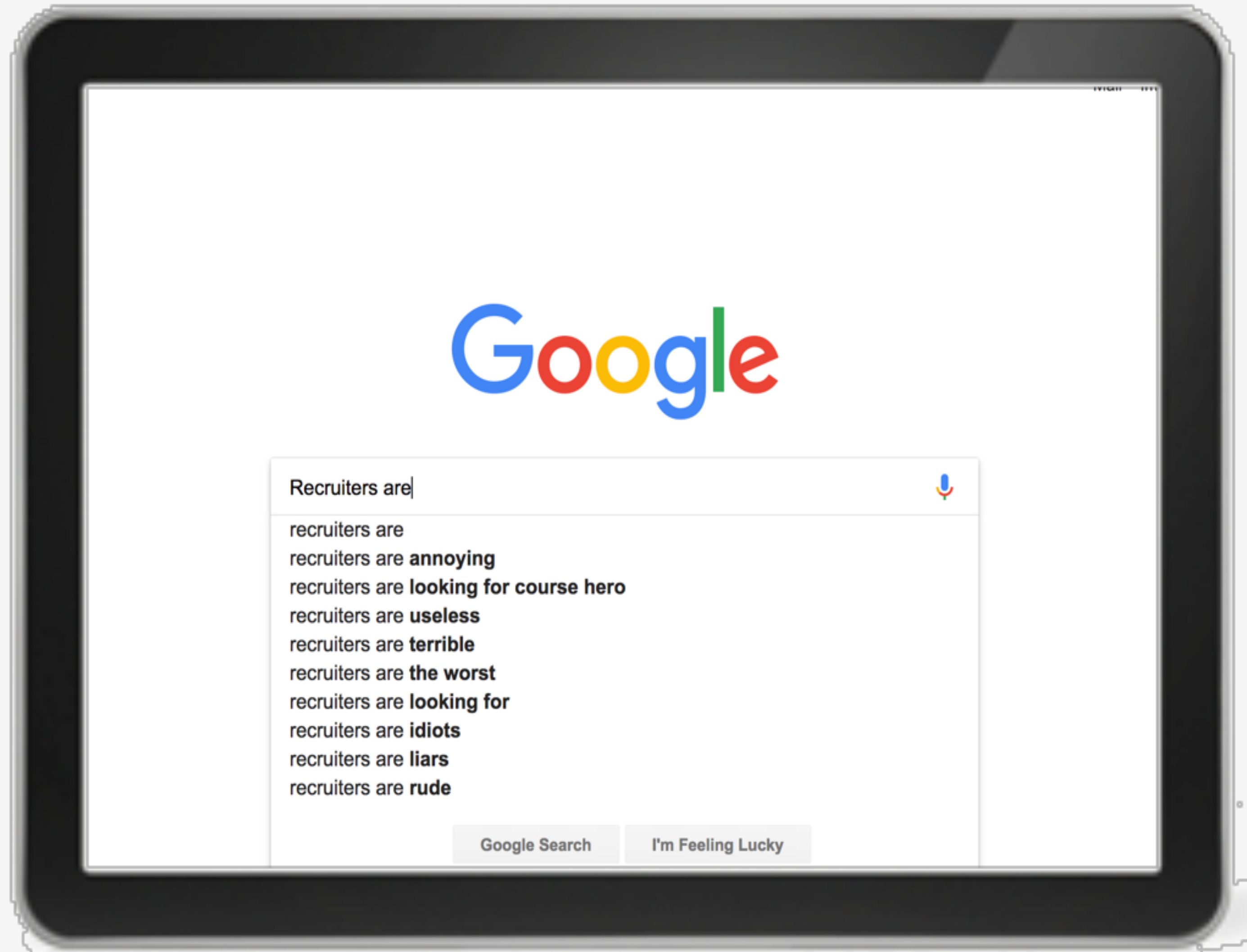
4 Weeks



SOURCE: Inavero and ASA

Candidates have mixed perceptions about staffing firms (and their value).

Our industry suffers from a negative reputation, especially with candidates.



Candidate perceptions that staffing firms compete with:



SOURCE: Inavero and ASA

Perceived benefits of working with a staffing firm

"Staffing and recruiting companies provide a good bridge to permanent employment"

81%

"I expect a recruiter to help me improve my desirability as a candidate"

76%

"Staffing and recruiting companies help you get more interviews"

76%

"Staffing and recruiting companies have access to top companies in my space"

73%

"Staffing and recruiting companies help you get hired more quickly than searching on your own"

71%

"Staffing and recruiting companies give you more flexibility than traditional employment"

70%

SOURCE: Inavero and ASA



Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.

Job Search Preference – Staffing Firm Help vs. Searching Alone

Candidates who have utilized a staffing firm in the past are more than 2x more likely to prefer searching that way.

Candidates who have not been placed by a staffing firm in the past



Candidates who have been placed by a staffing firm in the past



0% 20% 40% 60% 80% 100%

- Prefer the help of a staffing/recruiting company during the job search
- Prefer to search for and apply to jobs on my own

SOURCE: Inavero and ASA



Key communication points for job candidates

“Have you worked with a staffing firm in the past?”

“YES”

Was it a good experience? Why or why not?

Here is why we are different.

Here is credible evidence to support what I've told you.

“NO”

Here is some general information about the staffing service model.

Here are some common issues that candidates face when working with staffing firms.

Here is why you can expect to have an amazing experience with our firm.

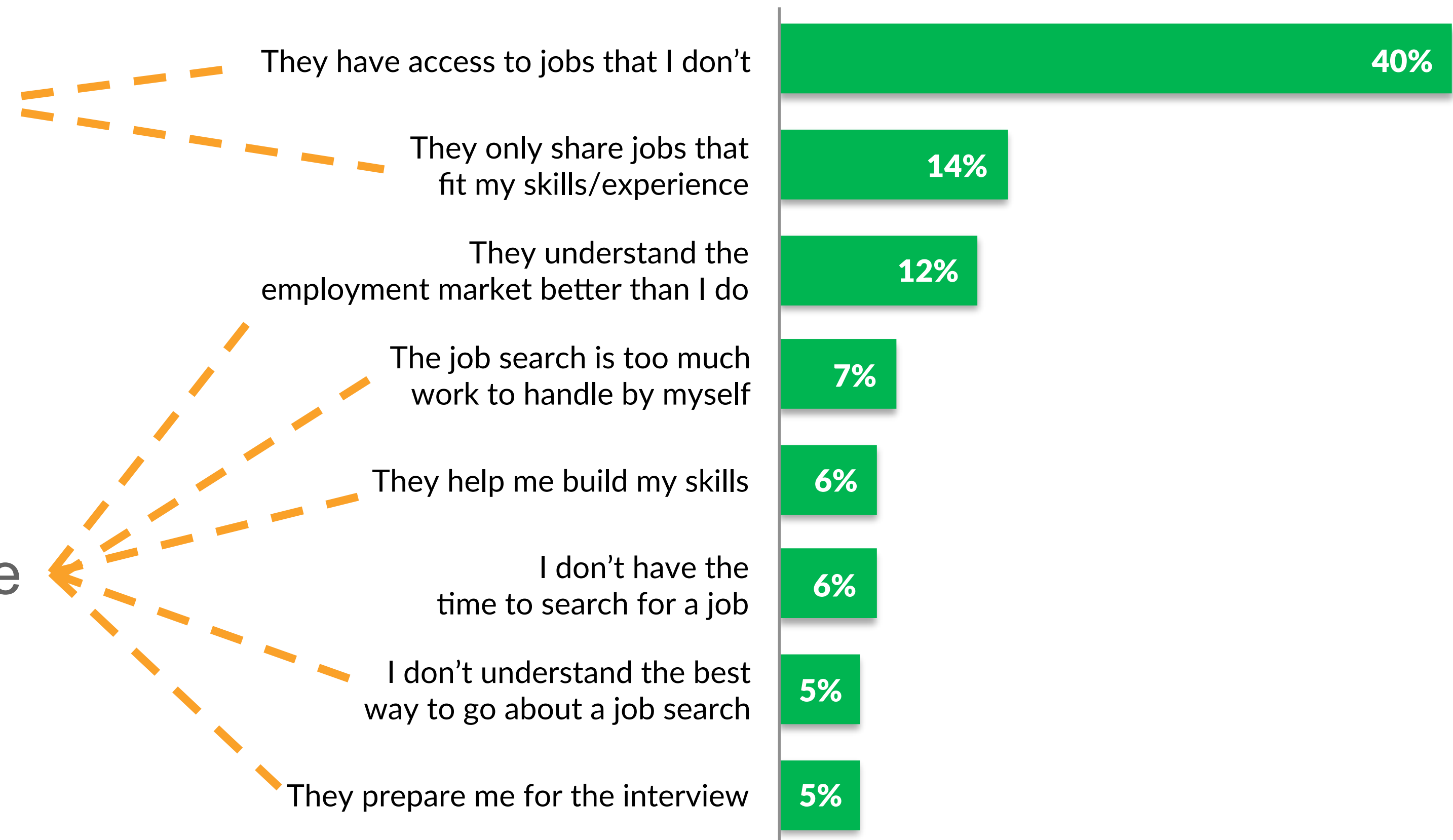
Here is credible evidence to support what I've told you.

Understand what's expected - and execute.

Focusing on targeted opportunities is key to engaging candidates

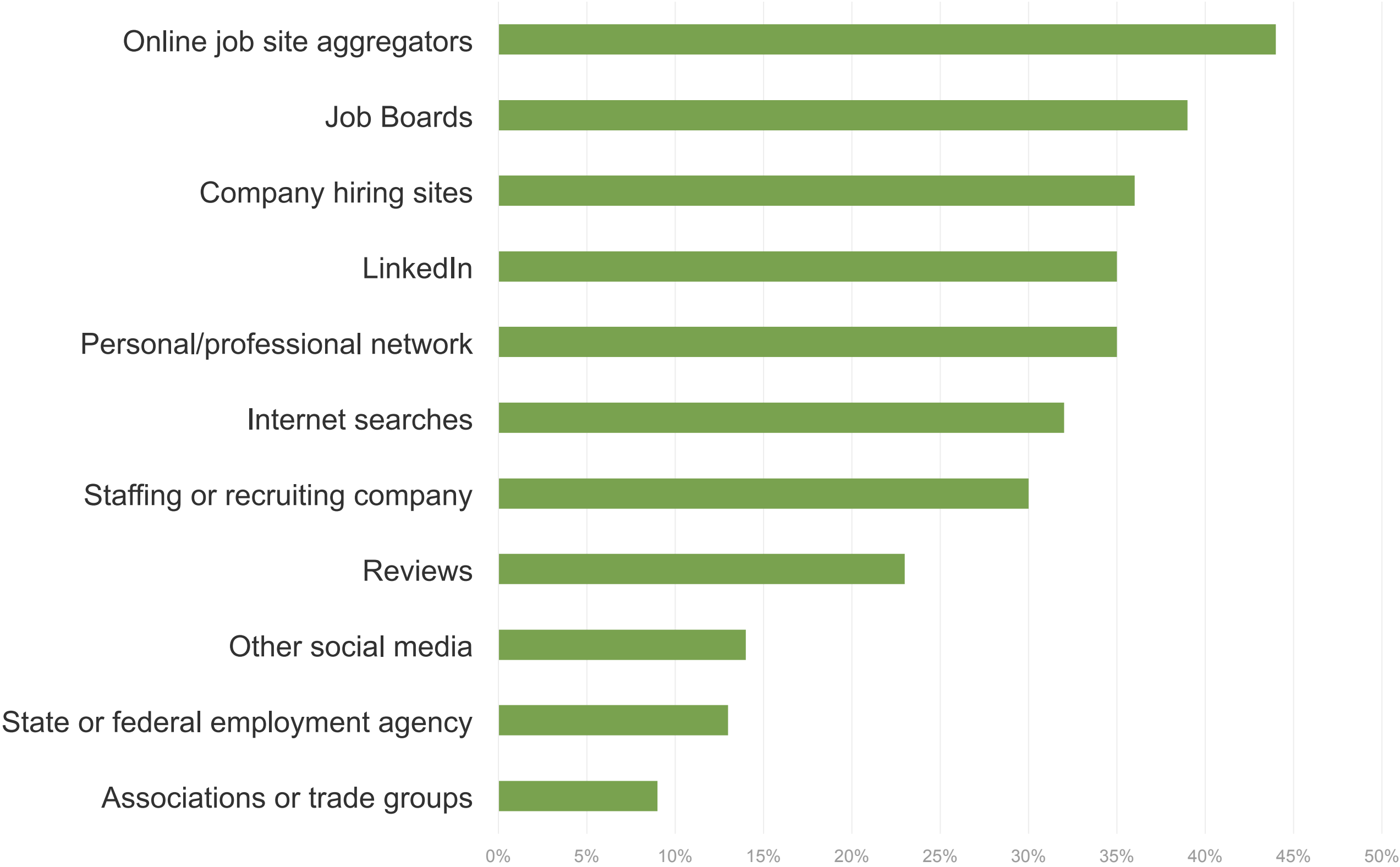
Helping to navigate the employment market and increase marketability are key value-adds for candidates.

Top Reasons to Partner with Staffing or Recruiting Companies



The competitive landscape is only getting messier

Resources Used in Recent Job Search



89%
of candidates
use online
resources
during the job
search

Types of Reviews Used:
17% Glassdoor
8% yelp
5% Other sites



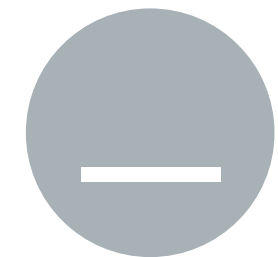
SOURCE: Inavero and ASA

**It's time to face the candidate
experience crisis in staffing.**

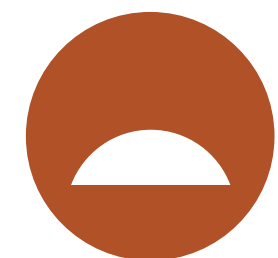
Net Promoter® Methodology



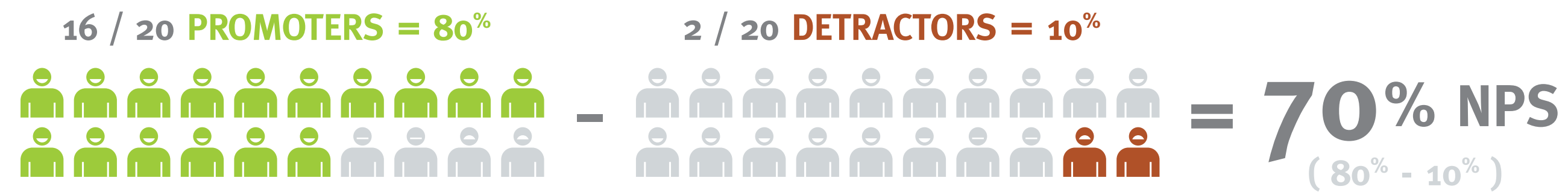
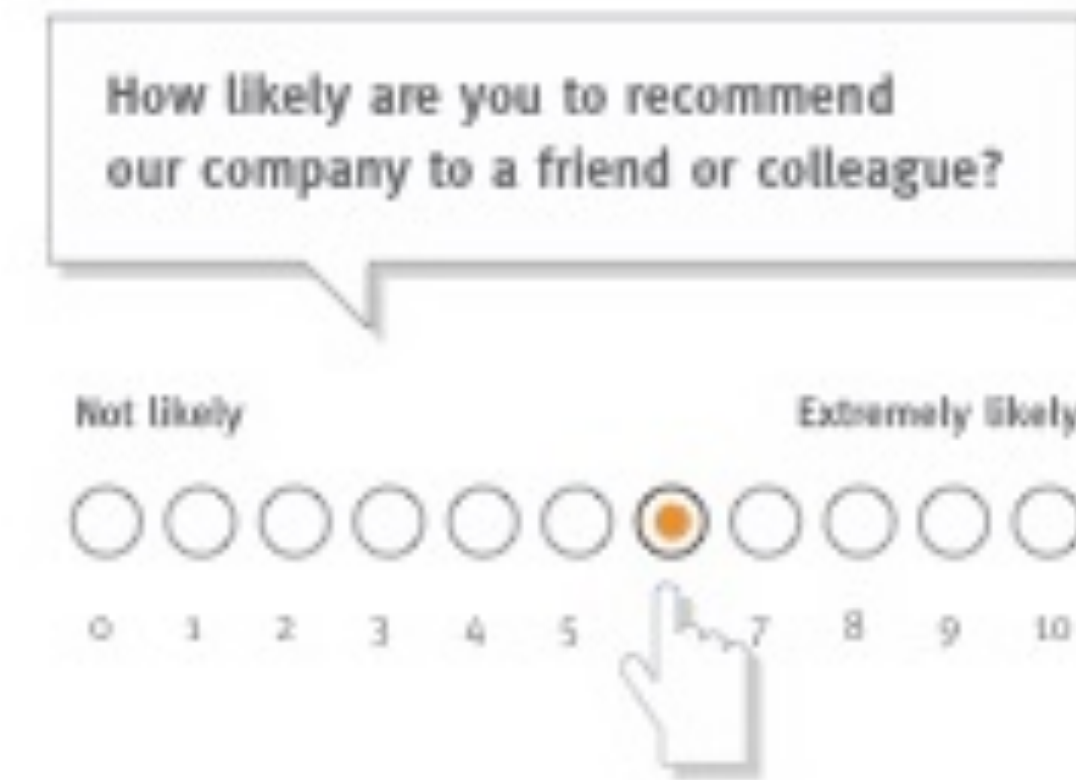
Promoters (give a rating of 9-10)



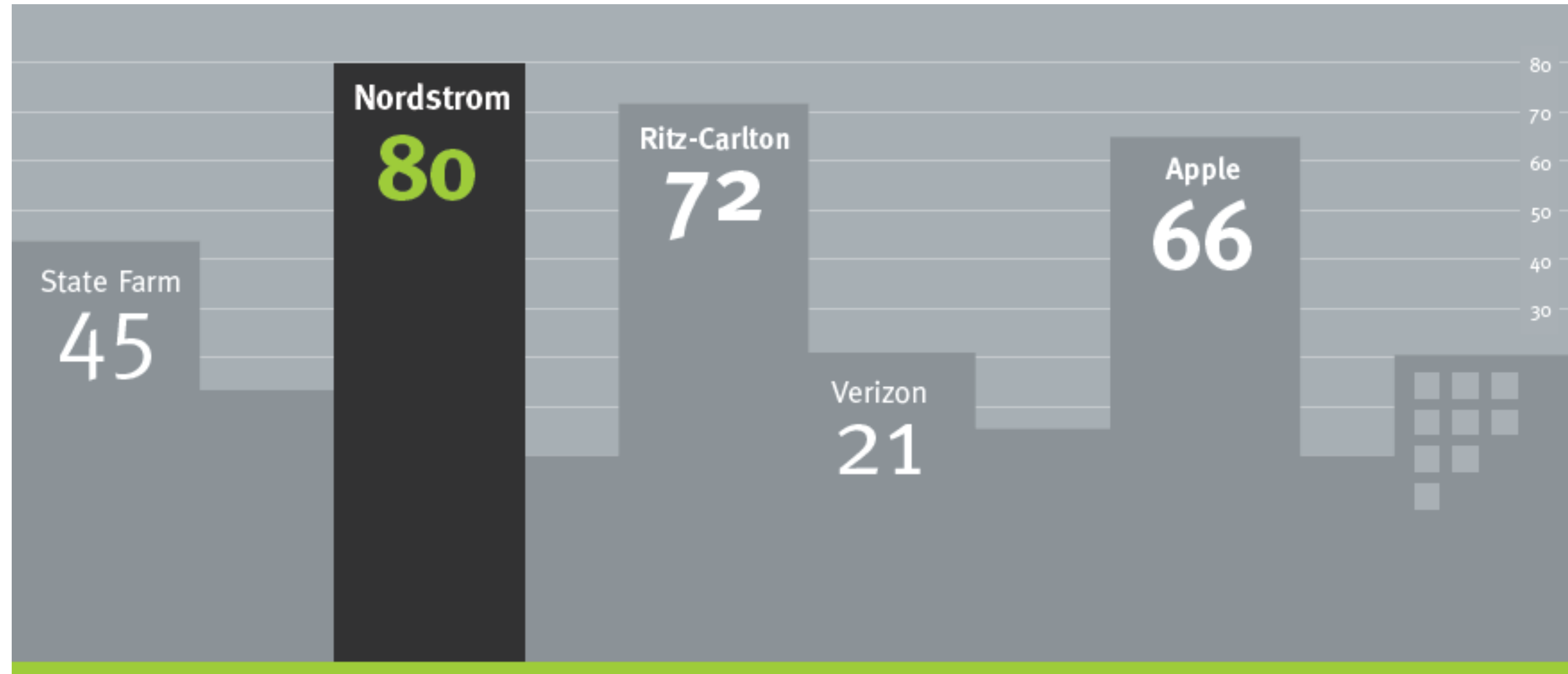
Passives (give a rating of 7-8), and



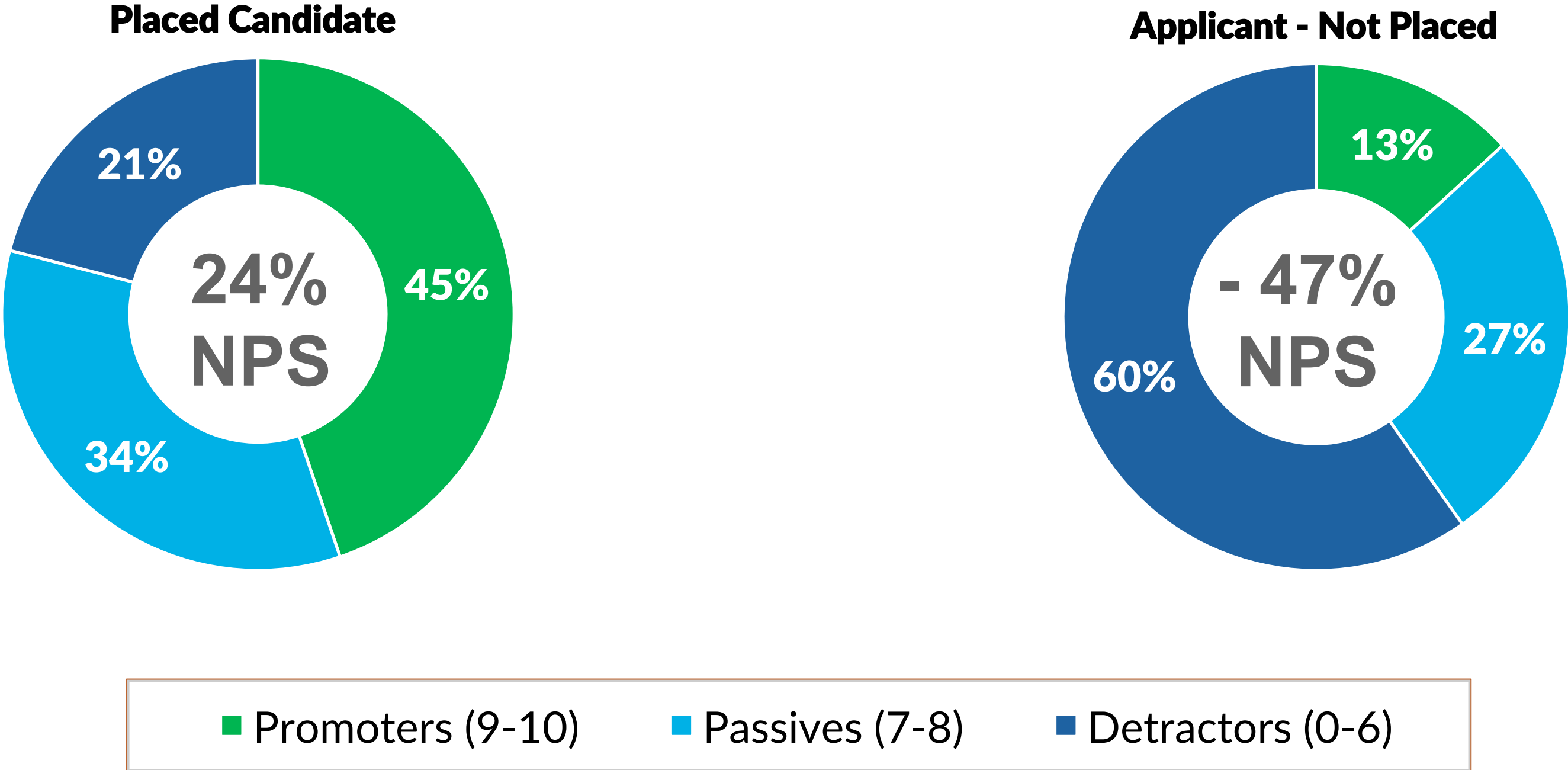
Detractors (give a rating of 0-6)



What's a good Net Promoter Score?



2018 Talent NPS Benchmarks for Staffing Firms

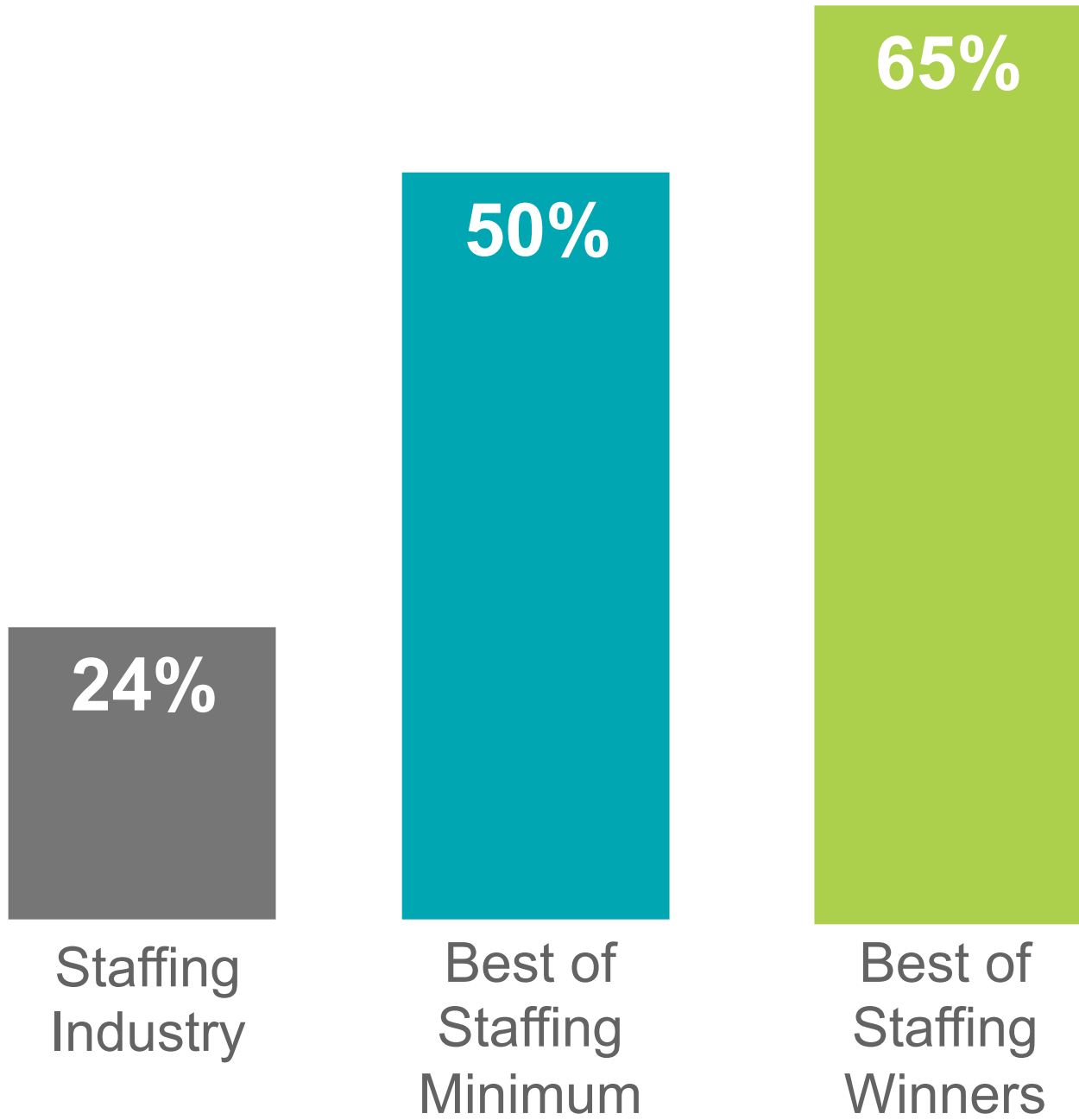


SOURCE: Inavero and ASA



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How the industry stacks up – Placed Talent NPS®



NPS Drivers (pre-placement)



 = % increase in NPS

They worked to get to know me as a person



They helped me prepare for the interview



They set expectations about how best to communicate with them throughout the process.



They acknowledged they received my materials (application, resume, etc.)



SOURCE: Inavero and ASA

NPS Drivers (on-assignment)



 = % increase in NPS

I was given feedback and coaching throughout the assignment.



Any issues were resolved in a timely manner.



Someone contacted me prior to the end of my assignment about the upcoming transition.



I was treated well by the organization with which I was placed to work.



Any emails or phone calls were returned within 24 hours.

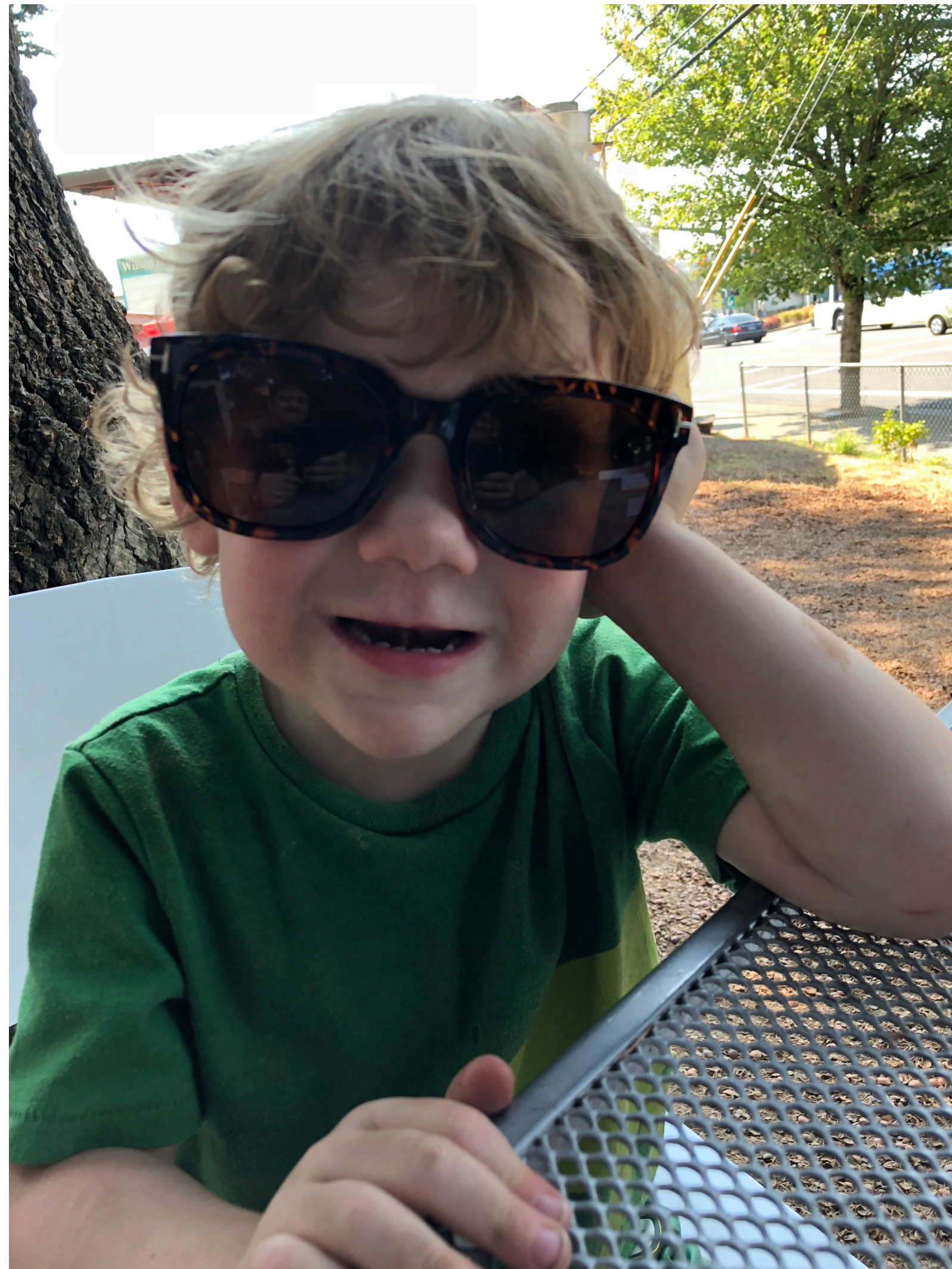


The position was accurately described to me prior to starting.



SOURCE: Inavero and ASA

Improving candidate experience: Lessons from a 3 year old



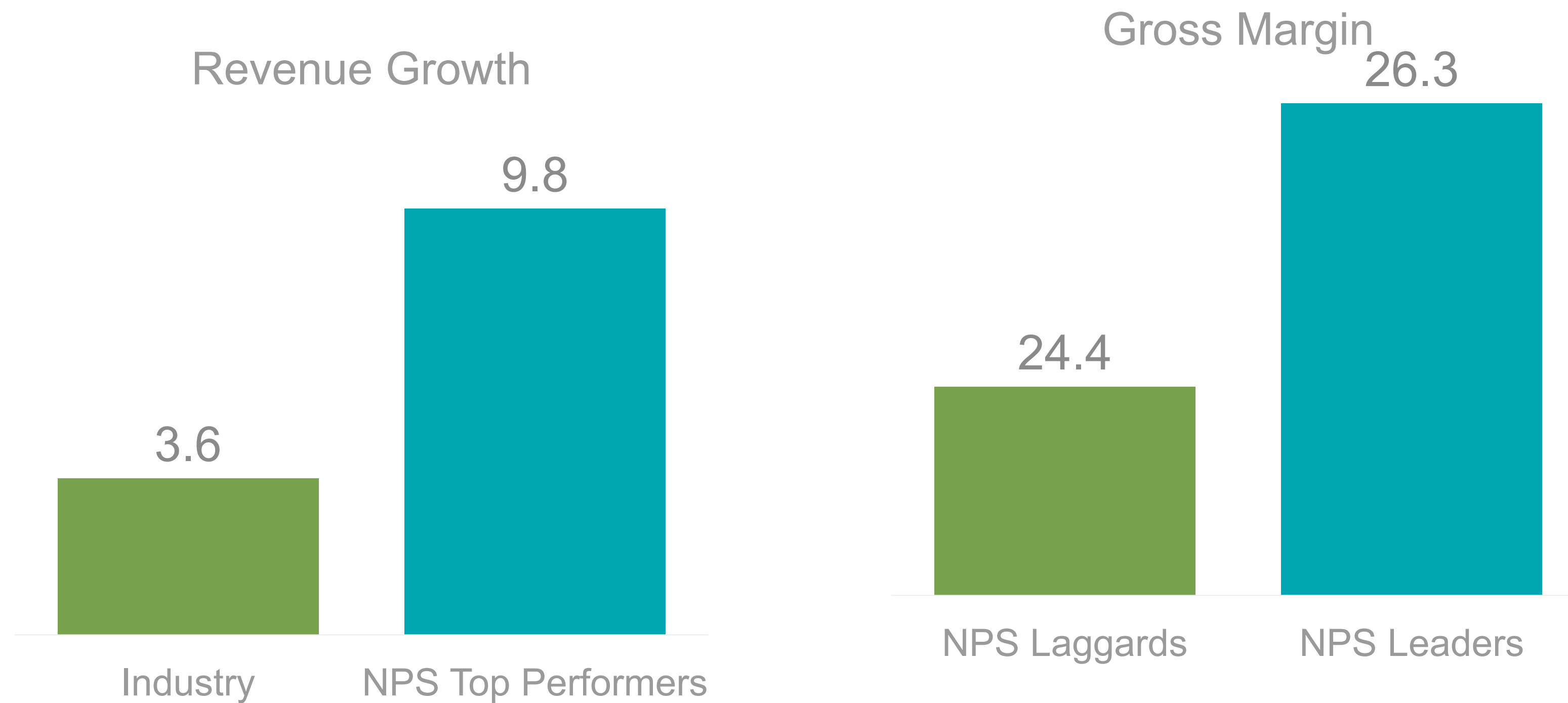
Why does the candidate experience matter so much?

The **cost** of talent detractors...

Compared to promoters, **detractors** are:

- Twice as likely to quit an assignment before completion.
- 4x less likely to refer you to other job seekers or hiring managers.
- Nearly 3x less likely to accept a future assignment from your firm.

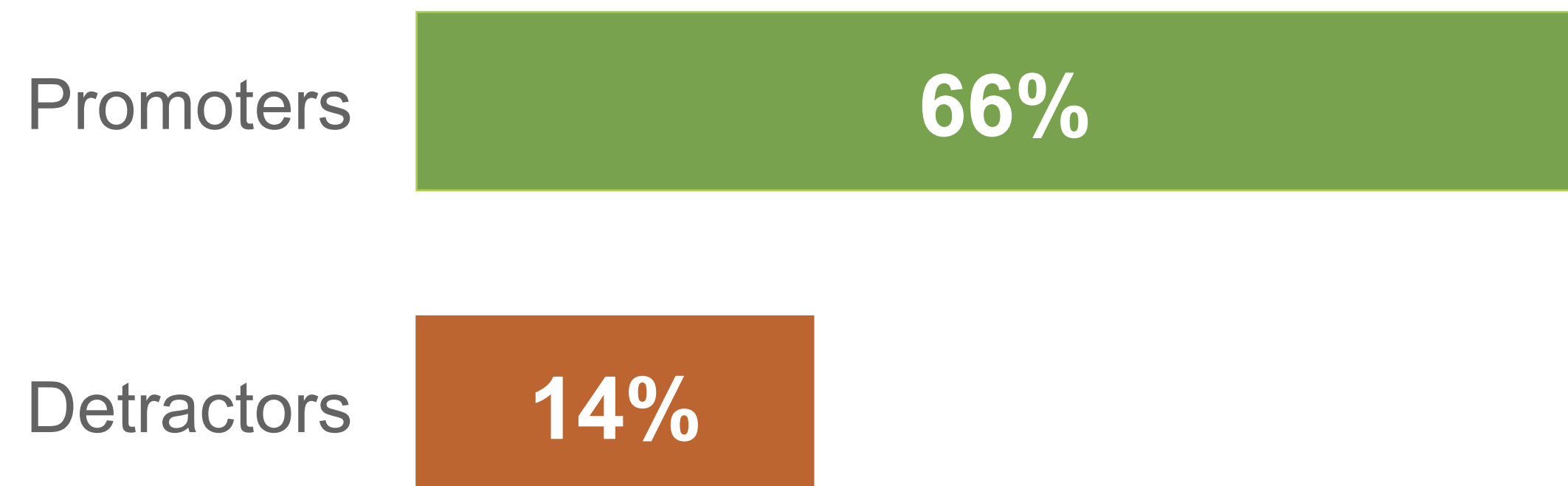
An example from the field in professional staffing



Greater than
\$25M
In annual
gross margin

Promoters are nearly 5x more likely to work with a staffing firm again

Likelihood of Using a Staffing Firm for Next Job Search



SOURCE: Inavero and ASA

Job seekers care about the experience candidates have with your firm.

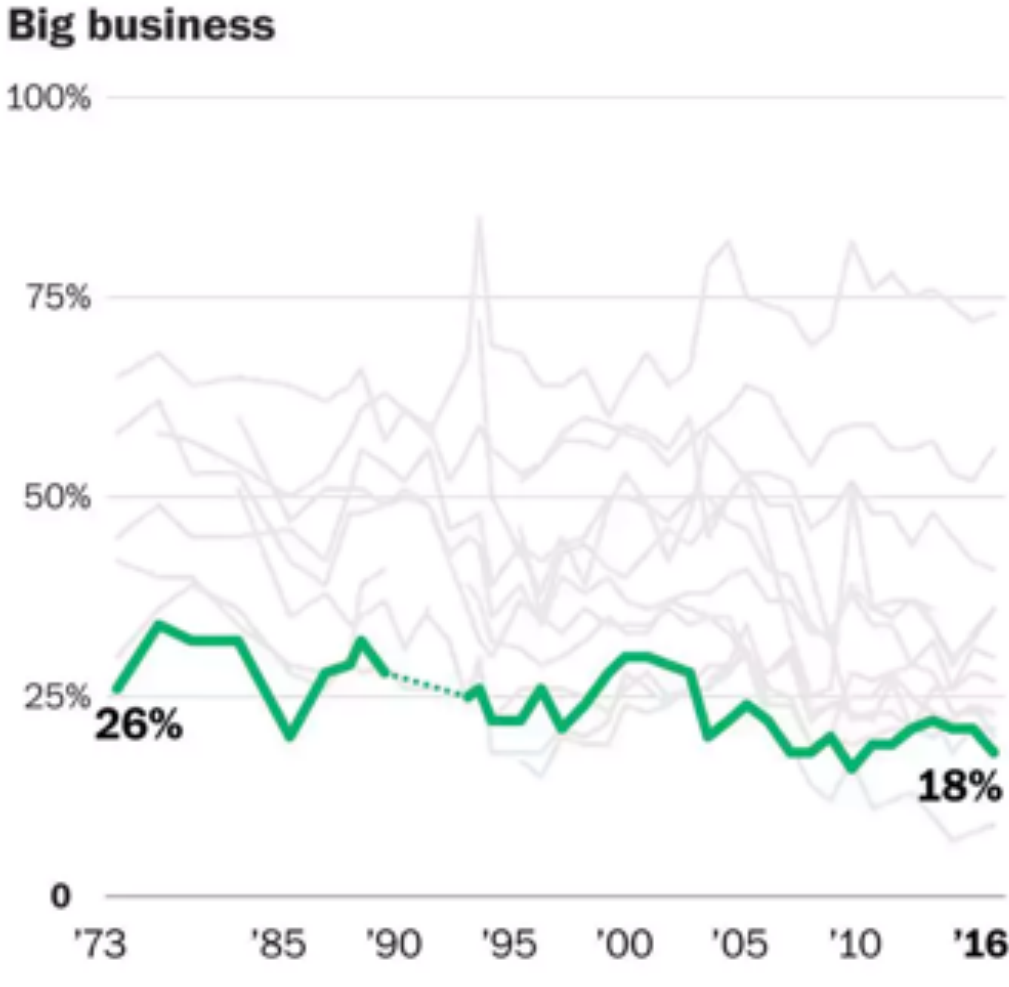
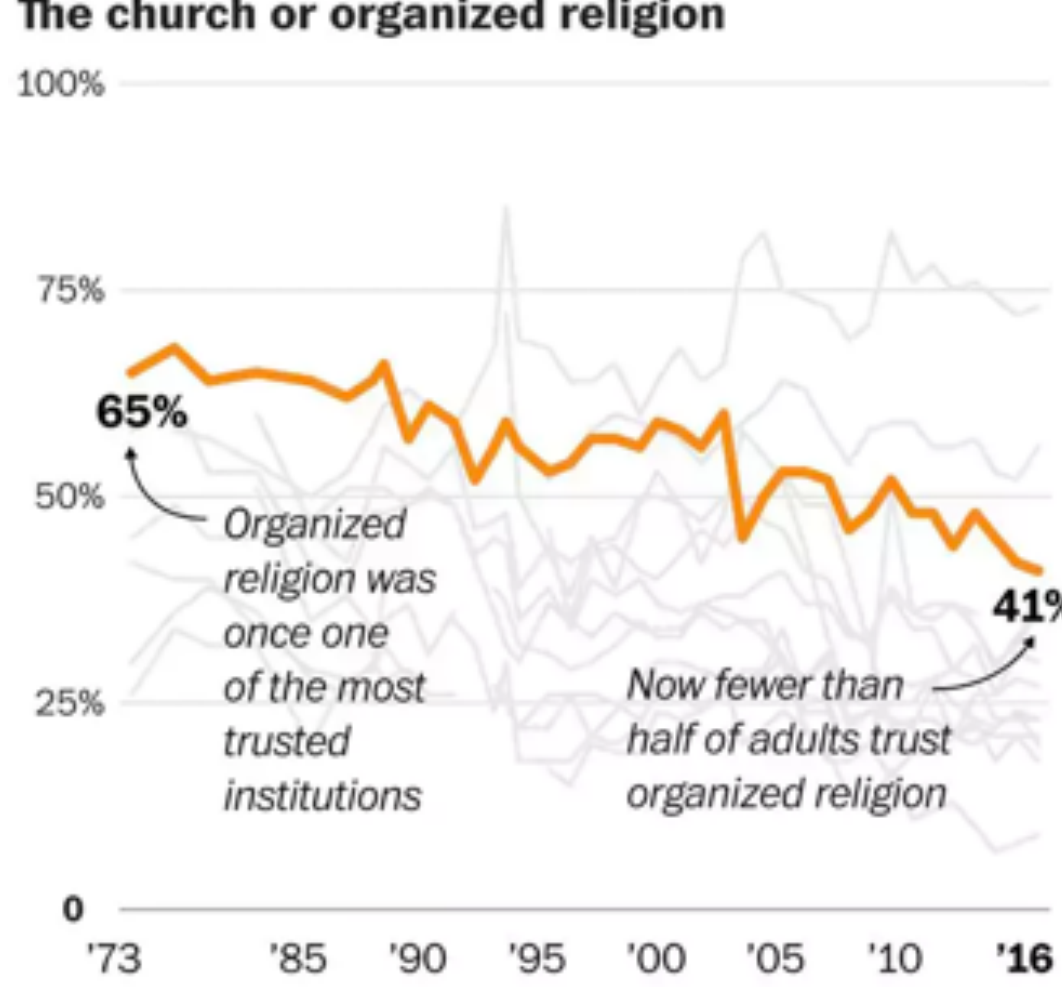
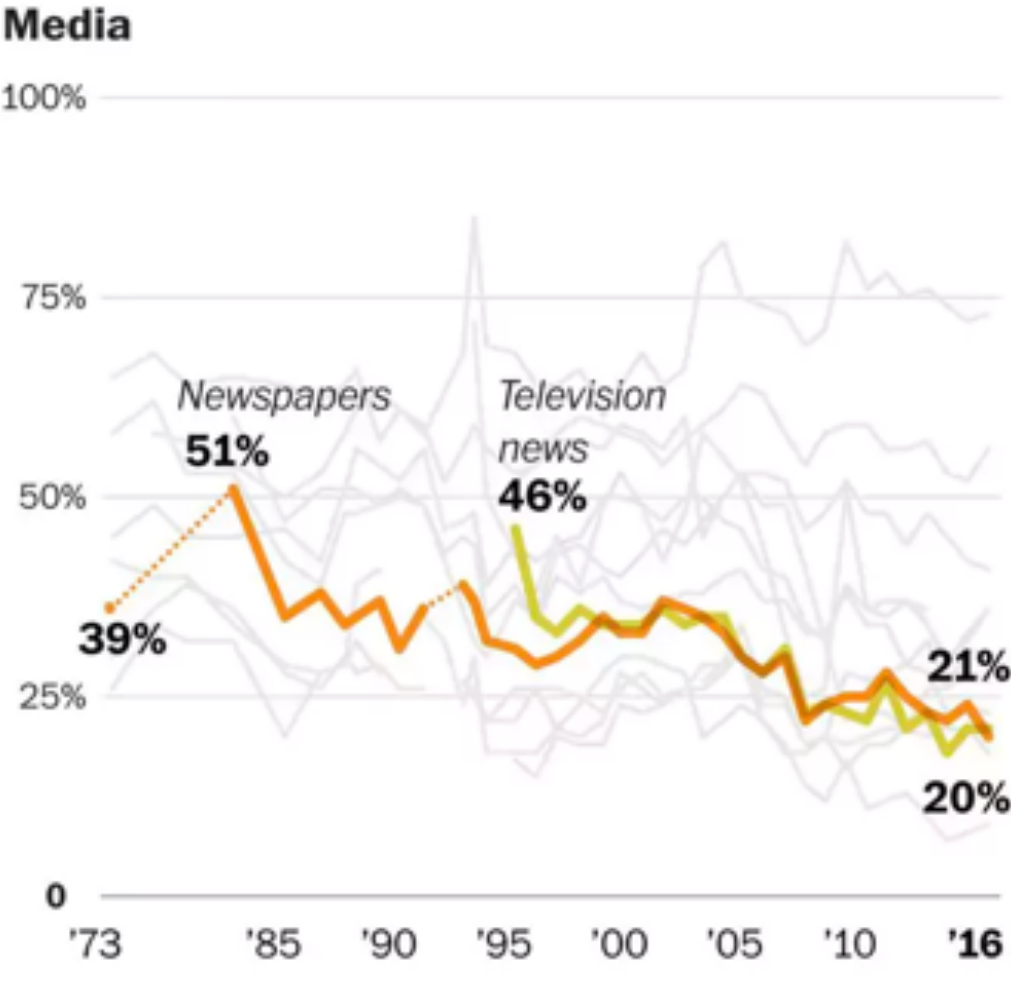
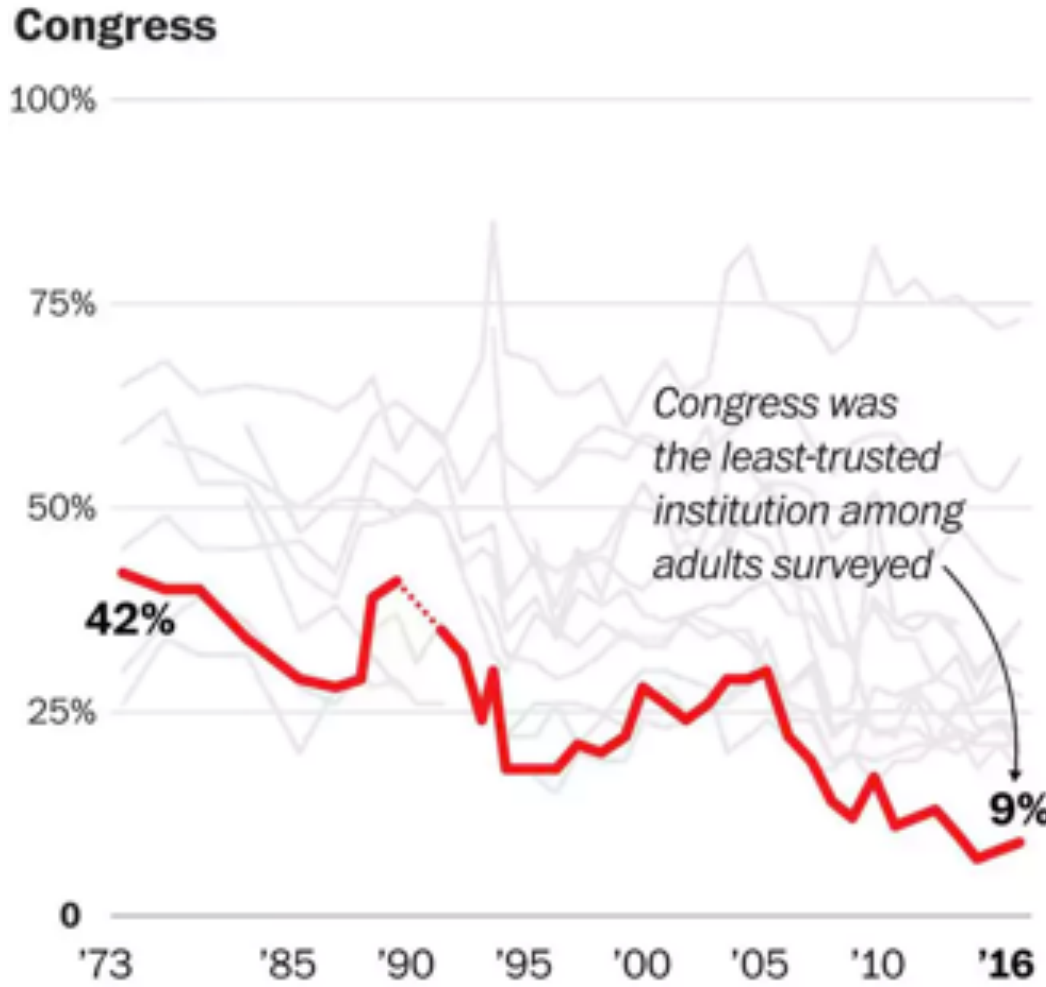
TRUST

is the bridge between
consideration and **selection**.

CONSIDERED

SELECTED

Trust is at a historically low level



SOURCE: Gallup Organization



Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.

Yet, trust in individuals has never been higher



"I reactivated in spring 2011, filled out all the forms, etc. 9 months later, not one peep. I know, you're probably thinking "Yeah but maybe you are a weak candidate." Maybe, but I did well with them in the past, have lots of experience, willing to do any job, etc. etc."



Mark S.
Portland, OR
👤 6 friends
★ 8 reviews

1998

2018

Don't get into strangers' cars.
Don't meet people from the internet.

Don't let someone you don't know into your house.

Don't trust the advice of strangers.

Literally summon strangers from the internet to get into their car.

Invite someone you've never met to live in one of your rooms.

Only trust the advice of strangers.

But this shouldn't surprise you

Online Reviews Aren't Leaving....Time to Get Used to It

Traffic to the top 10 review sites grew on average 158% in 2011



Source: Compete.com

Firm reputation plays a major role in your ability to attract quality talent

Referrals are the most trusted source on staffing firm quality.

Online reviews rank second most influential when it comes to vetting your firm.

SOURCE: Inavero and ASA

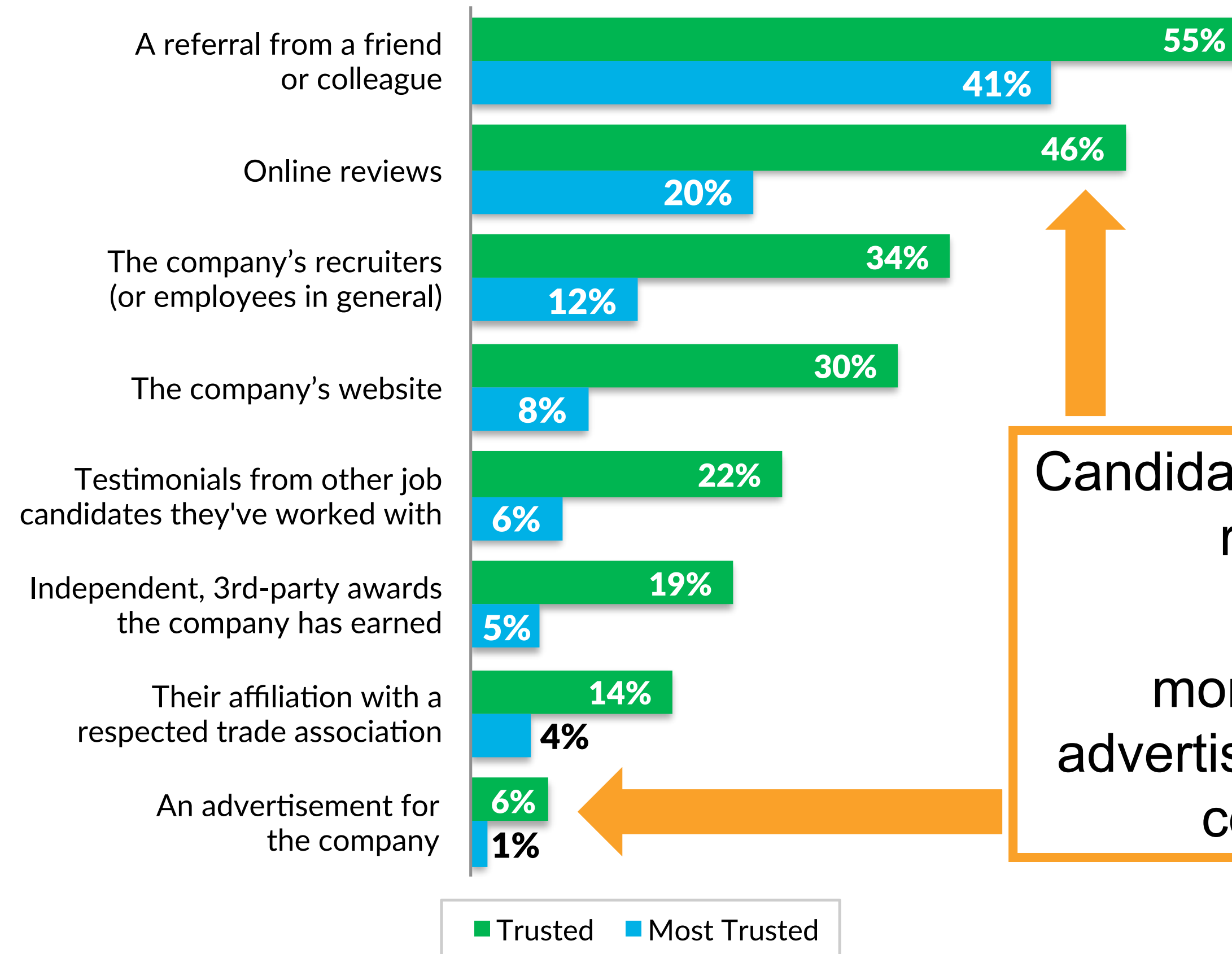


Measure client and talent satisfaction.
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You no longer have the option to ignore online ratings and reviews



Trusted Sources of Information For Evaluating Staffing Company Quality



Candidates trust online reviews **8x** more than an advertisement for the company

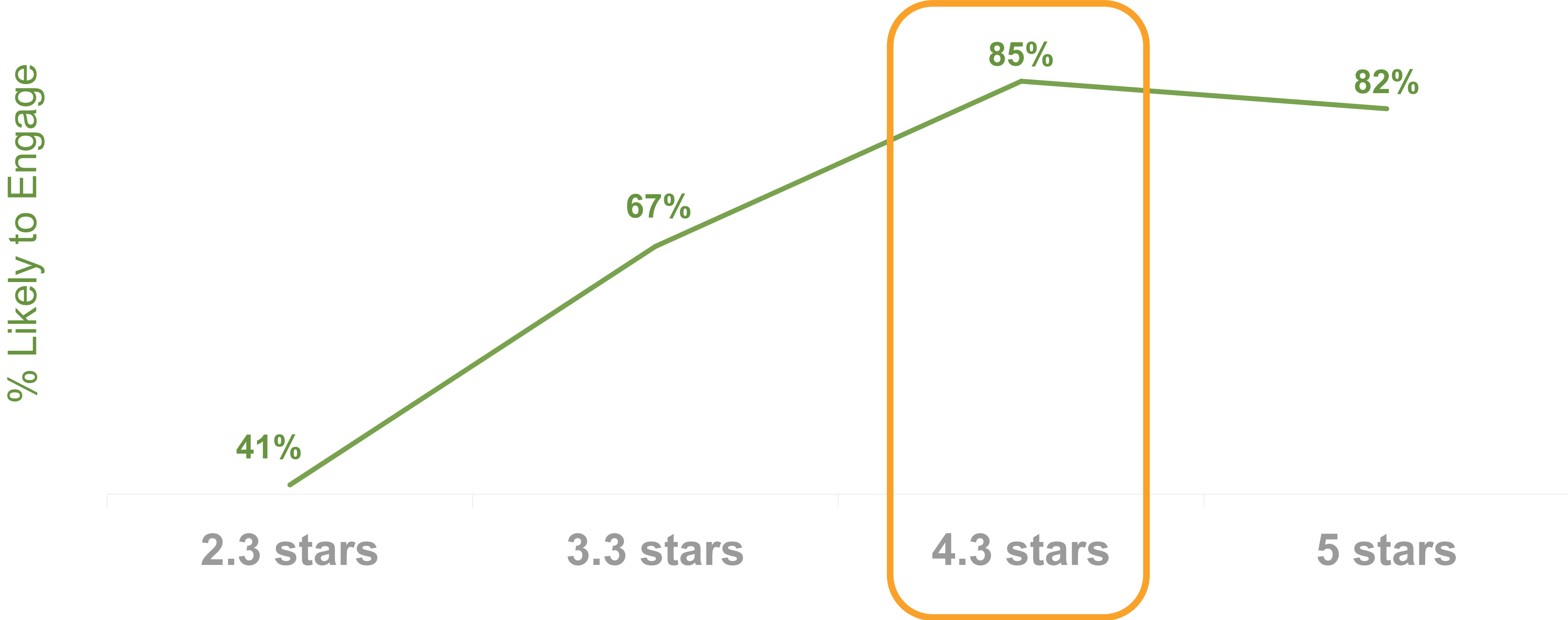
4 in 5 candidates believe online reviews are accurate

2 in 3 candidates are less likely to apply to a job with an employer that has negative online reviews.

SOURCE: Inavero and ASA



Improving online reputation has a direct impact on candidates' likelihood to engage



___ out of 5 stars
(online ratings)

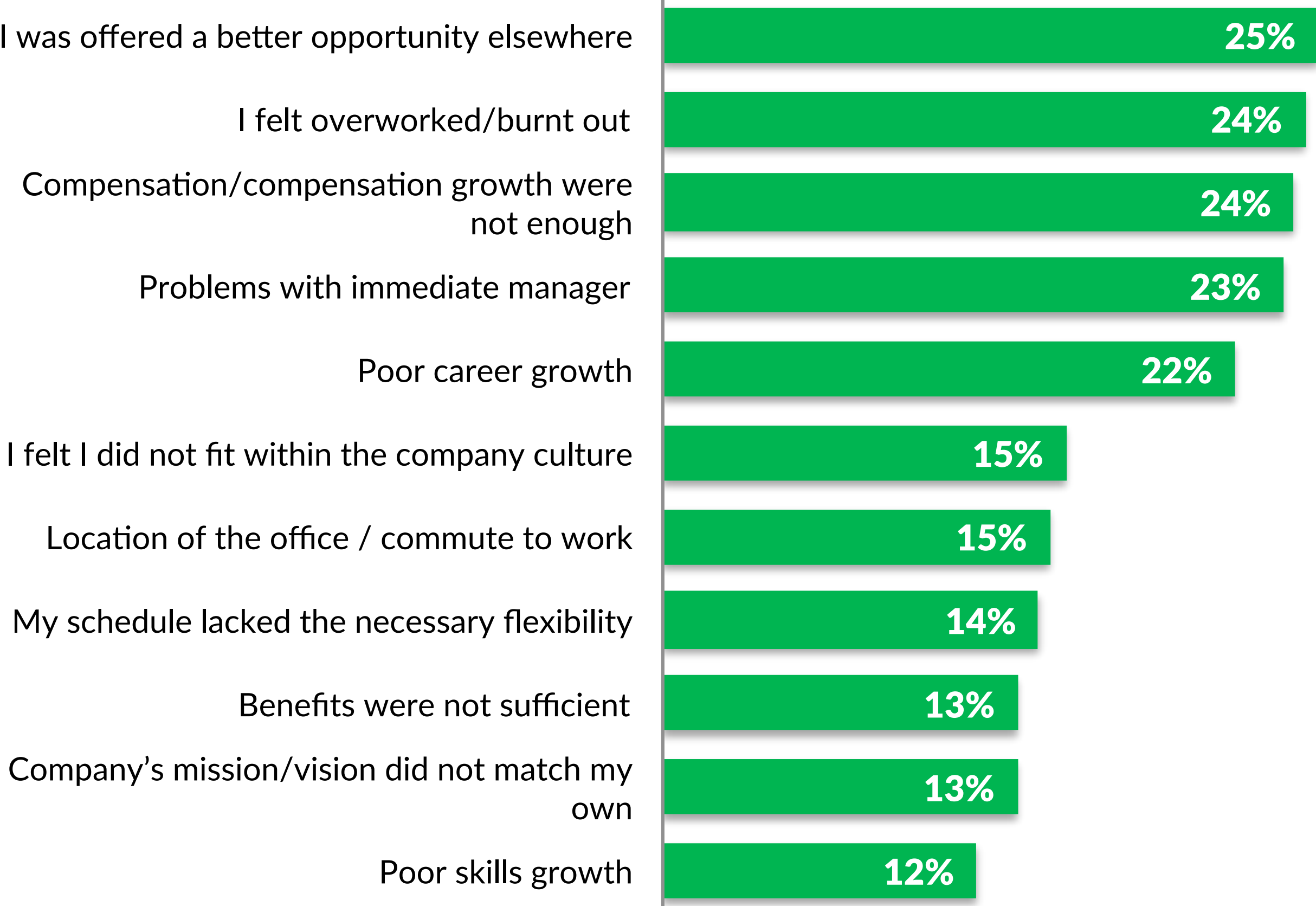
SOURCE: Inavero and ASA



**Seek out opportunities to be more
persuasive with candidates that
engage with you.**

Reasons for leaving a job are also compelling reasons to accept a different position

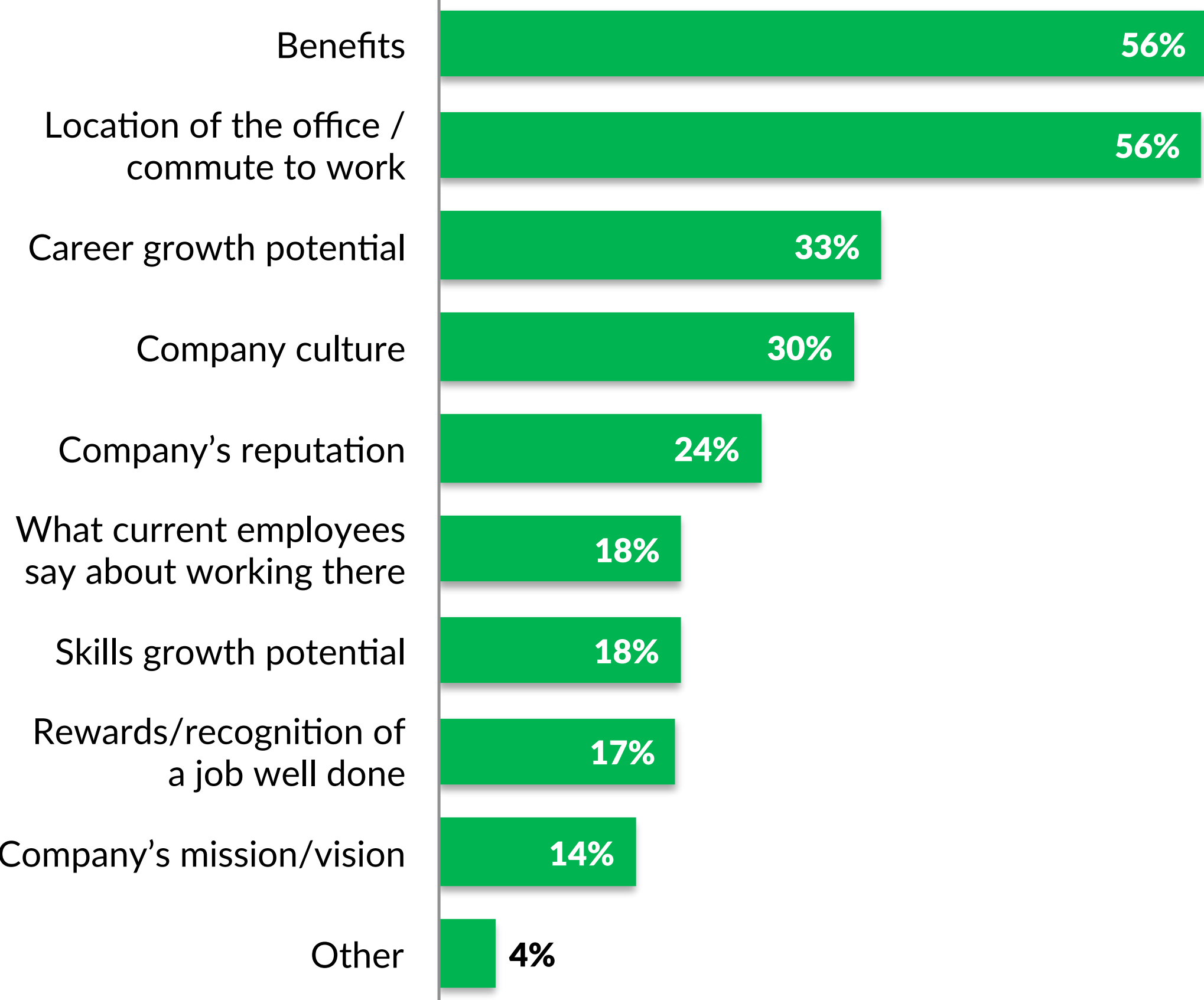
Reasons for Leaving Previous Job



SOURCE: Inavero and ASA

Part of increasing placements is speaking to what matters to candidates

Most Important Aspects of a Position, After Compensation



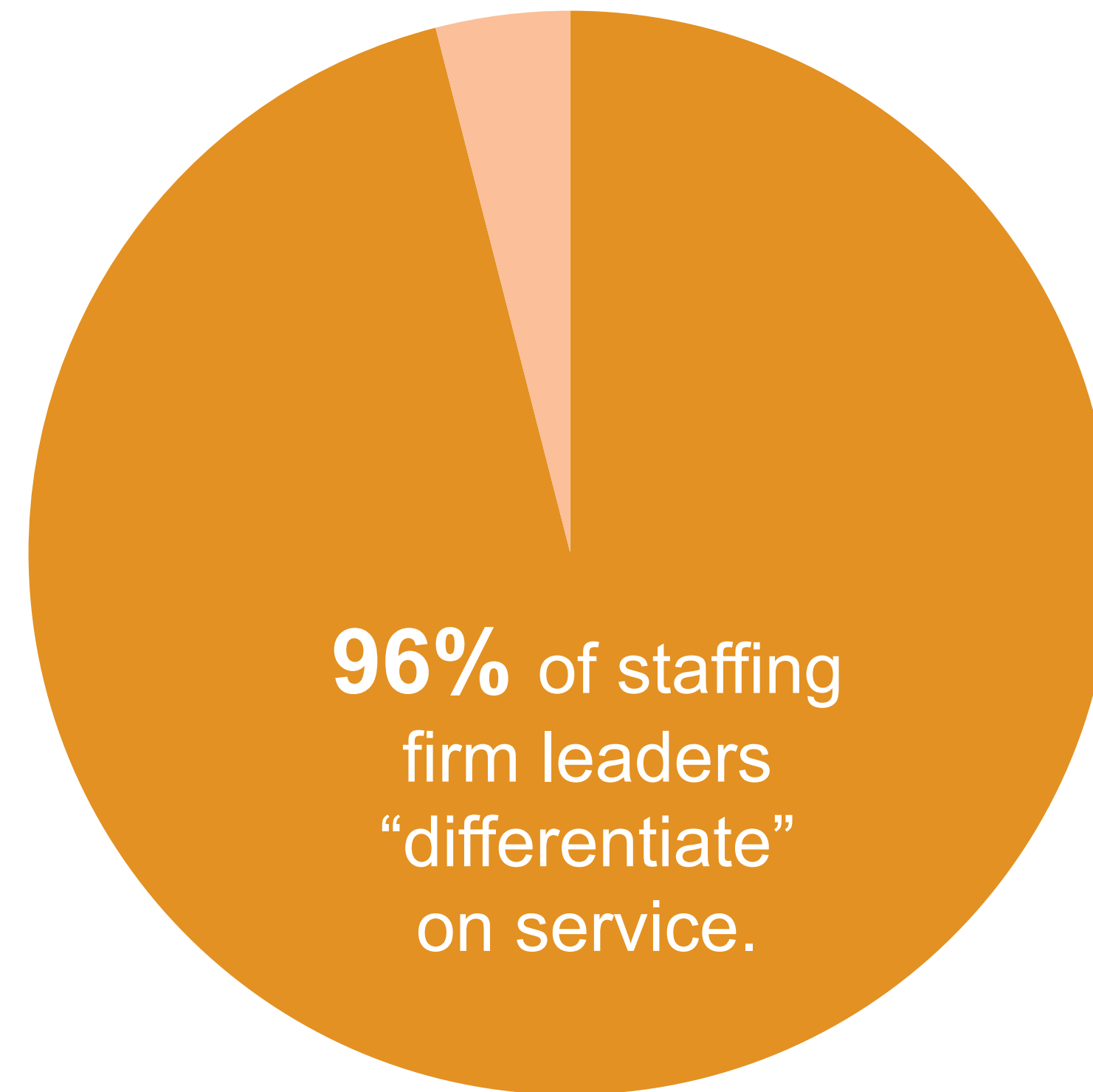
SOURCE: Inavero and ASA



When
“differentiation”
isn’t all that
different.



Differentiation Strategy – According to Staffing Firm Leaders



- "Differentiate" on service.
- Other differentiation.

SOURCE: Inavero & CareerBuilder

Being better only matters if people value it





Questions?

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