



Best of RPO™ - How & Why Your Firm Should Participate

Presented by Eric Gregg
CEO & Founder, ClearlyRated



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Best of RPO, presented in partnership with



Indeed's role in Best of RPO



- **IS** financially supporting ClearlyRated's launch of the program
- **IS** putting marketing support behind promoting winners to RPO buyers
- **IS NOT** able to see any data submitted to ClearlyRated
- **DOES NOT** have access to client lists or satisfaction scores from clients
- **WILL NOT** have any influence over who earns Best of RPO

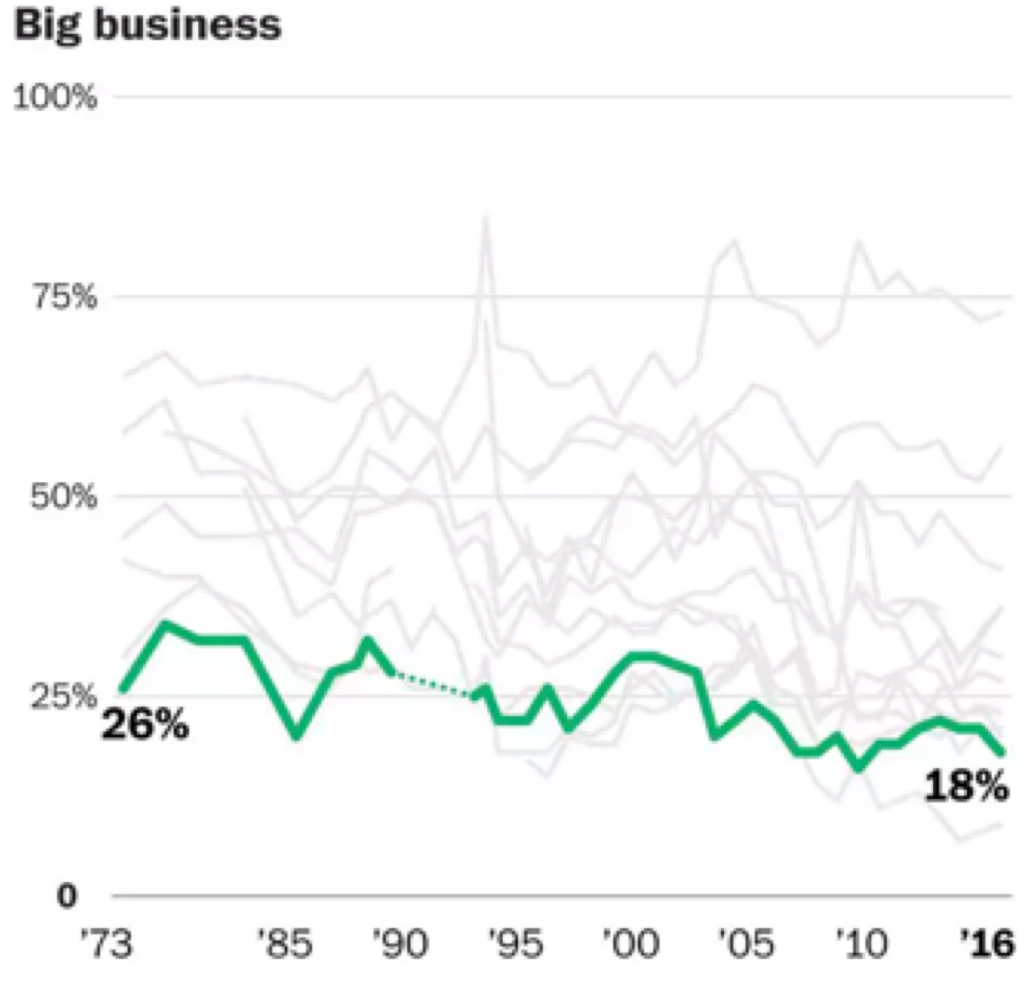
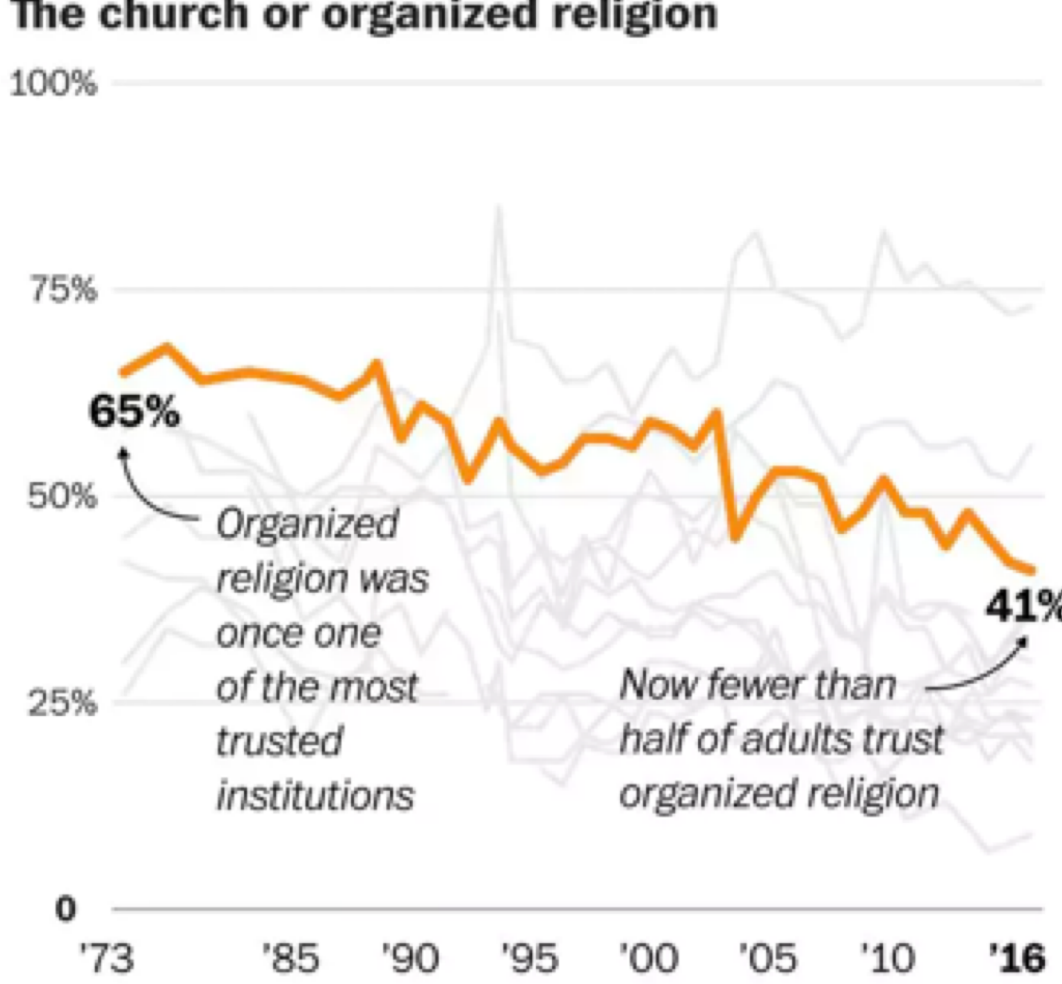
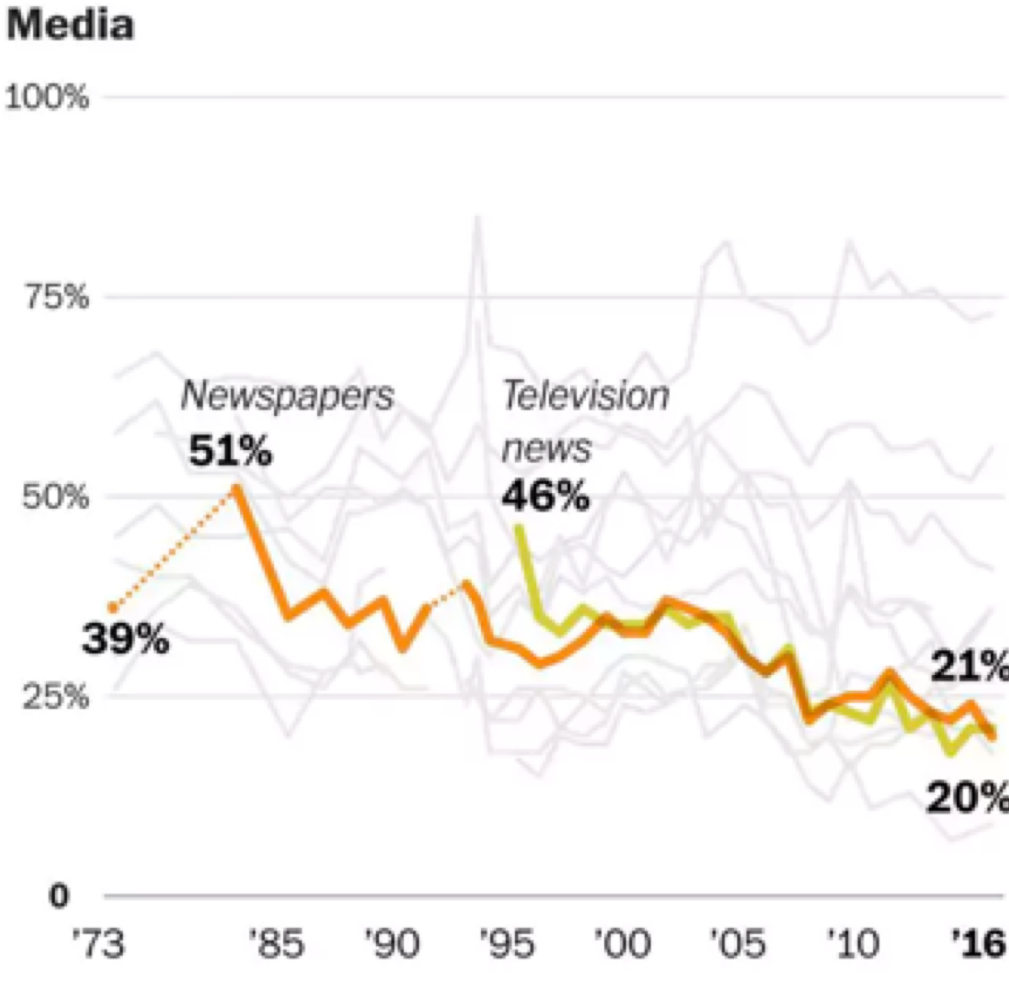
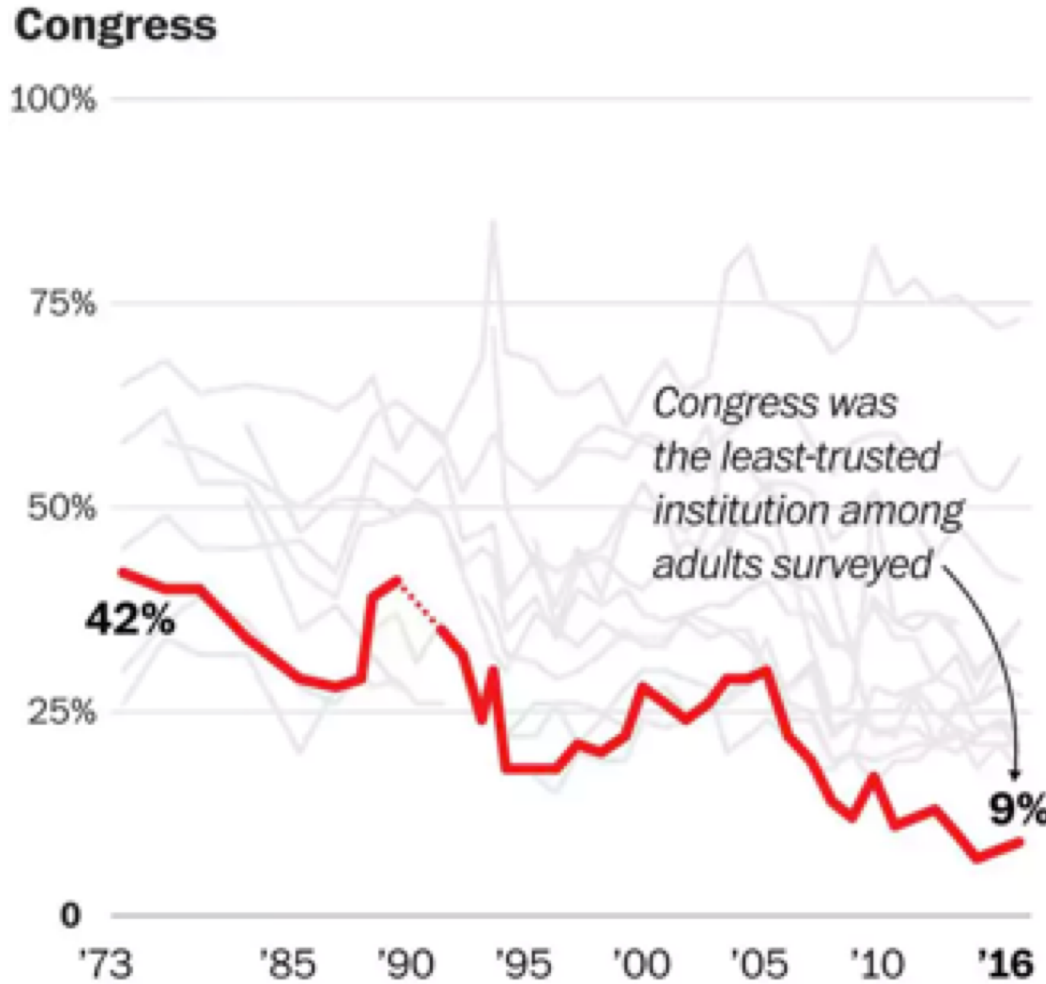
TRUST

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

CONSIDERED

SELECTED

Trust is at a historically low level



SOURCE: Gallup Organization

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

1999

2019

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.

What do we do?

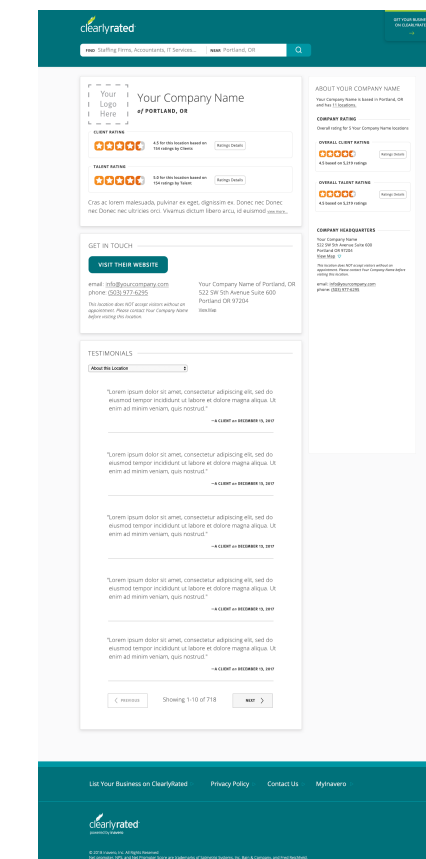
Simple, Actionable Client & Candidate Surveys



Credible 3rd Party Award



Ratings & Reviews Driven Directory



Best of RPO: Our Objectives



Transparent
Data-driven
Objective
Credible
Merit-based

How will you benefit

- Hear what clients think.
- Get fresh testimonials.
- Identify referral prospects.
- Pinpoint service wins and issues.
- Eligible to earn ClearlyRated's Best of RPO Award, presented in partnership with Indeed.
- Improve online reputation with ClearlyRated.com.

The screenshot shows a business profile on ClearlyRated.com. The header includes the company name, location (Portland, OR), and a search bar. The main content area is divided into several sections: 'Your Company Name' with a logo placeholder, 'Client Rating' (4.5 stars based on 144 ratings), 'Company Awards' (Best of RPO award), 'Company Rating' (4.3 stars based on 1,219 ratings), and 'Testimonials'. A red box highlights the testimonials section, and an arrow points to a larger view of the testimonials on the right. The footer includes navigation links for 'List Your Business on ClearlyRated', 'Privacy Policy', 'Contact Us', and 'MyInavero', along with the ClearlyRated logo and copyright information.

This block shows a larger view of the testimonials section. It features five placeholder testimonials, each with a date: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud." - A CLIENT on DECEMBER 13, 2017. Below the testimonials are navigation controls: "< PREVIOUS", "Showing 1-10 of 718", and "NEXT >". The footer includes navigation links for "List Your Business on ClearlyRated", "Privacy Policy", "Contact Us", and "MyInavero", along with the ClearlyRated logo and copyright information.



“Hi, we’re your Best of RPO team.”



Lauren



Ryen



Zita



Emilie



Bridget



Cris

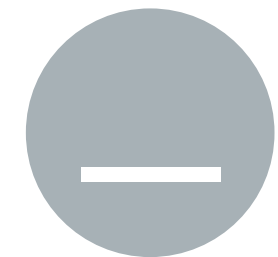


Mike

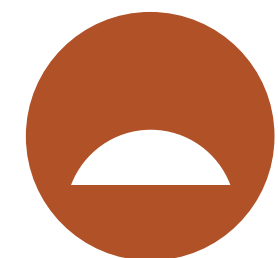
Net Promoter® Methodology



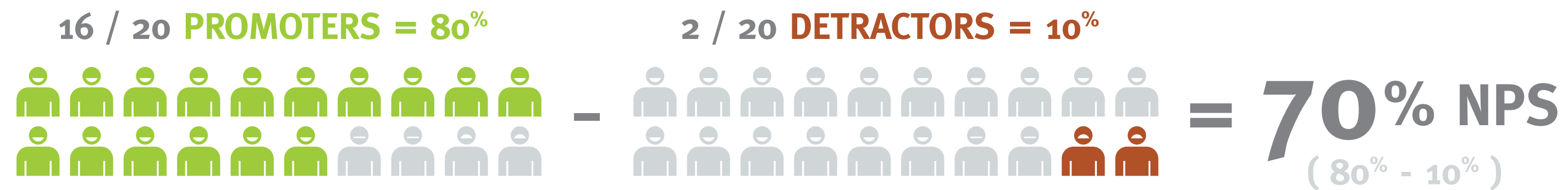
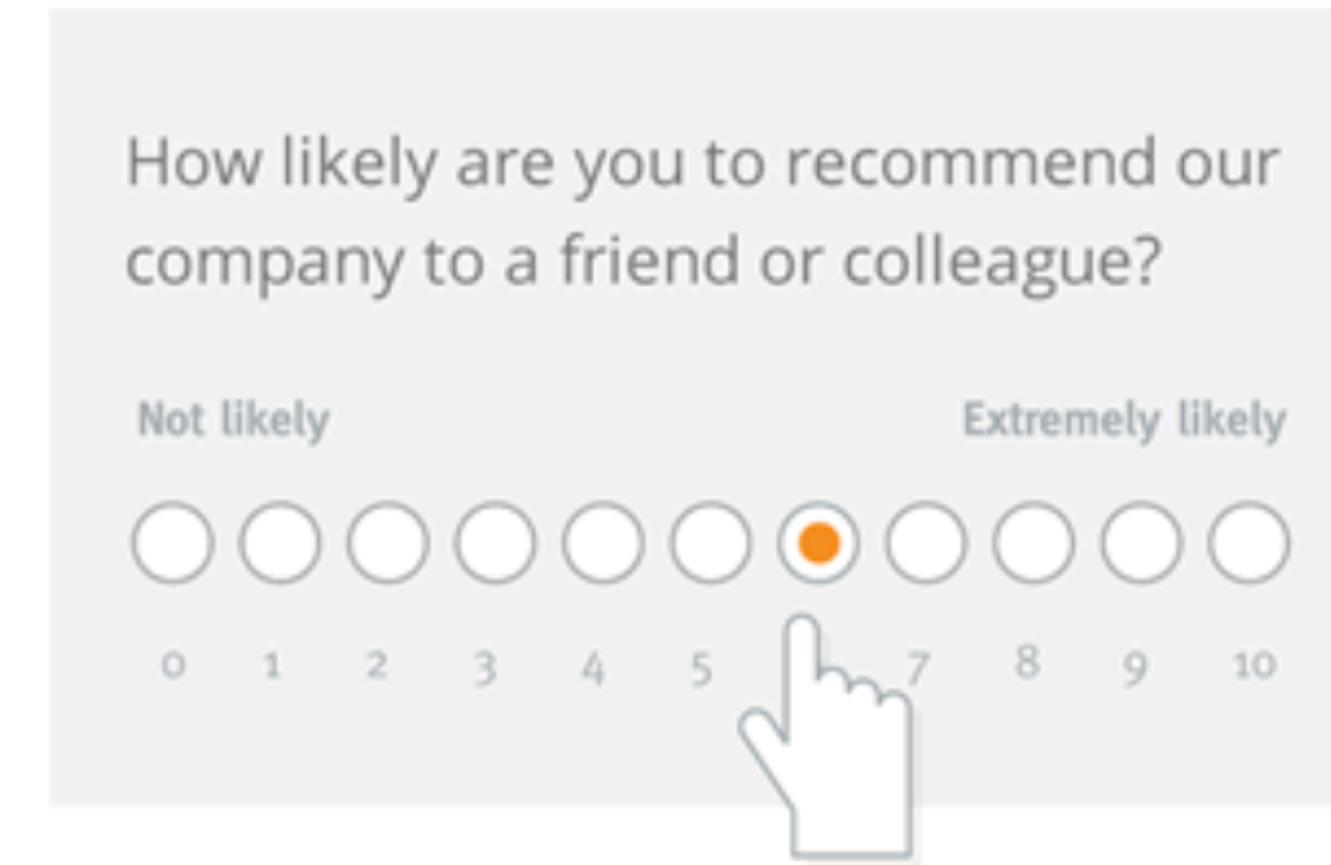
Promoters (give a rating of 9-10)



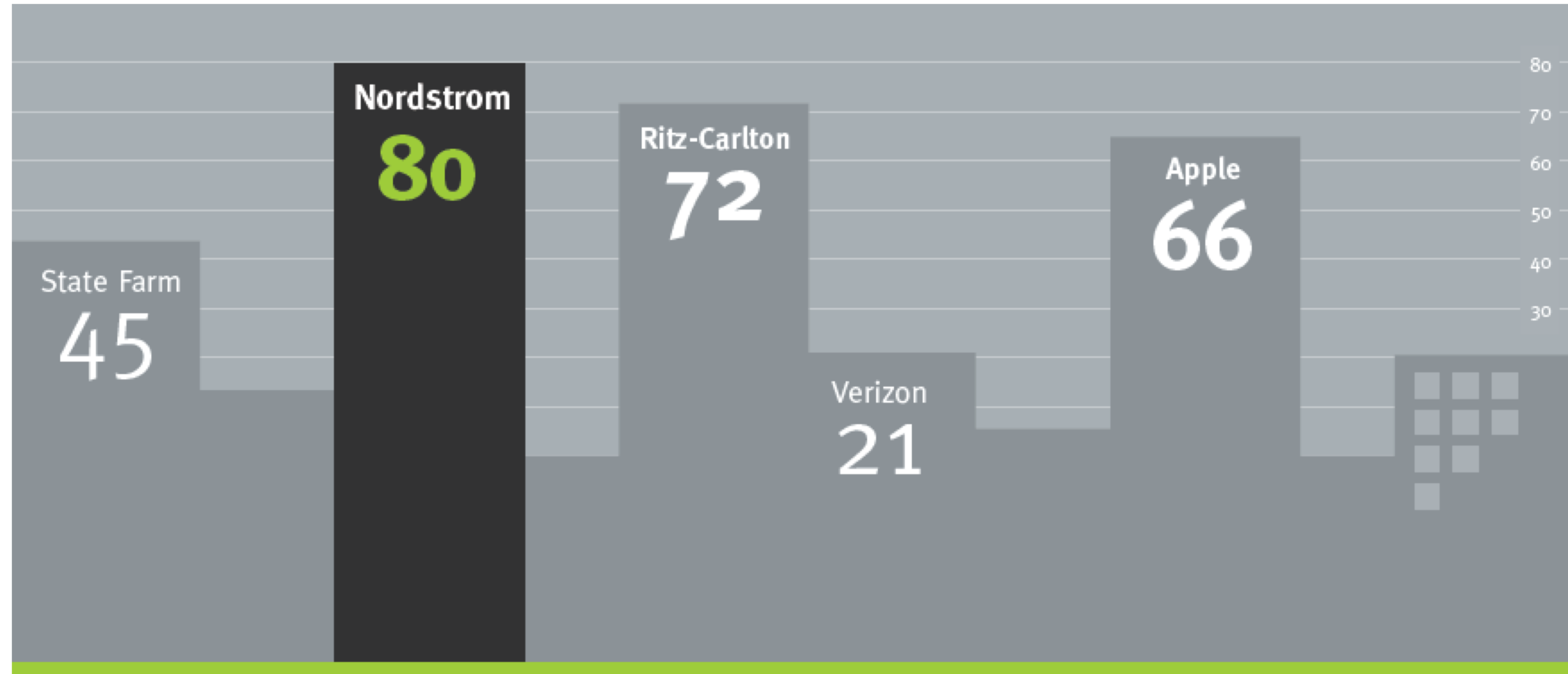
Passives (give a rating of 7-8), and



Detractors (give a rating of 0-6)

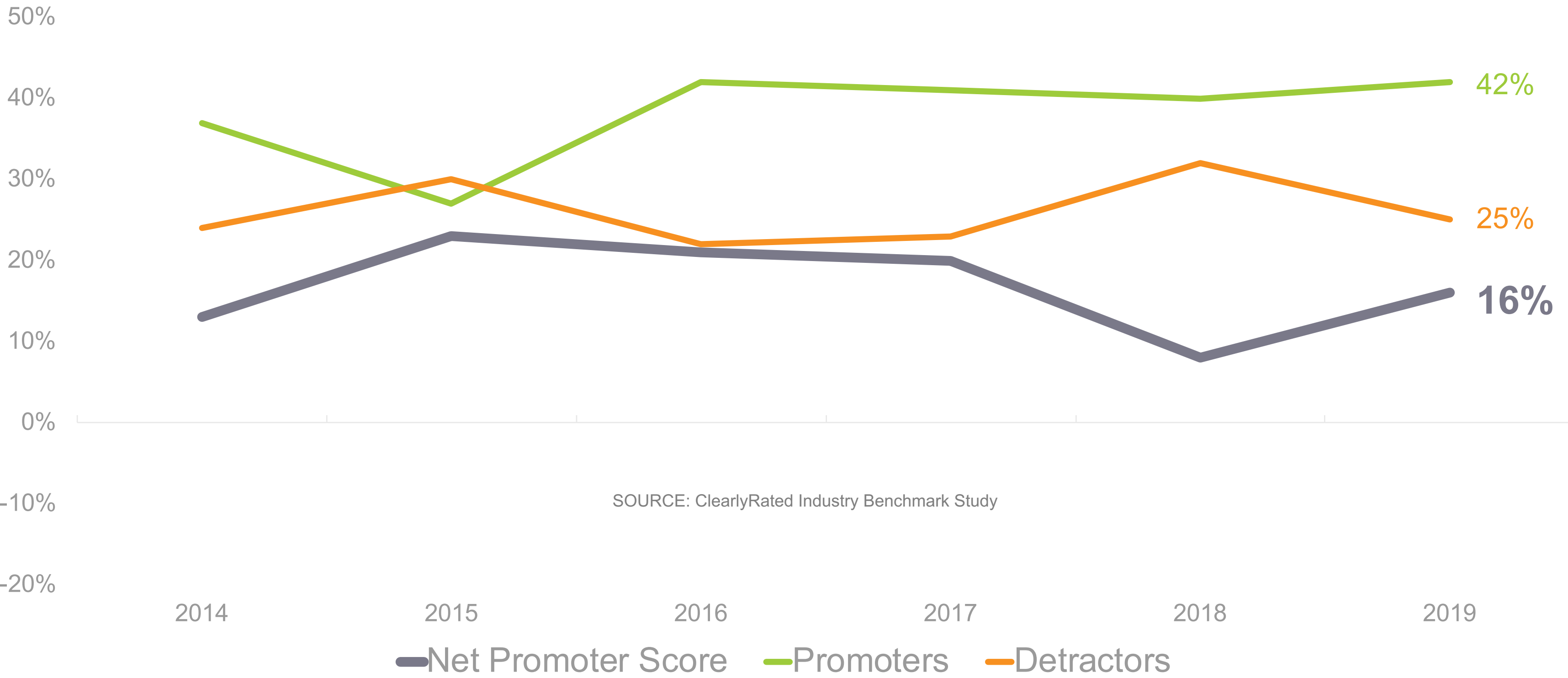


What's a good Net Promoter Score?



Client Satisfaction Trending

Likelihood to Recommend Working with Primary HR Services Firm



SOURCE: ClearlyRated Industry Benchmark Study

Category	Percentage
HR Services Industry	16%
Best of RPO Minimum	50%

BEST of RPO
CLIENT SATISFACTION 2019

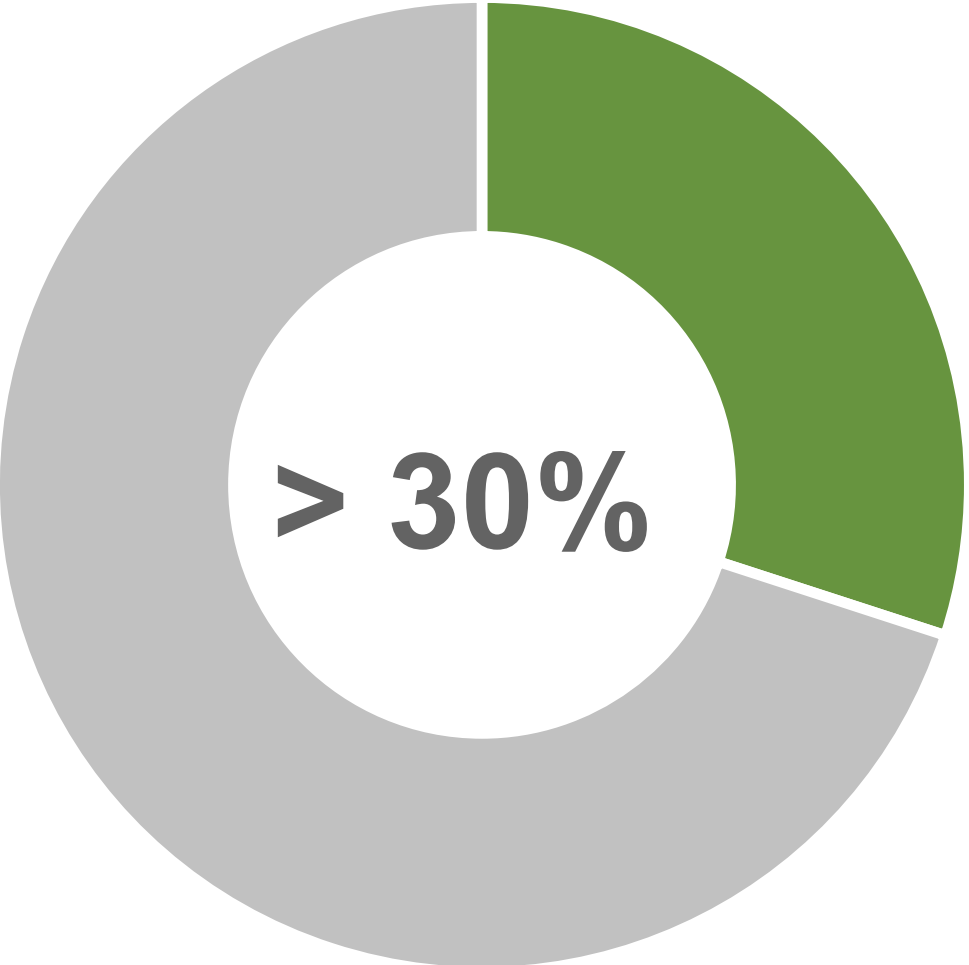
The **cost** of detractors...

Compared to promoters, **detractors**:

- Are 40% less likely to order with that firm again.
- Decrease their spend by 17% (compared to the average promoter, who will increase spending by 10.6% in the coming year).

2 in 5 clients quit working with a provider once they've experienced an issue.

Percentage of HR services clients who have experienced an issue with their provider



SOURCE: ClearlyRated's Annual Industry Benchmark Study

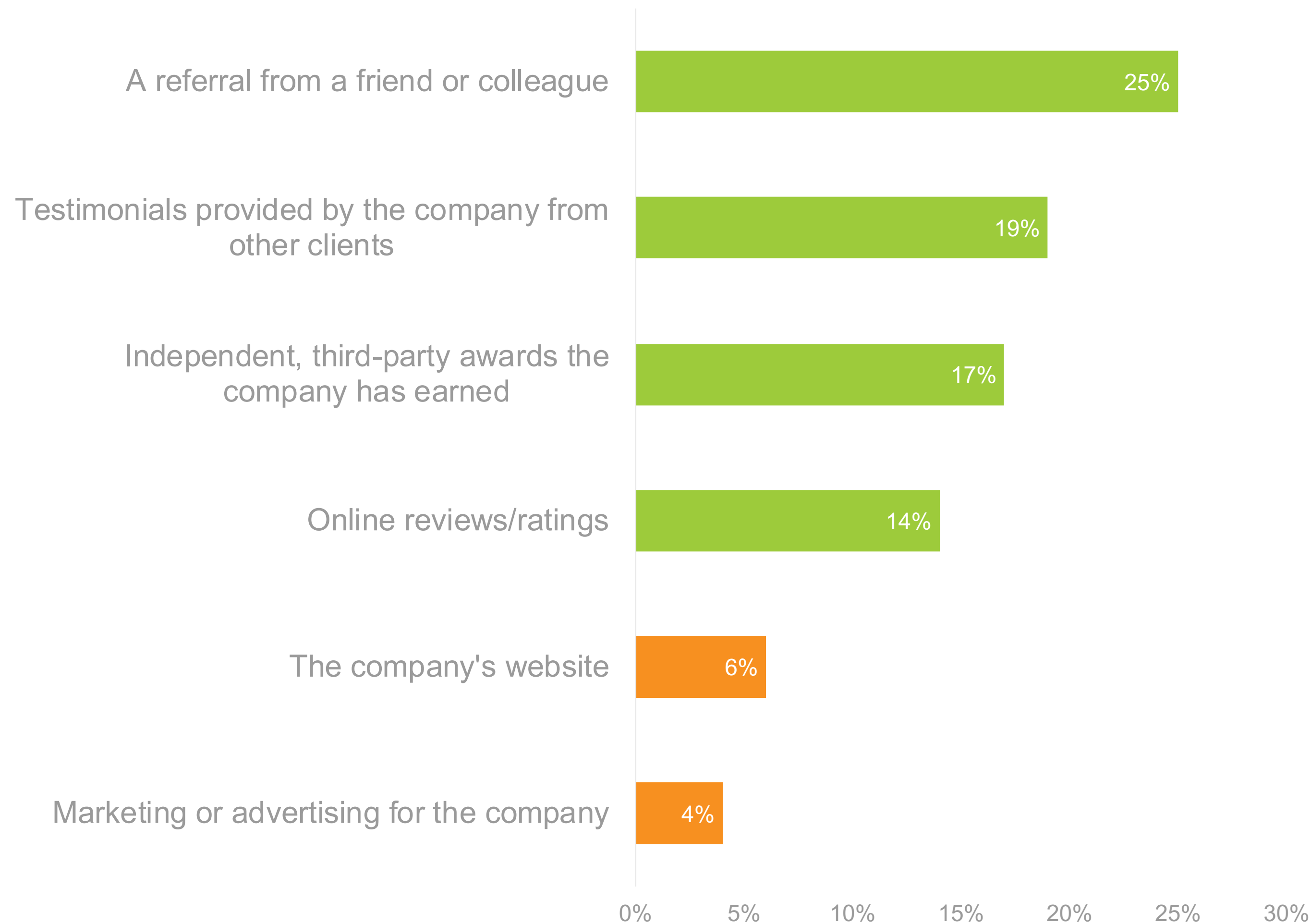
5 Reasons to Embrace Detractors (rather than fear them)

1. Detractors are being open, honest, and are making themselves available as a resource to help you create positive change in your business.
2. They are providing you a chance to “make it right” rather than posting a negative review on a public forum.
3. The *Service Recovery Paradox* suggests you have the opportunity to win MORE loyalty with detractors than you do with clients who haven’t experienced an issue.
4. You have one more opportunity to leave them with a memorable, remarkable impression of your firm.
5. Detractors are just one aspect of your NPS program. Best-in-class providers receive 3 or more shout-outs for every 1 detractor, so take time to celebrate as you work to build a better business!

What you say
about your RPO is
not as persuasive
as what others say
about your RPO



HR Buyers' Most Trusted Sources of Information When Selecting a Service Provider



SOURCE: ClearlyRated's Annual Industry Benchmark Study

What You Say

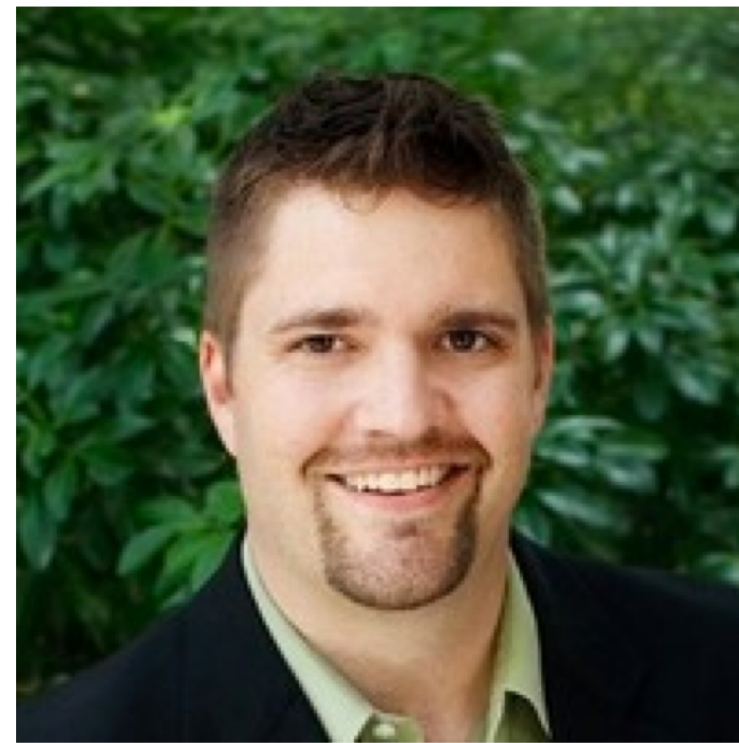
What Others Say



The credibility gap in sales – an example

“The ClearlyRated program is a tremendous value to RPOs, allowing them to retain and grow their existing accounts and credibly differentiate their firm to help land new accounts.”

SOURCE: This webinar



Eric Gregg
CEO and Founder
ClearlyRated



Jeff Harris
Chairman and Co-Founder
ettain group

“I cannot think of another partner we have that returns the value we get for the cost.”

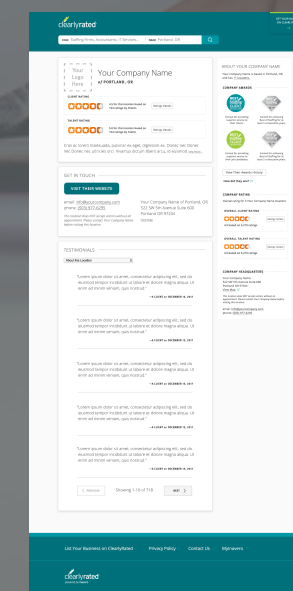
SOURCE: [G2 Crowd](#)



clearlyrated®

1. Get RPOs the *information* needed to provide consistently remarkable service to clients.
2. Give firms an award to *differentiate* those with exceptional service quality – The ClearlyRated Best of RPO Award, presented in partnership with Indeed.
3. Create tools to help award winner tell their story.

clearlyrated®



RPOs lack tangible evidence of their self-stated source of differentiation

Anonymous RPO A

“Our differentiation, we live here, we recruit here, and we build our client relationships here.”

or...



Anonymous RPO B

“Clients often recommend other clients or people to us. We strive to achieve long-lasting relationships that create value and mutual benefit.”

RPOs lack tangible evidence of their self-stated source of differentiation

Anonymous RPO A

"We create value every day for the clients we work with, our solutions help businesses reach their full potential of their talent."

or...



Anonymous RPO B

"Clients often recommend other clients to us. We strive to understand the organizational needs and cultural diversity of our clients to create long-lasting relationships."



Client Rating
★★★★☆
4.3 based on 425 reviews

Testimonials

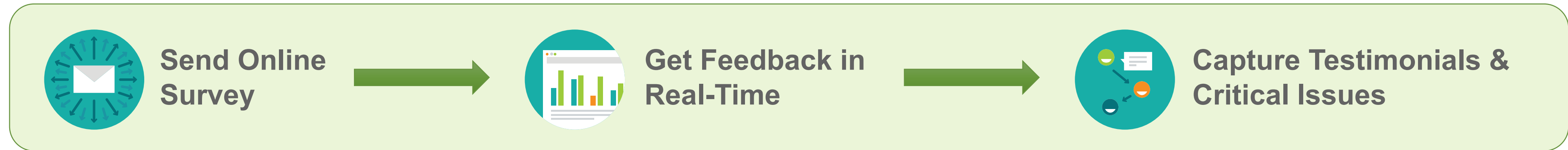
"They really took the time to learn our business and culture to find the right fit. All aspects of the process were timely and professional. I couldn't have done it without them!"

-RPO Client

How Best of RPO Works

Operational Excellence

How Best of RPO works...



INTERNAL PATH



Get real-time email alerts

Hold team accountable – manage issues through resolution (assign, update, track)

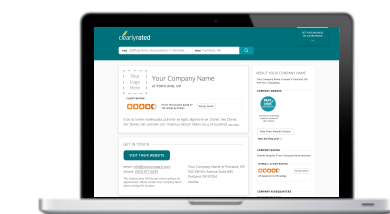


Retain key accounts and celebrate super star employees internally



EXTERNAL PATH

Tell the story with star ratings and testimonials on [ClearlyRated.com](https://clearlyrated.com)

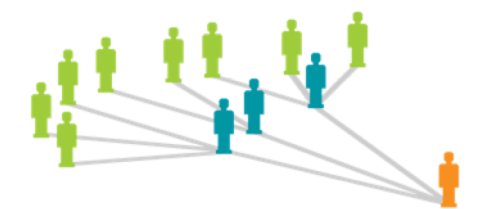


Client Rating
★★★★☆

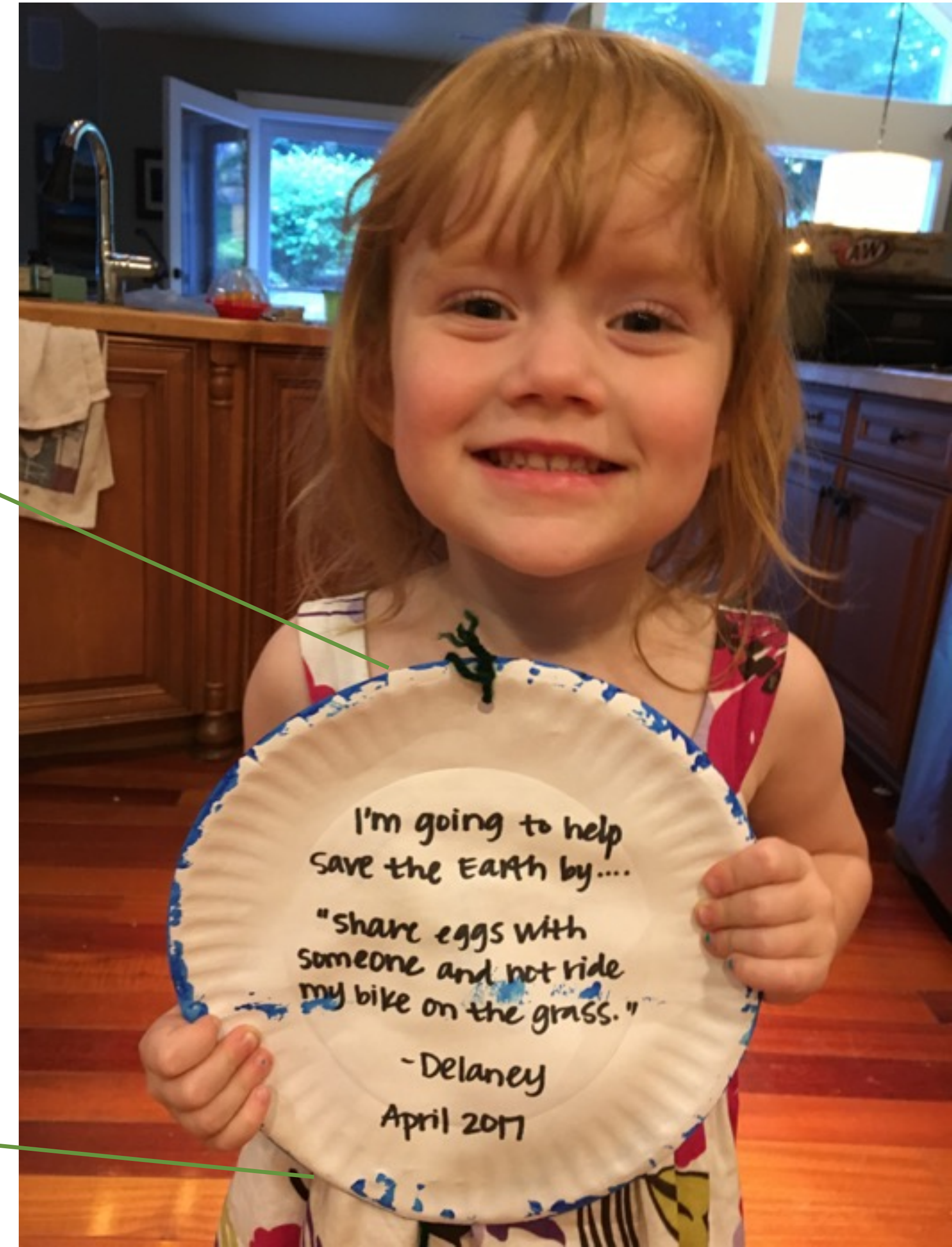
Earn Best of RPO Award



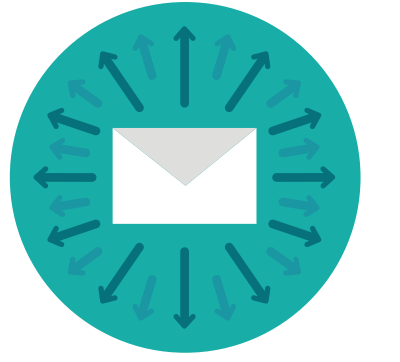
Winners market their award to increase interest among buyers, job seekers, and peers



Failing to act is preparing to fail

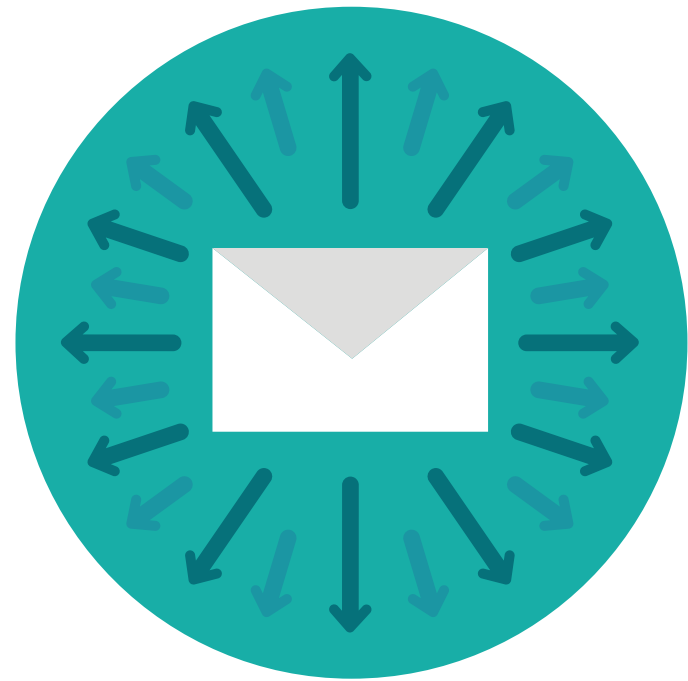


Upload a contact list(s)



	A	B	C	D	E	F	G	H	I	J	K	L	M
1	brand	Account Manager	Practice Area	Location	audience	contact_company	contact_fname	contact_lname	contact_email	contact_phone	email_signature_name	email_signature_title	email notification
2													
3													
4													
5													
6													
7													
8													
9													
10													
11													
12													
13													
14													
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20													
21													

Initial email invitation sent to recipient



Dear [fname],

Your opinion is important to us. Please help us improve by completing a quick, [x]* question survey on your recent experiences with our firm.

Based on your most recent experience, how likely are you to recommend [Brand] to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

(0 – Not at all likely and 10 – Extremely likely)

(Please note: If you have problems loading the survey, you may also copy the entire link into your web browser.)

For your time, you will be entered into a drawing for a [x]* debit card upon submitting the survey. If you are unable to accept a corporate gift, [brand] will make a charitable contribution in your honor. Arrangement for either a donation or delivery of your prize will be made once the winner has been selected and notified. By taking time to share a few thoughts with us on your experience, you are helping us discover ways to improve the service we provide you.

Thank you in advance for your time.

Sincerely,
[email_signature_name]
[email_signature_title]

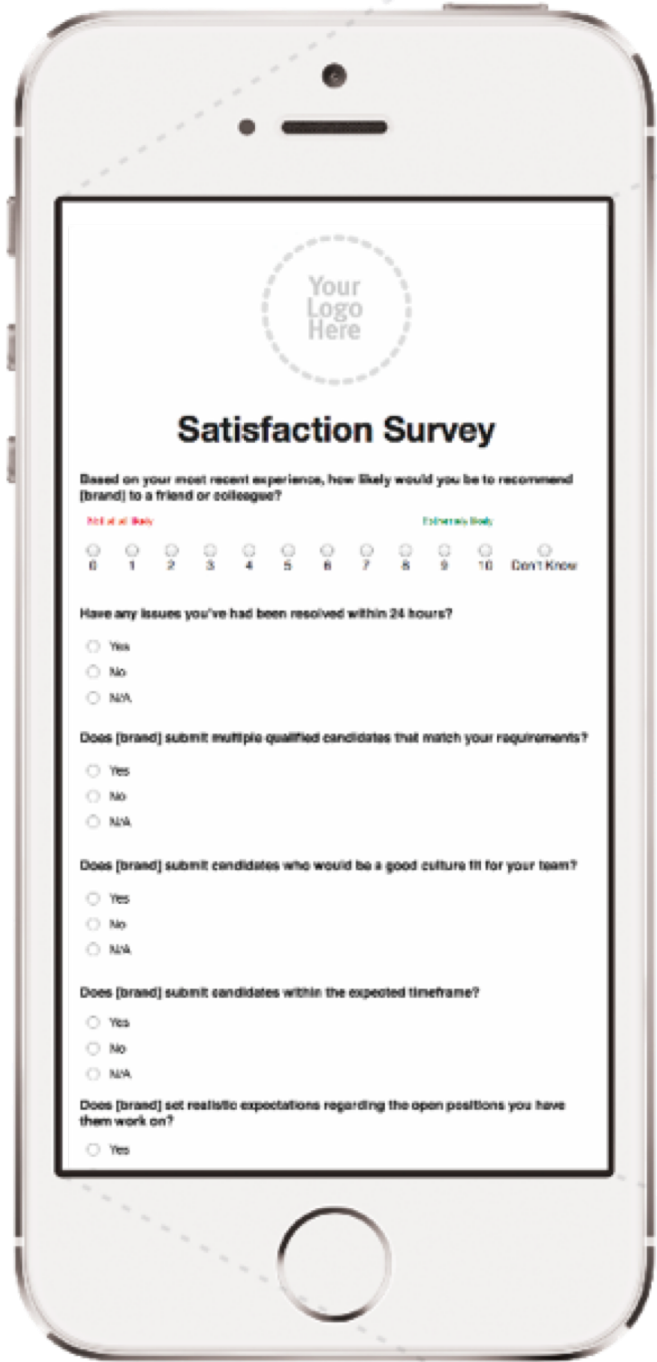
This survey was sent to you by ClearlyRated on behalf of [Brand]. If you have any questions or problems with the survey, please contact ClearlyRated at 800-921-2640, or by email at survey@ClearlyRated.com

Please read our [Privacy Policy](#) and [Official Drawing Rules](#). To unsubscribe from all future surveys conducted by ClearlyRated, please click here: [\[unsubscribe\]](#)

Incentives are optional

8-Question Survey

Client Survey



Net Promoter Score (NPS) question

NPS Driver Questions

Your Logo Here

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

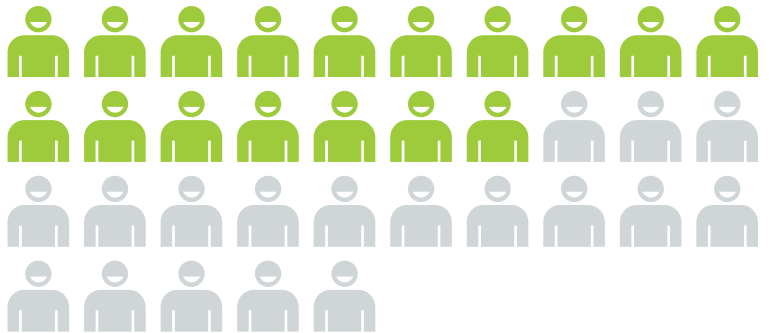
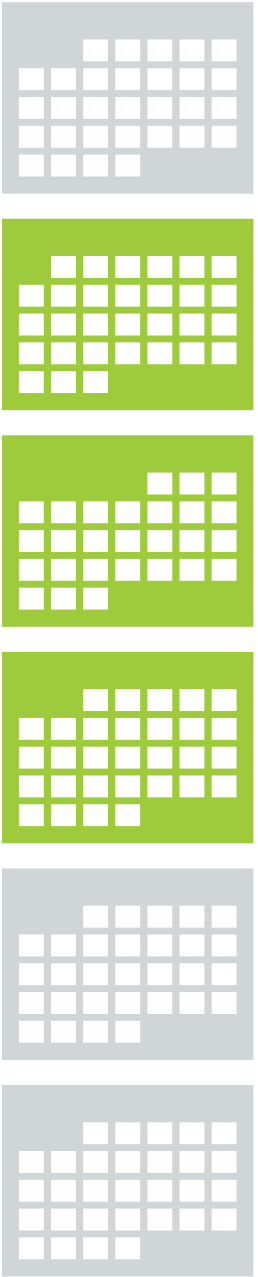
Who to survey...

PREPARING THE CONTACT LIST

Must include **100%** of accounts or a minimum of **500** individual contacts from U.S and Canadian **clients from 3 consecutive** months over the last twelve months.

RESPONSE RATE REQUIREMENTS

Must have at least **15 responses** and a **20% response rate**, or a minimum of 250 responses.



KEY POINT:
Hiring managers can be included but do not have to be included if the individual program precludes those contacts being surveyed.



How to use responses to grow the business

CLEARLYRATED DASHBOARD

Online dashboard of survey responses

PINPOINT SERVICE ISSUES

Why is Pets.com score so low? What's happening here?

REWARD TOP PERFORMERS

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

The screenshot shows the ClearlyRated dashboard for a 'Q2 Survey'. It features two tables: 'Company' and 'Regional Managers'. The 'Company' table lists metrics for Napster, Pets.com, Paper Plus, Samsung, and Southwest Airlines. The 'Regional Managers' table lists metrics for Andy Bernard (Southeast) and Dwight Schrute (Northwest). Dashed lines connect text on the left to specific data points in the tables: 'Pets.com score' to the 16.7% NPS value, and 'Dwight is doing a really great job' to the 100% Promoters value.

dashboard.clearlyrated.com

clearlyrated®

Surveys Contacts Manage My Issues

Overview / Best of Staffing 2016

Benchmarks Reports Preview

Client

Q2 Survey

Company

Search

	NPS	Response Rate	Flagged
Napster	100%	28.6%	--
Pets.com	16.7%	66.7%	1
Paper Plus	57.1%	58.3%	1
Samsung	60%	33.3%	1
Southwest Airlines	75%	57.1%	--

10 per page

Prev 1 - 5 of 5 Next

Page 1 of 1

Regional Managers

Search

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

How to use responses to grow the business

GET REFERRAL PROSPECTS

These guys are happy clients.
Ask for referrals.

GET FRESH TESTIMONIALS

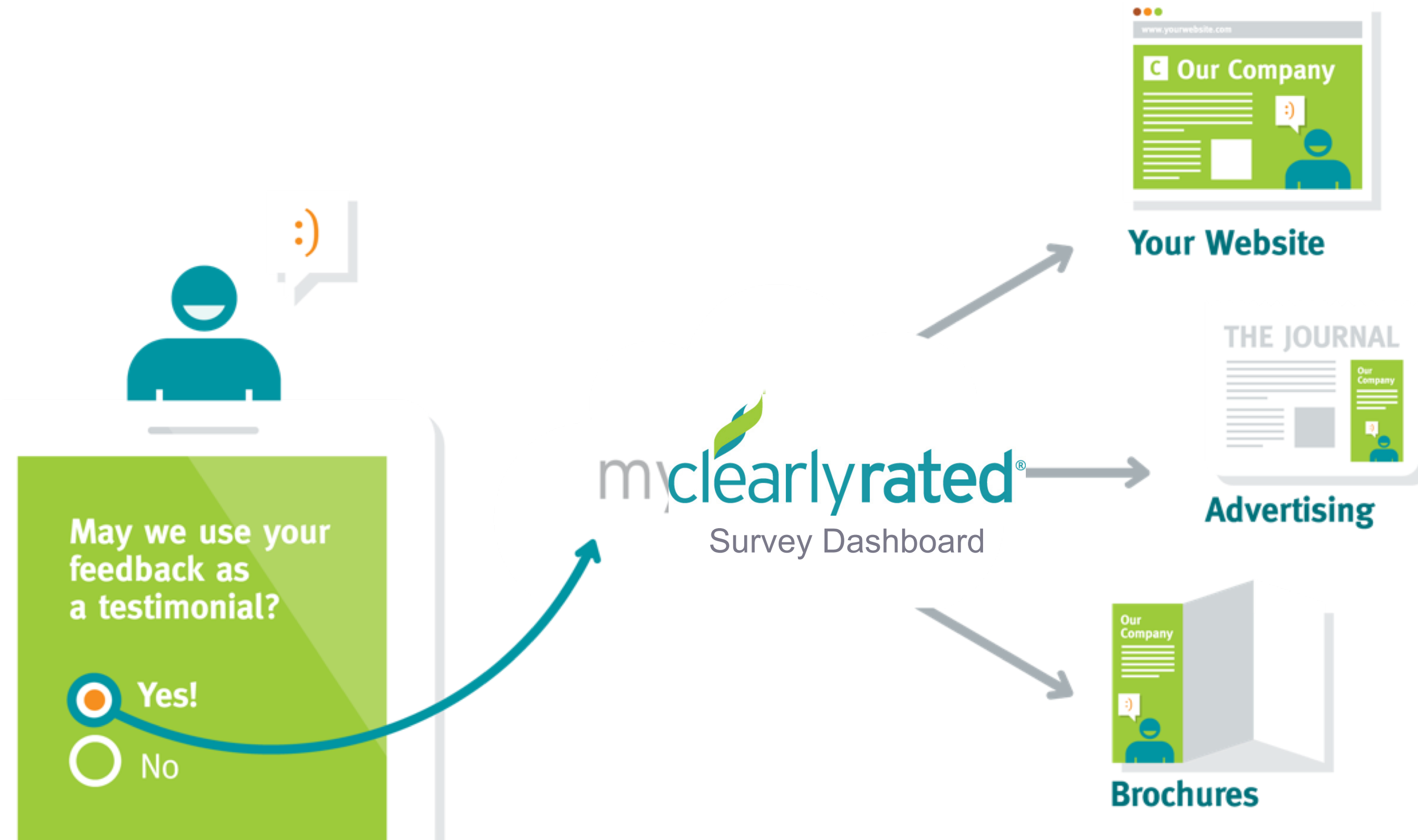
Great testimonial. Post this
on the website ASAP.

The screenshot shows the 'clearlyrated' dashboard for a 'Q2 Survey'. It features a 'Responses' table with columns for NPS, Respondent, Response, Date, Flagged, and Trend. Two responses are circled in orange, each with an NPS score of 10. Below the responses is a 'Testimonials' section with a table listing respondent names and their feedback. One testimonial is also circled in orange.

NPS	Respondent	Response	Date	Flagged	Trend
10	James Bush <i>Studebaker</i>	"Great team to work with - highly professional." "Great team to work with - highly professional."	Sep 9, 2016		
10	George Kennedy <i>Pan Am</i>	"Outstanding service and value." "Professional, expert, great customer service."	Sep 10, 2016		

Respondent	Response	Date
George Lincoln <i>Pan Am</i>	Professional, expert, great customer service.	Sep 12, 2016
Eliza Clinton <i>Tower Records</i>	Everybody is always helpful and truthful in their efforts and information. I always walk away or get off the phone with a feeling of resolution.	Sep 8, 2013

Push out testimonials in sales & marketing

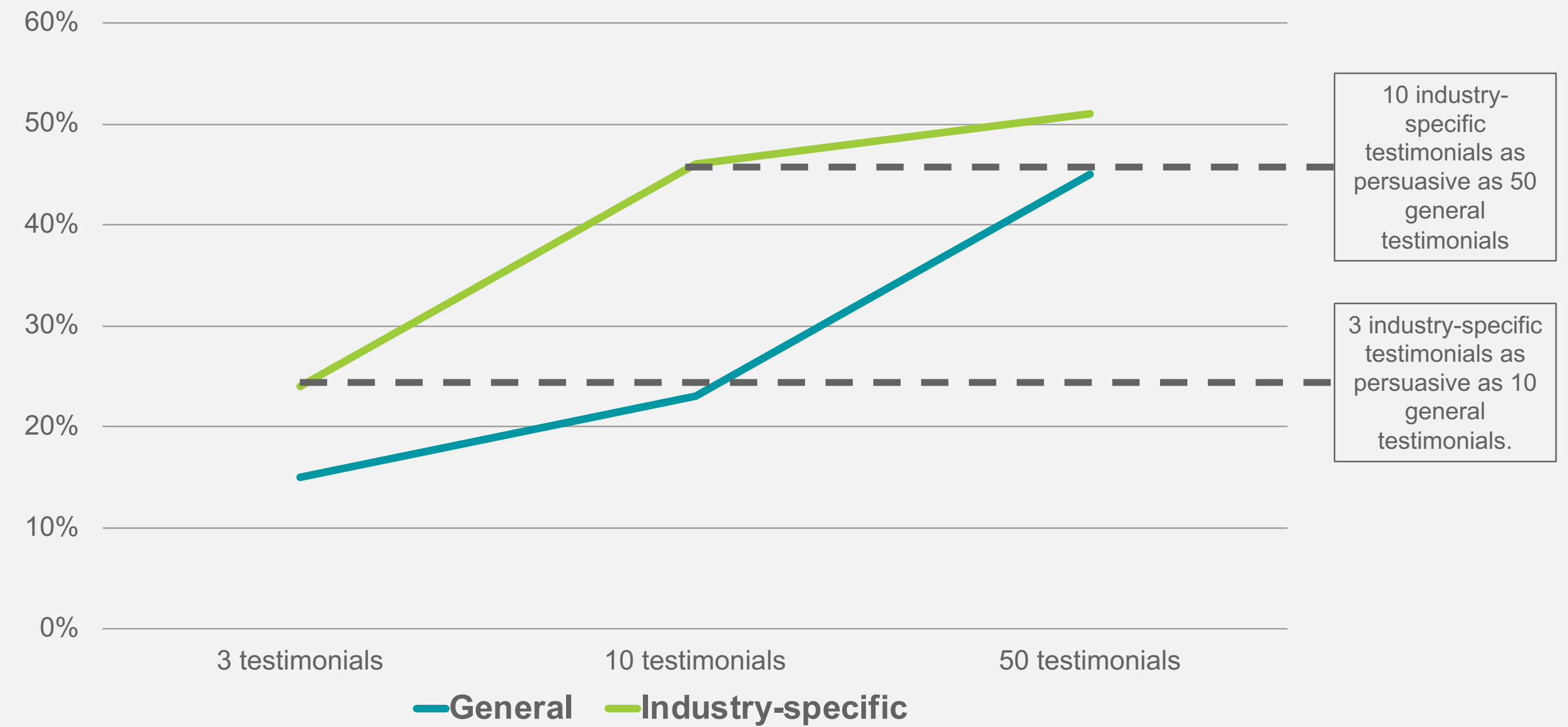


Testimonials Tip!

Share them like reviews.



% of Prospects 'Much More Likely' to Consider Firm



SOURCE: ClearlyRated's 2018 B2B Industry Benchmark Study



Monitor real-time alerts for fast resolution

Contact Information
and Respondent
Details

NPS, Comments &
Loyalty Driver
Answers

New Detractor Response!

Jane Nixon No Change

Reporting Units: Brand: XYZ Networks
Branch: Seattle
Account Manager: Jim Halpert
Recruiter: Darryl Philbin
Company: Pan Am

Email: jane.nixon@demoemail.com

Phone: 261-045-4208

Company: Pan Am

Tags: None

Survey Type: End of Assignment

Based on your most recent experience, how likely is it that you would recommend XYZ Networks to a friend or colleague?
3

What is the primary reason behind the rating you provided?
I was completely disregarded at the end of my assignment and couldn't get anyone to call me back, even though we had a great working relationship throughout the past 6 months.

What is one thing we could be doing differently to increase the value of our services to you?
Treat your people better. I will tell everyone not to use you!

XYZ Networks typically responds to any issues or questions I have within 24 hours.
No

Prior to the end of my assignment, someone at XYZ Networks reached out to discuss other opportunities.
No

XYZ Networks communicated well with me throughout the course of my assignment.
Yes

I received performance feedback from XYZ Networks throughout the course of my assignment
Yes

Choose a resolution after following up:
[Resolution in Progress](#) | [Can't Resolve](#) | [Not an Issue](#) | [Resolved](#) | [Escalate](#)

SET ISSUE STATUS
Resolution in Progress

ASSIGN ISSUE
 Select a user

ADD ISSUE FOLLOWERS (RECEIVE EMAIL UPDATES)

Type in some notes... (required)

Status updated by Eric Gregg

Update Issue

Recognize employees who go above-and-beyond

“Shout-out” email notifications help RPOs celebrate top service providers.

Congratulations, Ryen Salo!

Jennifer Sauselein (jennifers@integritystaffing.com) from Integrity Staffing Solutions gave Ryen Salo the following shout out:

We love Ryen! She goes above and beyond to provide us with the best possible experience. If we could clone her, we would.

Reporting Units: Brand: ClearlyRated
Business Unit: Staffing
Account Manager: Ryen Salo

Tags: None

Survey Type: Client

Why am I getting this email?
Your account is configured to send an email every time a **shout out** is received. To change this edit your Notification settings under the Account tab.

Differentiate marketing & business development efforts with Best of RPO

What I used to say:

Lauren is great. She's smart, friendly, responsive and one of our best directors on the client service team.

What I say now:

Client Rating
★★★★☆
4.6 Based on 53 reviews



Lauren

What our clients say...

"Lauren was very helpful with our first-time experience and ClearlyRated did everything they said they would."

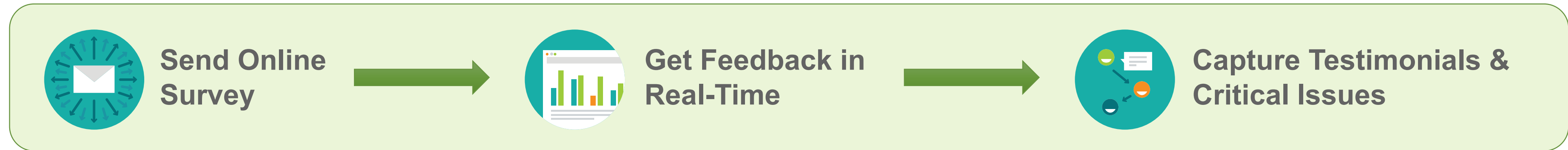
"Lauren has been amazing and easy to work with."

"Lauren is awesome and has an excellent approach to client service! Due to our database, I tend to have a lot of challenges in generating lists for the surveys. She is always more than accommodating and I can't thank her enough!"

How Best of RPO Works

Marketing & Business Development

How Best of RPO works...



INTERNAL PATH



Get real-time email alerts

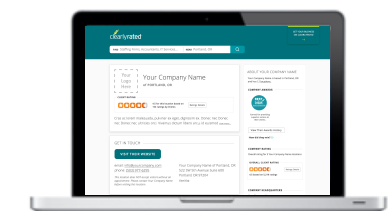
Hold team accountable – manage issues through resolution (assign, update, track)



Retain key accounts and celebrate super star employees internally

EXTERNAL PATH

Tell the story with star ratings and testimonials on [ClearlyRated.com](https://clearlyrated.com)

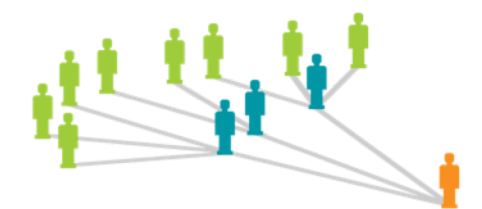


Client Rating
★★★★☆

Earn Best of RPO Award



Winners market their award to increase interest among buyers, job seekers, and peers



We validate the data



To determine if they've earned the 2020 Best of RPO Award you need:

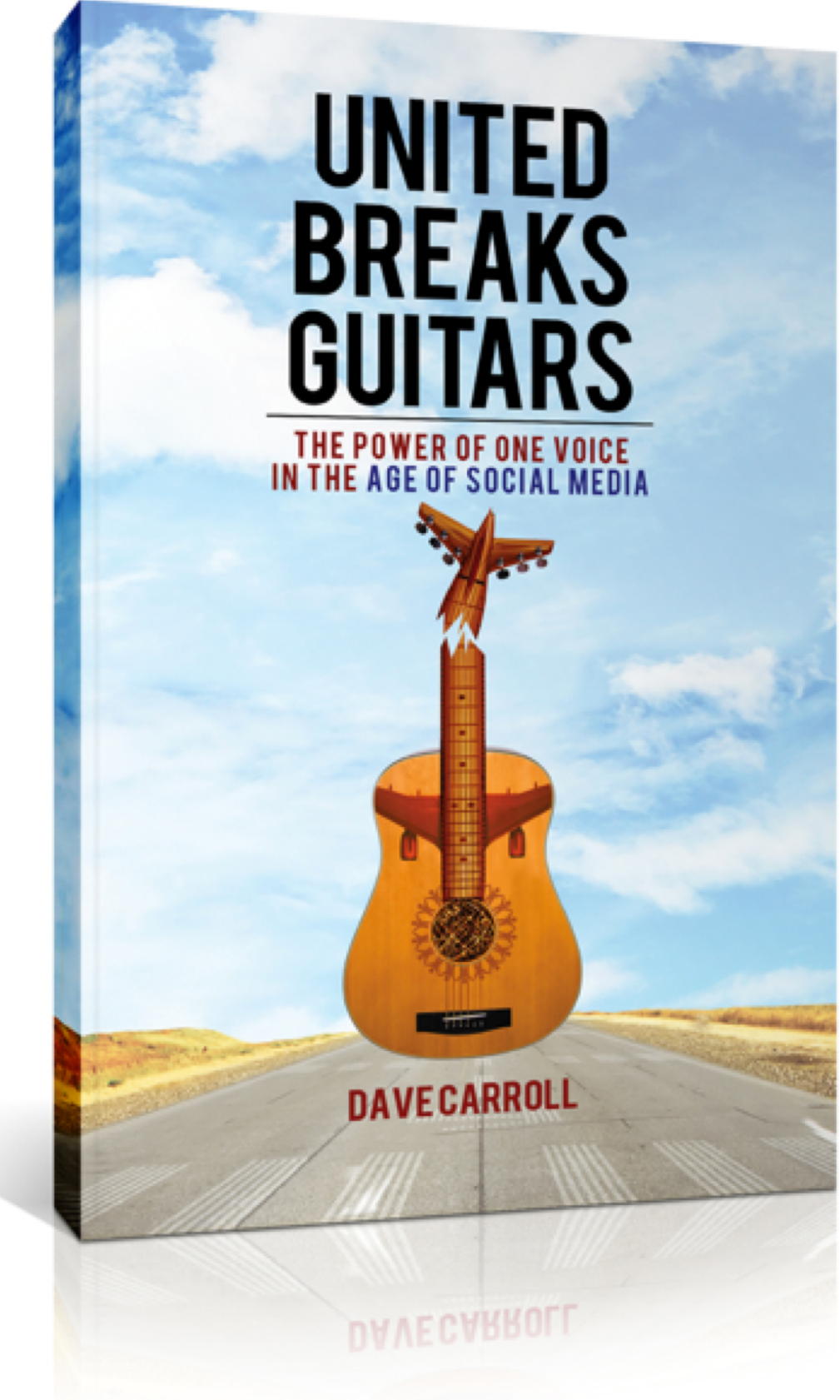
20% response rate AND 15 responses per brand

OR

250 total responses

**It's time to start building
your online reputation.**

The customer has never had more power



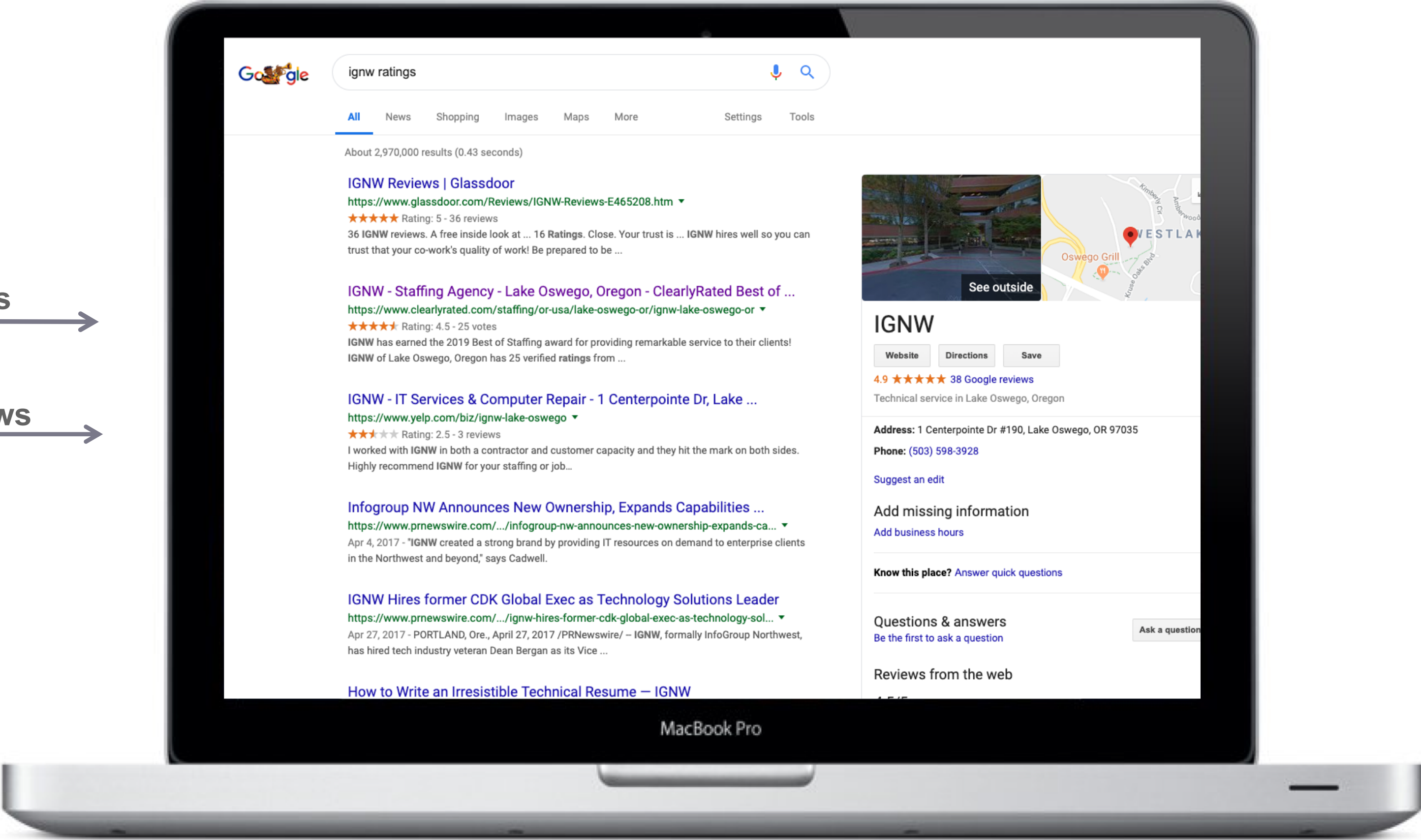
5 reasons you should start your online reputation management strategy tomorrow

UNDERSTANDING ONLINE STAR RATINGS:

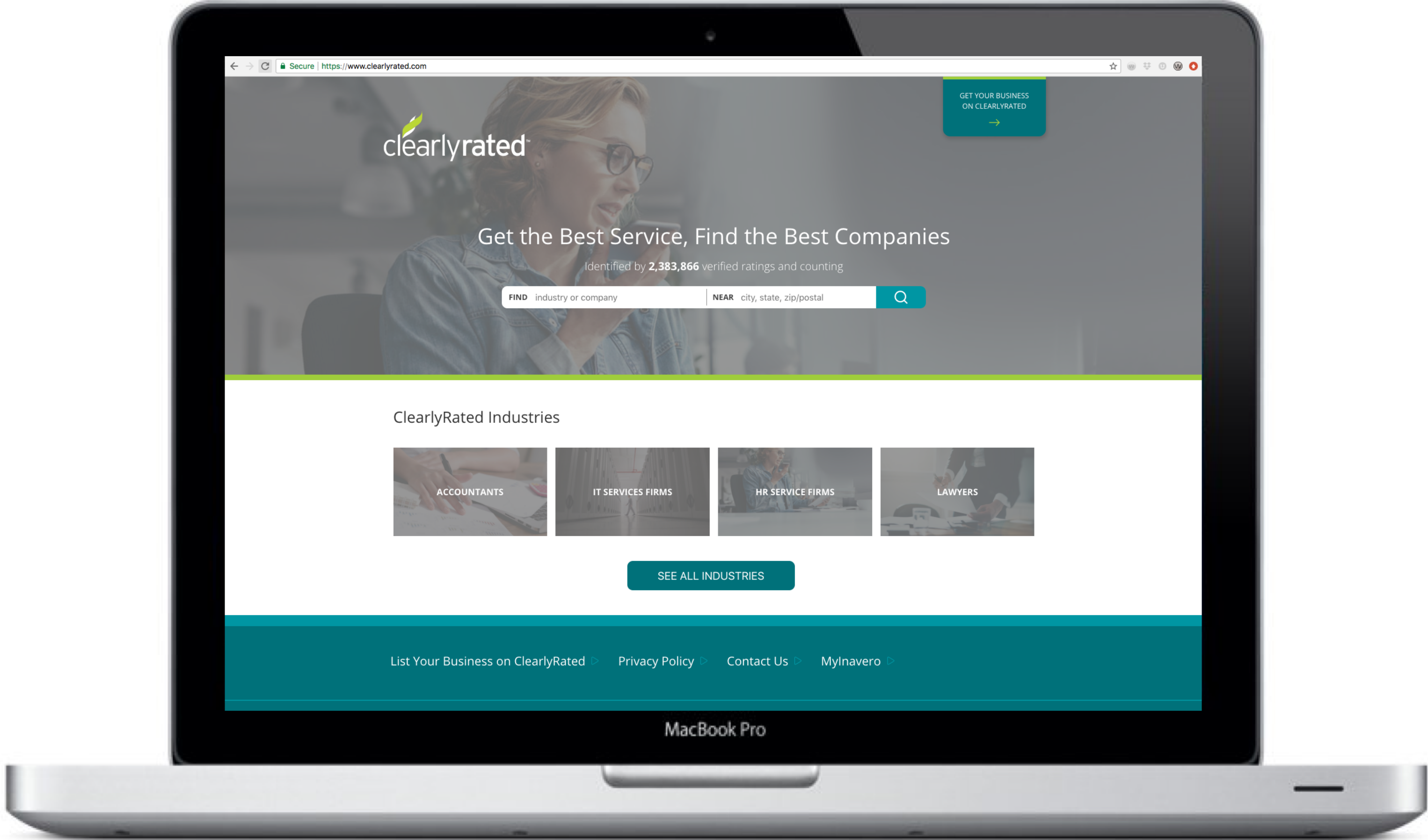


1. After receiving a referral for a service provider, **63%** of HR services buyers will look for that provider online.
2. **More than half** of buyers think online ratings and reviews are a good source of information.
3. That number is significantly higher amongst Generation Y.
4. Getting positive reviews published after you have negative reviews is harder.
5. Google **LOVES** online reviews.

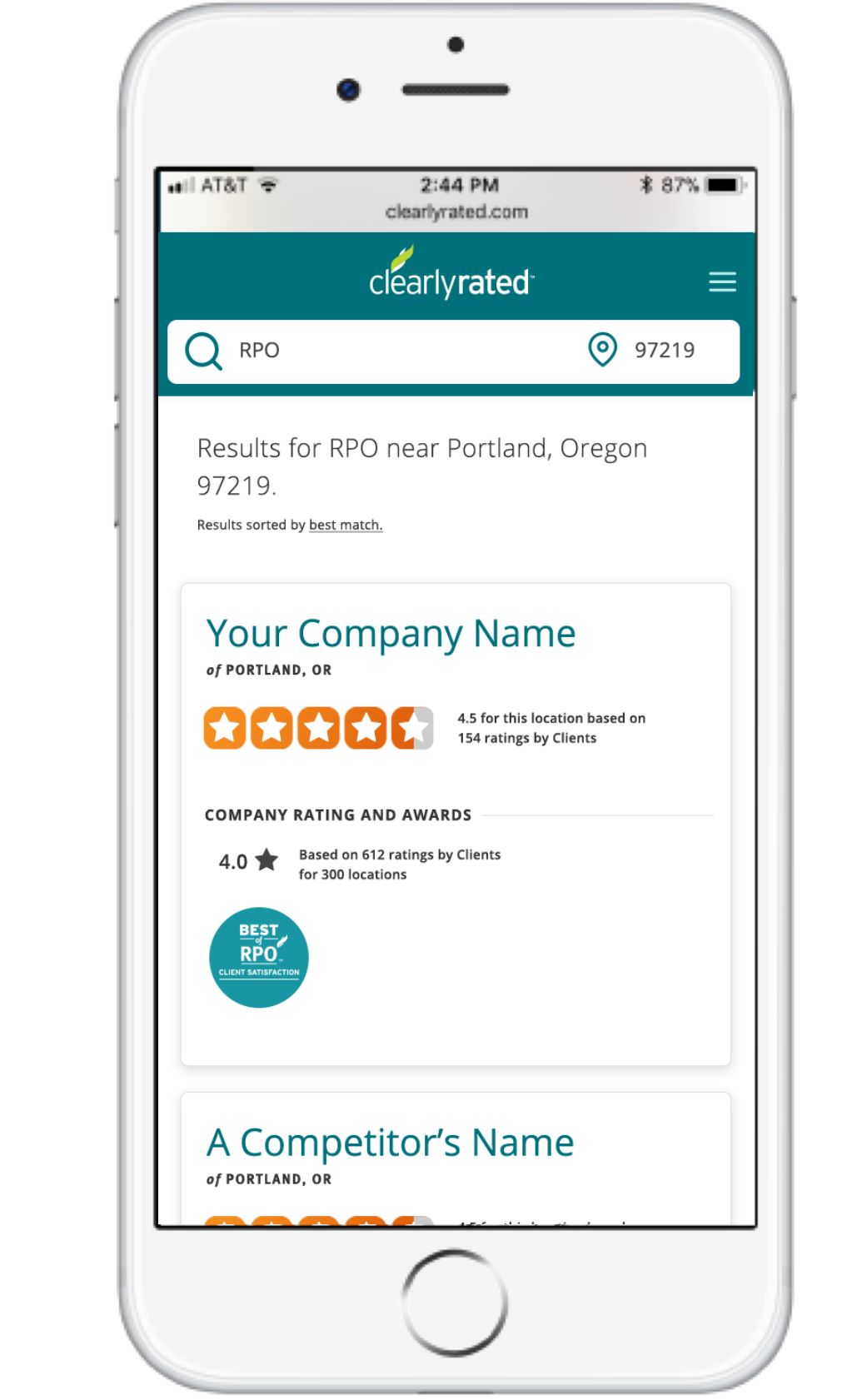
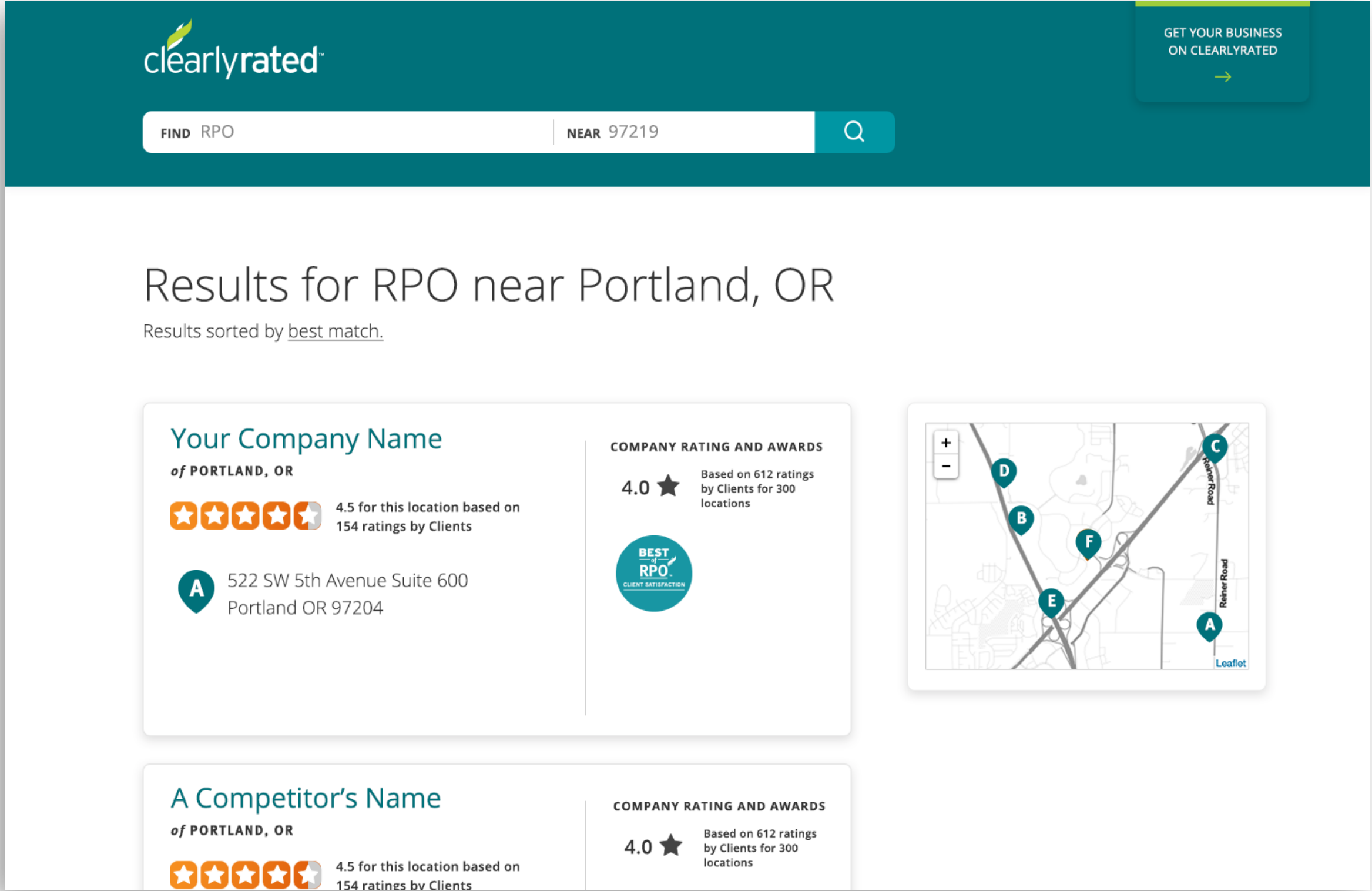
Stars in an agency specific Google search – Best of Staffing® example



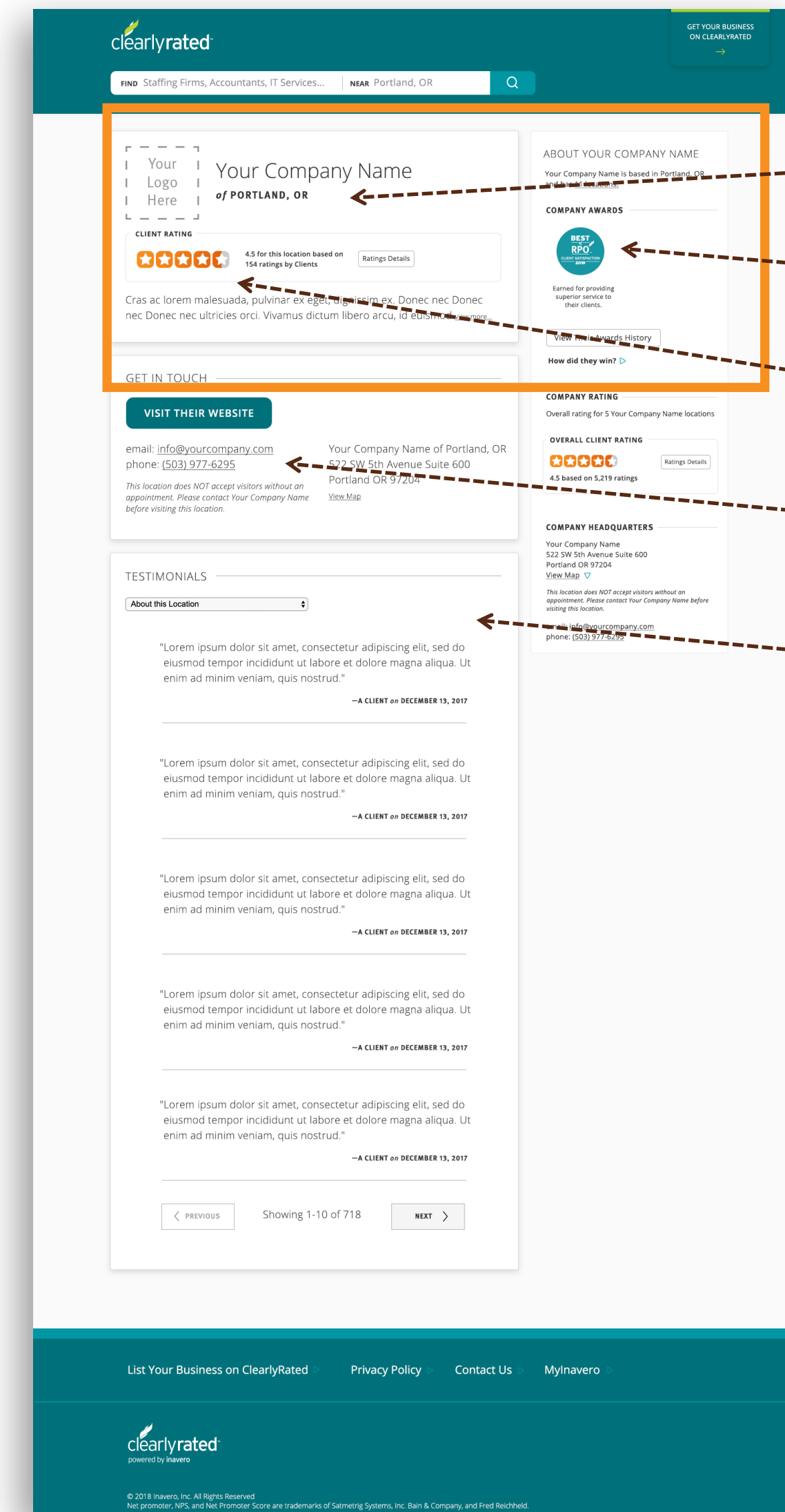
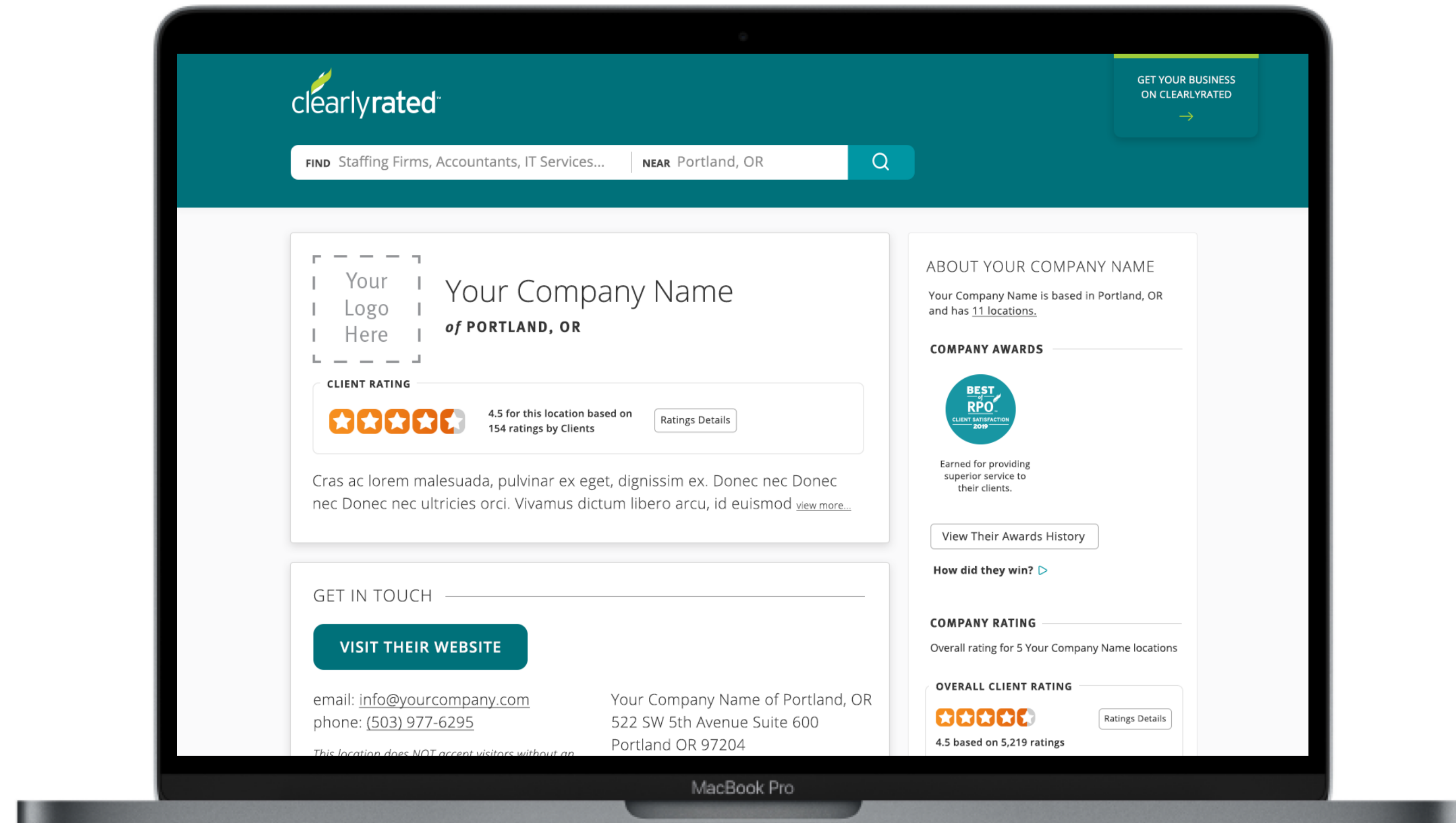
ClearlyRated.com directs HR decision-makers to you



ClearlyRated.com gets an RPO's ratings & testimonials online



The ClearlyRated.com Profile Page



Location-Specific

Award History

Star Ratings

Contact Info

Testimonials





What are the benefits?

What are the benefits?

Measure satisfaction.

- Uncover client NPS® at various segmentation levels.
- Easily identify and efficiently address client service issues.
- Gather testimonials and shout outs from clients who love them.


Build online reputation.

- Build “Google juice” and SEO points with a survey-fueled profile on ClearlyRated.com.
- Star ratings and testimonials from clients populate on the firm’s ClearlyRated.com profile.
- Get found by prospects, empower clients to help tell the story of service excellence.

Differentiate on service quality.

- Stand out from the competition with star ratings and testimonials on ClearlyRated.com.
- Eligible firms win the 2020 Best of RPO award and can credibly validate their differentiation.
- Best of RPO winners receive marketing resources from ClearlyRated to help showcase their service excellence.

What are the benefits?

	Basic	Premium	Plus	Enterprise
NPS® Drivers Satisfaction Survey (Up to 8 questions)	✓	✓	✓	✓
Real-time access to survey results	Anonymous Responses	Full Access	Full Access	Full Access
Access to captured testimonials & shout outs (internal recognition)		✓	✓	✓
Get real-time email alerts to identify service issues		✓	✓	✓
Issue resolution tracking			✓	✓
Get NPS® and response rate by company, portfolio manager, and/or industry.			✓	✓
Get NPS by client company			✓	✓
Custom questions (up to 10 total)				✓
ClearlyRated.com Directory, Profile Page	✓	✓	✓	✓
ClearlyRated.com Directory, location search	1 location	1 location	All Registered Locations	All Registered Locations
ClearlyRated.com Directory, Sector Search	1 sector	1 sector	3 sector	Unlimited Sectors
Best of RPO Marketing Guide <ul style="list-style-type: none"> • Social Media tools • Press release template 		✓	✓	✓
 Award logo		✓	✓	✓

Winner Resources

Competition Rules

Regardless of intent...

- **do not** take survey on behalf of your clients.
- **never** tell your clients your survey is to qualify you for a competition.
- **do not** remove any clients from your list.
- **do not** use the award logo without permission.
- surveys **may not** be completed on a computer that is owned or under the control of your company.



Key dates to remember...

October

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

October 17:
Registration Deadline

November

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Week of November 6:
Contact List Due

December

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Week of December 4:
Surveys Launch
Week of December 18:
Survey Closes

January

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Early January:
Winners notified

February

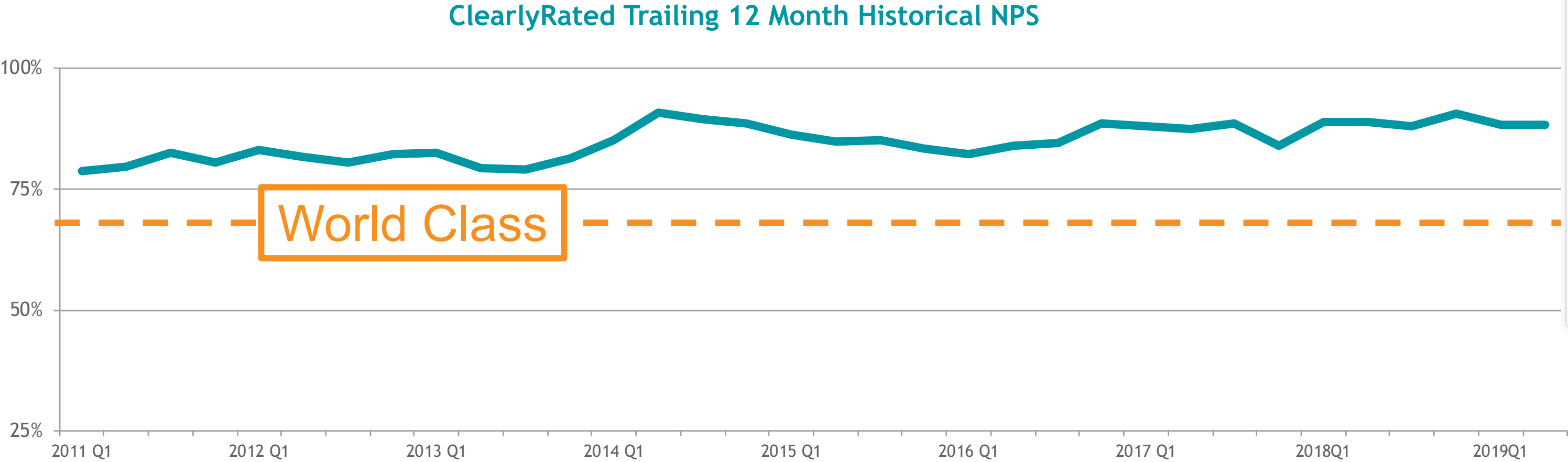
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Early February:
Public announcement
& promotion

CURRENT BEST OF STAFFING CLIENTS:
If you are already working with ClearlyRated to survey your staffing business, reach out to your account manager to participate in Best of RPO.



We practice what we preach!



ClearlyRated HQ

of PORTLAND, OR

CLIENT RATING

★★★★★

4.9 from 328 ratings

A 522 SW 5th Ave Suite 600
Portland, OR 97204

“Exceptional program, trustworthy data, validated results, and wonderful service from account reps.”

Staci Johnson
Roth Staffing

“Great product that continues to evolve, and the entire ClearlyRated team, at every level, certainly walks the talk.”

Karen Waldrop
Staffmark

“It helps to tell our story as a vendor and show the improvements we have made in our business based.”

Wendy Kennah
Procom



159



additional testimonials from ClearlyRated clients at ClearlyRated.com

Parting Thought

Perception is Reality





Questions?

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