BEST of Staffing®
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Welcome Webinar

Next Steps & What to Expect

Presented by :

Ryen Salo | Sr. Account Manager

Emilie Clemis | Account Manager

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About Inavero

We send a lot of surveys.

2,000,000+

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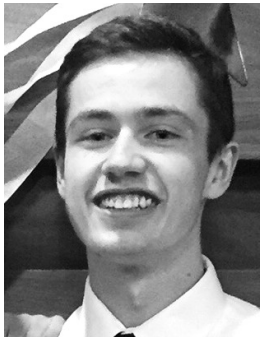
Your Best of Staffing Team

Bridget

Anna



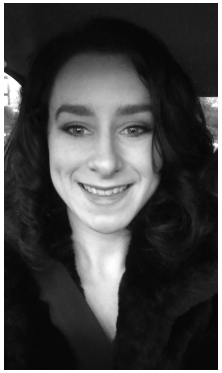
Nick

Evan

Lauren O.

Ryen

Lauren P.



Zita

Emilie

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Best of Staffing Sponsors

Best of Staffing sponsors strive to continually provide their partners with the same level of superior service that Best of Staffing participants strive to provide.

Presenting Sponsor:

CAREER BUILDER™

Gold Sponsor:

indeed

inavero

The Best of Staffing® Competition

- North America's only award recognizing exceptional client and placed talent satisfaction
- Leverages third party validated survey responses
- Provide actionable feedback and recognition for firms and individuals who go above and beyond
- Winners recognized on ClearlyRated.com

NEW

BEST of Staffing® WINNER

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Best Practices for:

Planning a Successful Launch

MUST HAVE'S

1. At least one internal champion from Sr. Leadership Team
2. Appoint one person internally to own program tactically
3. Focus on response rate
4. Have a follow-up plan

UTILIZE YOUR KNOWLEDGE BASE

1. Partnering with Inavero
2. Survey Dates
3. Workflow
4. Rules and Guidelines

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Give Them a Head's Up

Hi [First Name],

I'm excited to announce that [brand] has partnered with a satisfaction research firm, Inavero, to see how we are doing. Over the next few days, you will receive an email from [brand] that includes a link to a short survey that will only take you a few minutes to complete. The email address that the message will come from is survey@inavero.com. I hope you'll take this opportunity to share your input. Your feedback is crucial to helping us make decisions to improve the value of our services to you.

Thanks in advance for participating. I look forward to reading your thoughts and continuing to strengthen our partnership with you.

Sincerely,

[Email Signature Name]
[Email Signature Title]

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*This is optional and not sent by Inavero

Disclosure Note

In order to produce real, honest, actionable feedback from your clients and/or talent, Inavero asks that you **do not make reference to the Best of Staffing Competition** or mention that your survey feedback will be used as part of a competition.

You are welcome to disclose further details of the competition with your internal team members, but please use your own discretion as to whom you involve because it can impact the integrity of your results if the focus becomes more about the competition than the feedback.

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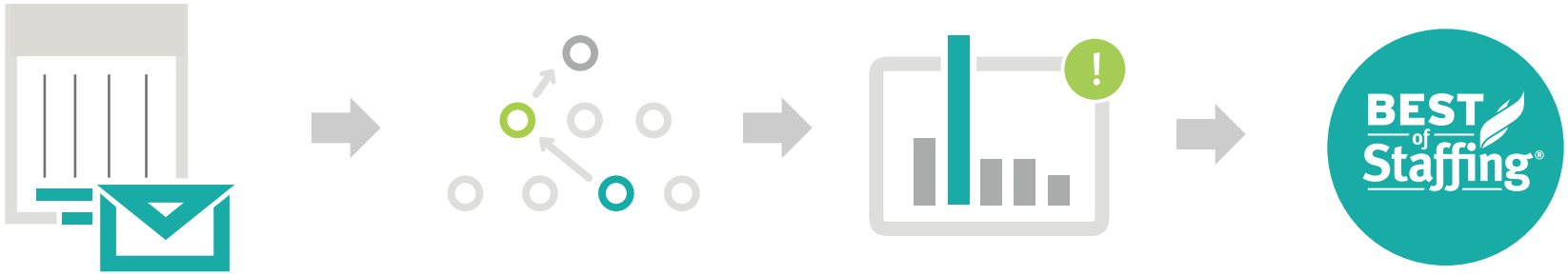
How It Works



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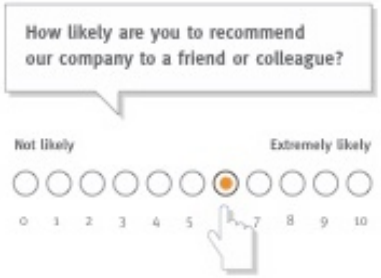
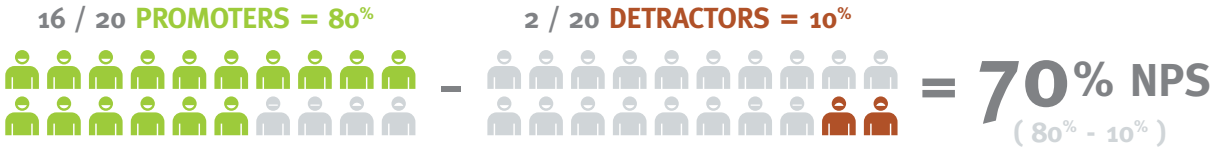
Net Promoter® Methodology

Promoters (give a rating of 9-10)

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

Detractors (give a rating of 0-6)





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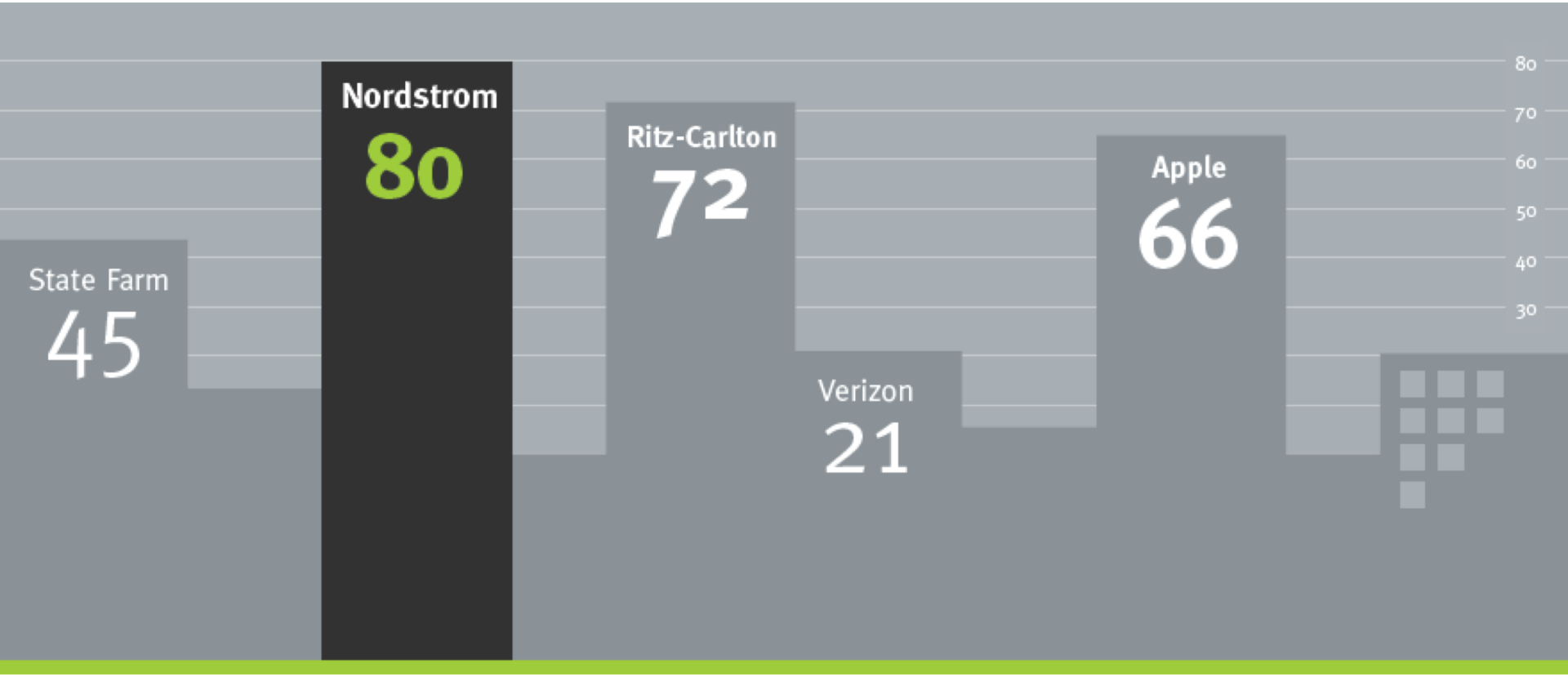
What's a Good Net Promoter Score?



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Who to Survey

CLIENT COMPETITION

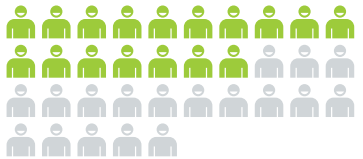
You must include 100% of billed CLIENTS FROM THE PREVIOUS 3 months.

TALENT COMPETITION

You must include 100% of Placed Talent FROM THE PREVIOUS 3 months.

RESPONSE RATE REQUIREMENTS*

You must have at least 15 RESPONSES AND A 20% RESPONSE RATE per PARTICIPATING BRAND, or a minimum of 250 responses total per participating Brand.



** Response rate requirement applies to both the Client and Talent competitions.*

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Collect Your Contacts

A	B	C	D	E	F	G	H	I	J
brand	location	account manager	contact_type	contact_company	contact_fname	contact_lname	contact_email	contact_phone	email_signature_name

Required Fields

- brand
- location
- contact_type
- contact_fname
- contact_email
- email_signature_name

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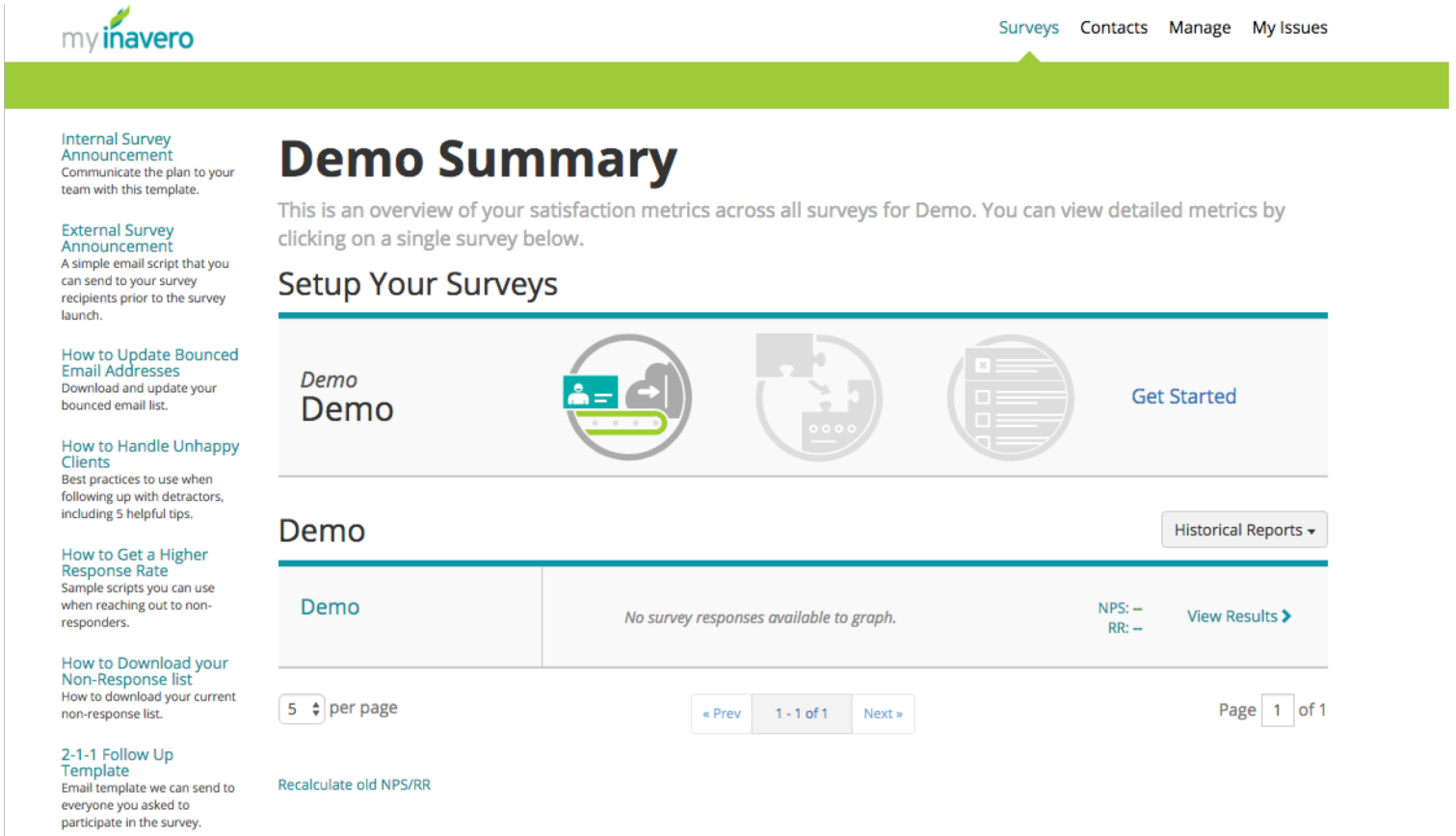
Setup Your Survey

Login to my.inavero.com



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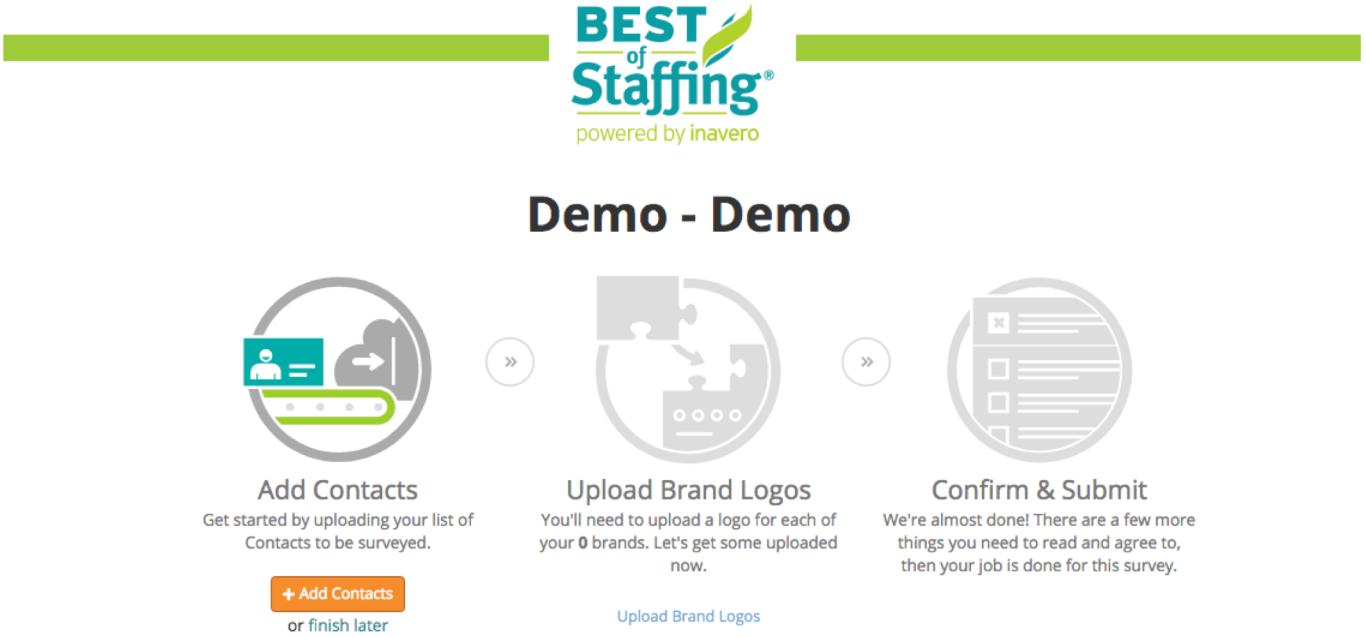
Upload your Contact Lists



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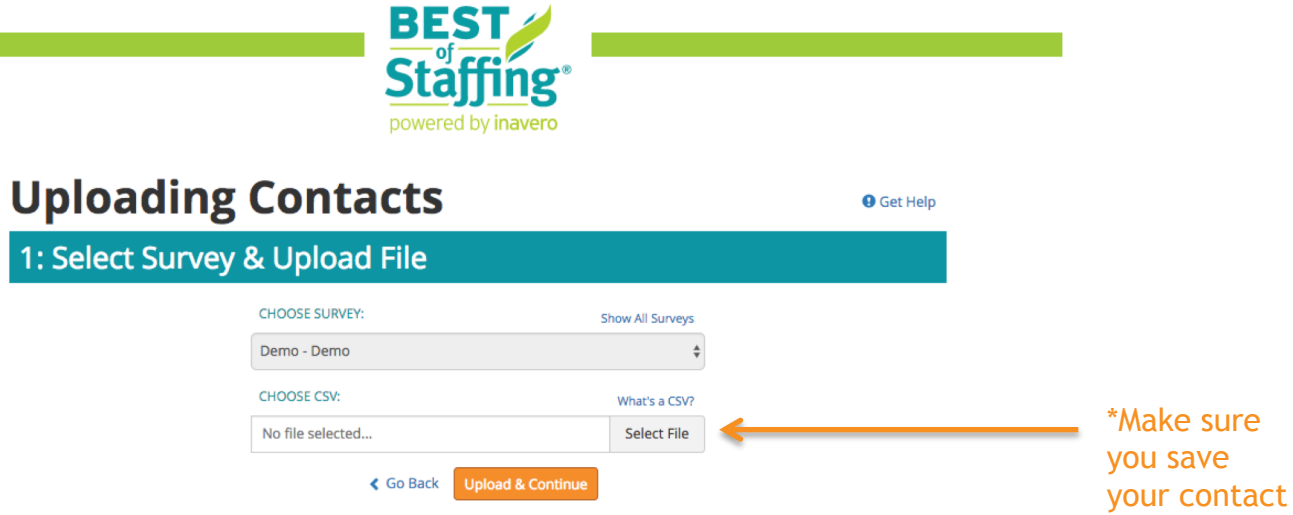
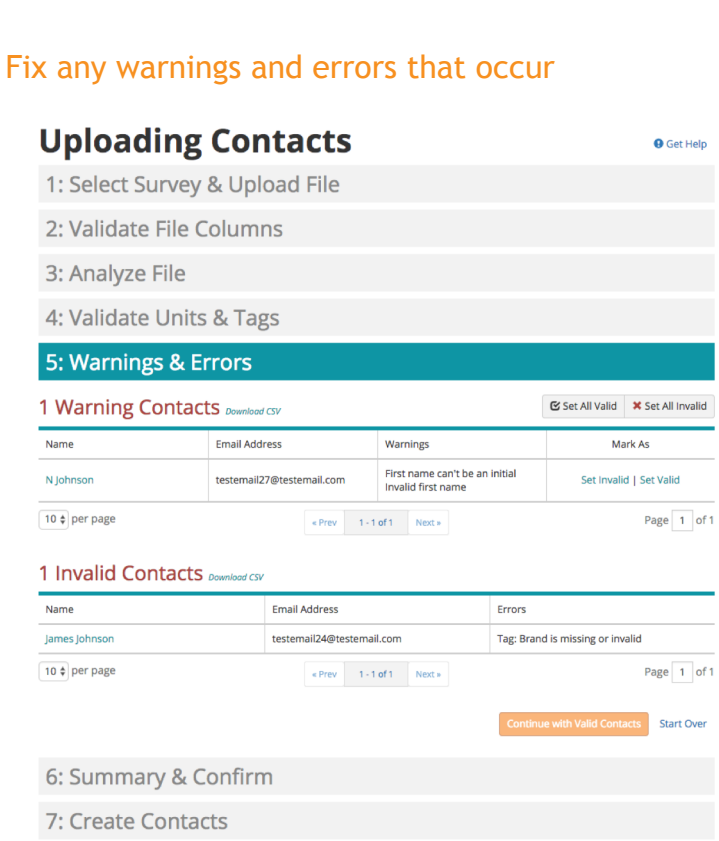
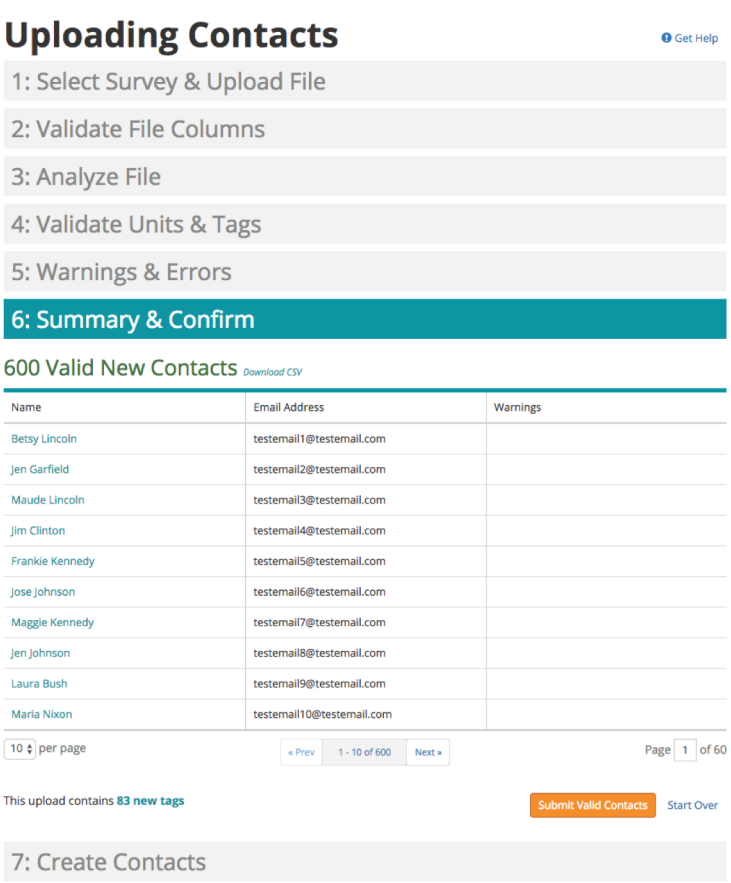


*Make sure you save your contact list as a .csv

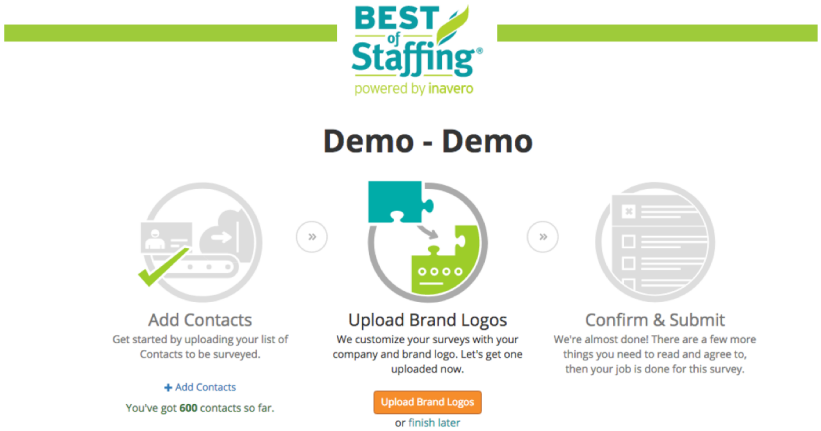
Upload your Contact Lists

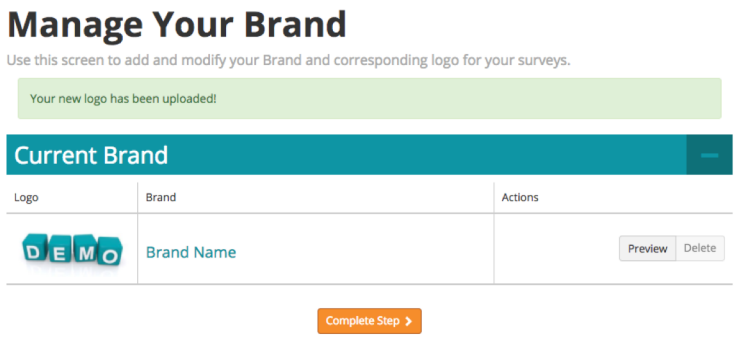
Fix any warnings and errors that occur





Upload Brand Logos





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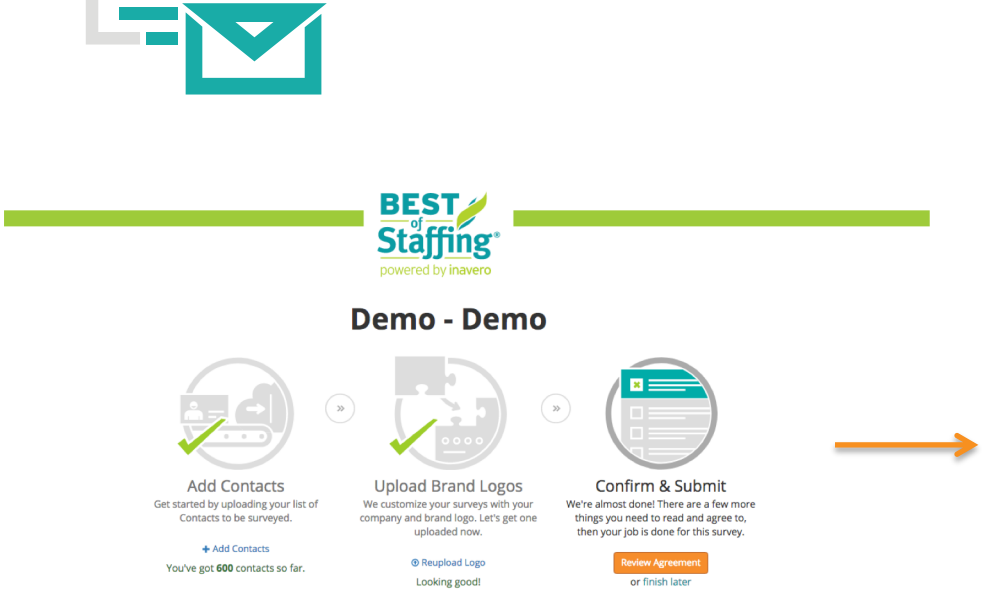
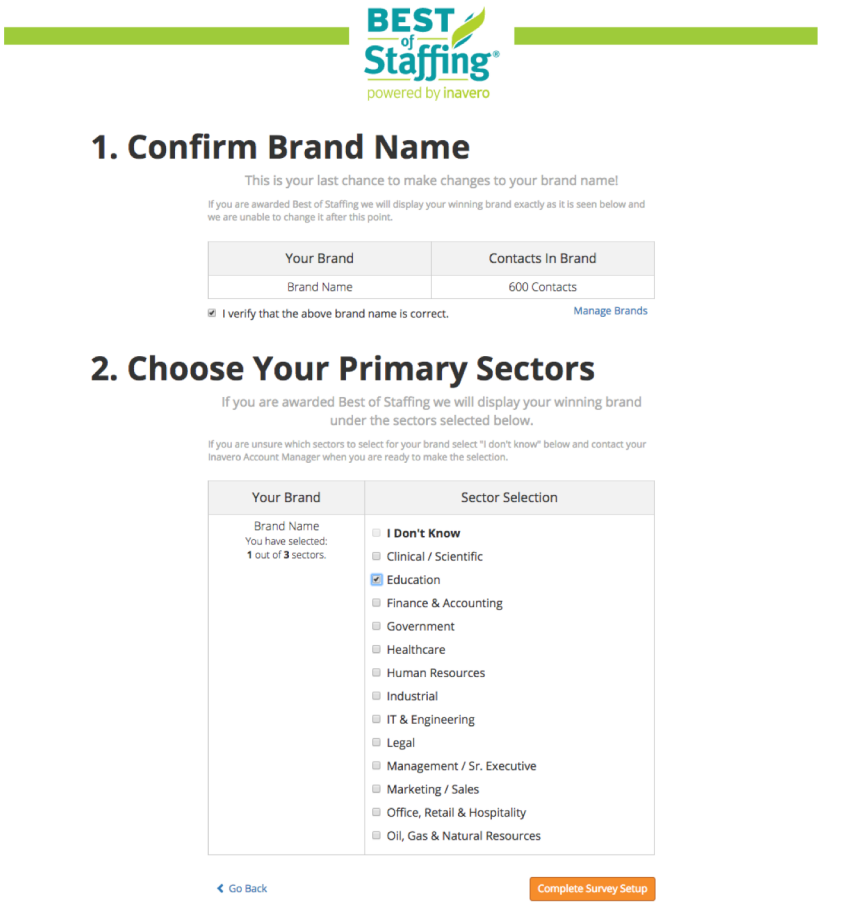
Confirm Brand & Sectors





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Setup your Survey

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You're All Done!

Woohoo! **Your 2019 Best of Staffing** survey is ready to go! We'll give you a call or send you an email if we have any questions, otherwise you're all done for now.

Back to my Surveys

Your Data Personalizes the Message

From: [Brand]
Subject: [Brand] – **x** Question Survey

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 would you be to recommend [brand] to a friend or colleague?

NEW

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

(0 - Not at all likely, 10 - Extremely likely)
(Please note: clicking selection above will direct you to the rest of the survey.)

IMPROVES RESPONSE RATE

For your time, you will be entered into a drawing for a **$XXX 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]

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We send your survey

Client Survey

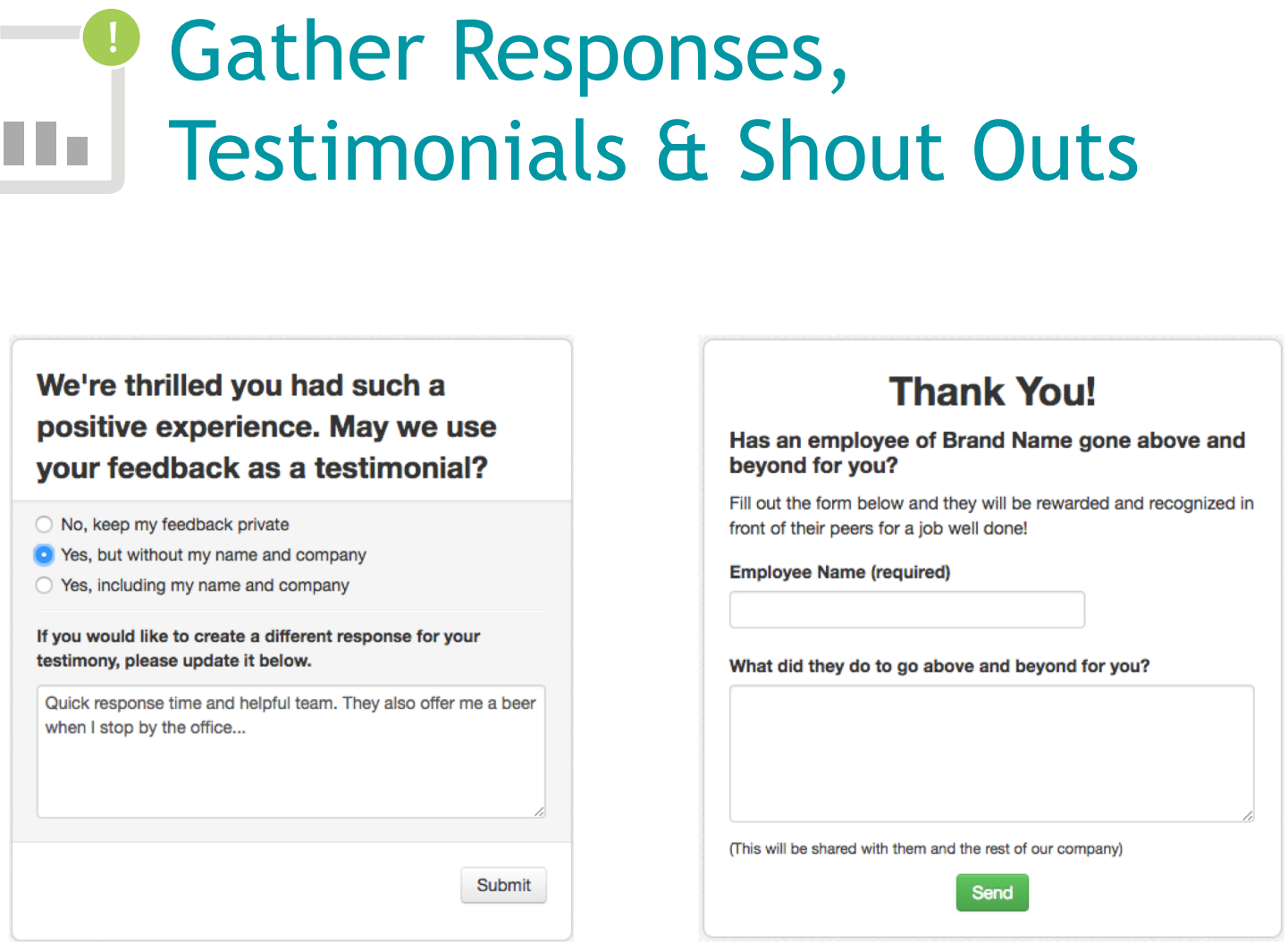
1. Based on your most recent experience, how likely would you be to recommend [brand] to a friend or colleague? (NPS, 0-10 scale)
2. Have any issues you've had been resolved within 24 hours? (Yes, No, N/A)
3. Does [brand] submit multiple qualified candidates that match your requirements? (Yes, No, N/A)
4. Does [brand] submit candidates who would be a good culture fit for your team? (Yes, No, N/A)
5. Does [brand] submit candidates within the expected timeframe? (Yes, No, N/A)
6. Does [brand] set realistic expectations regarding the open positions you have them work on? (Yes, No, N/A)
7. What is the primary reason behind the ratings you provided? (Open-ended)
8. What, if anything could [brand] do differently to increase the value you receive from them? (Open-ended)

We send your survey

Talent Survey

1. Based on your most recent experience, how likely would you be to recommend [brand] to a friend or colleague? (NPS, 0-10 scale)
2. Have issues you've had been resolved in a timely manner? (Yes, No, N/A)
3. Have all your calls and emails received a response from [brand] within 24 hours? (Yes, No, N/A)
4. Was your current or most recent position accurately described to you prior to starting? (Yes, No, N/A)
5. Were you treated well by the organization with which you were placed on your current or most recent assignment? (Yes, No, N/A)
6. What is the primary reason behind the ratings you provided? (Open-ended)
7. What, if anything could [brand] do differently to increase the value you receive working with them? (Open-ended)

Gather Responses, Testimonials & Shout Outs



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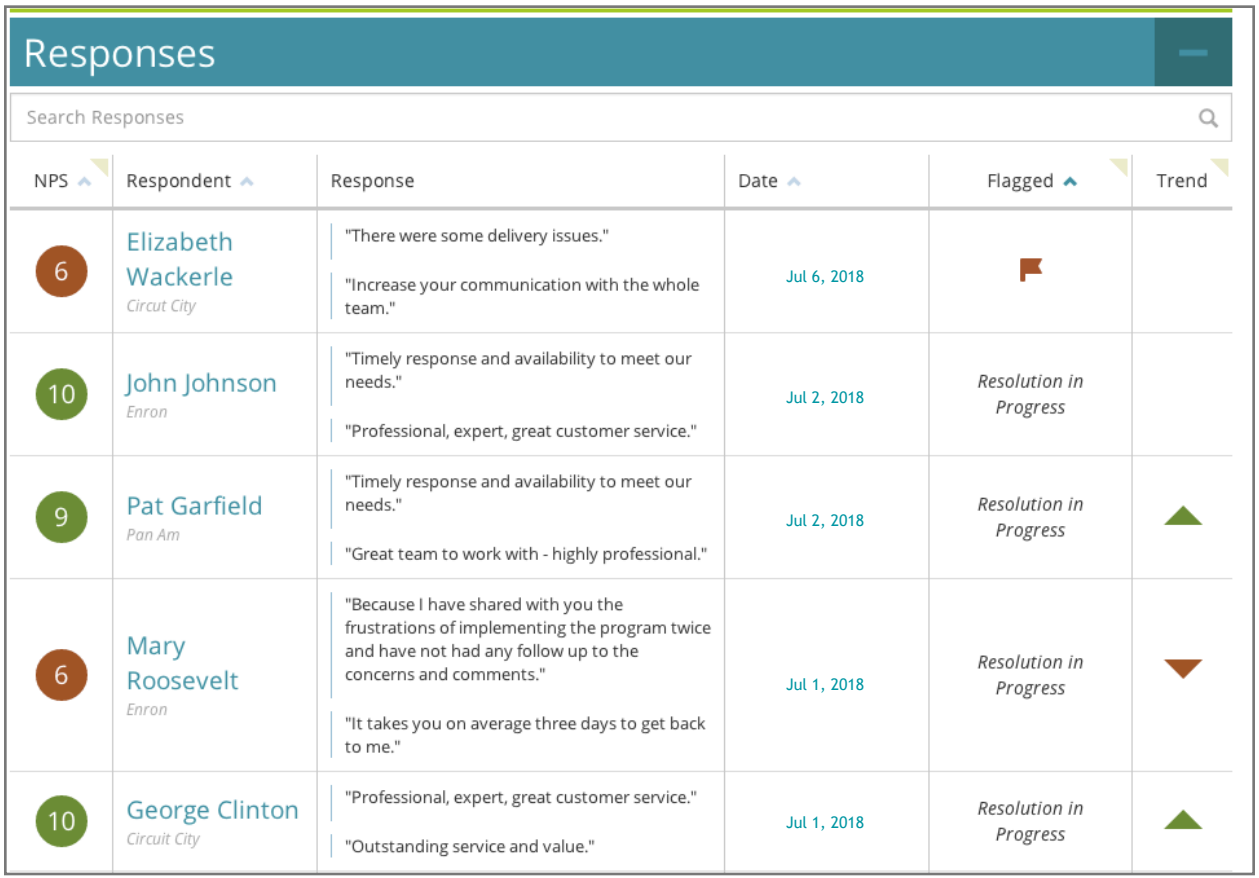
Real-time Feedback and Reports



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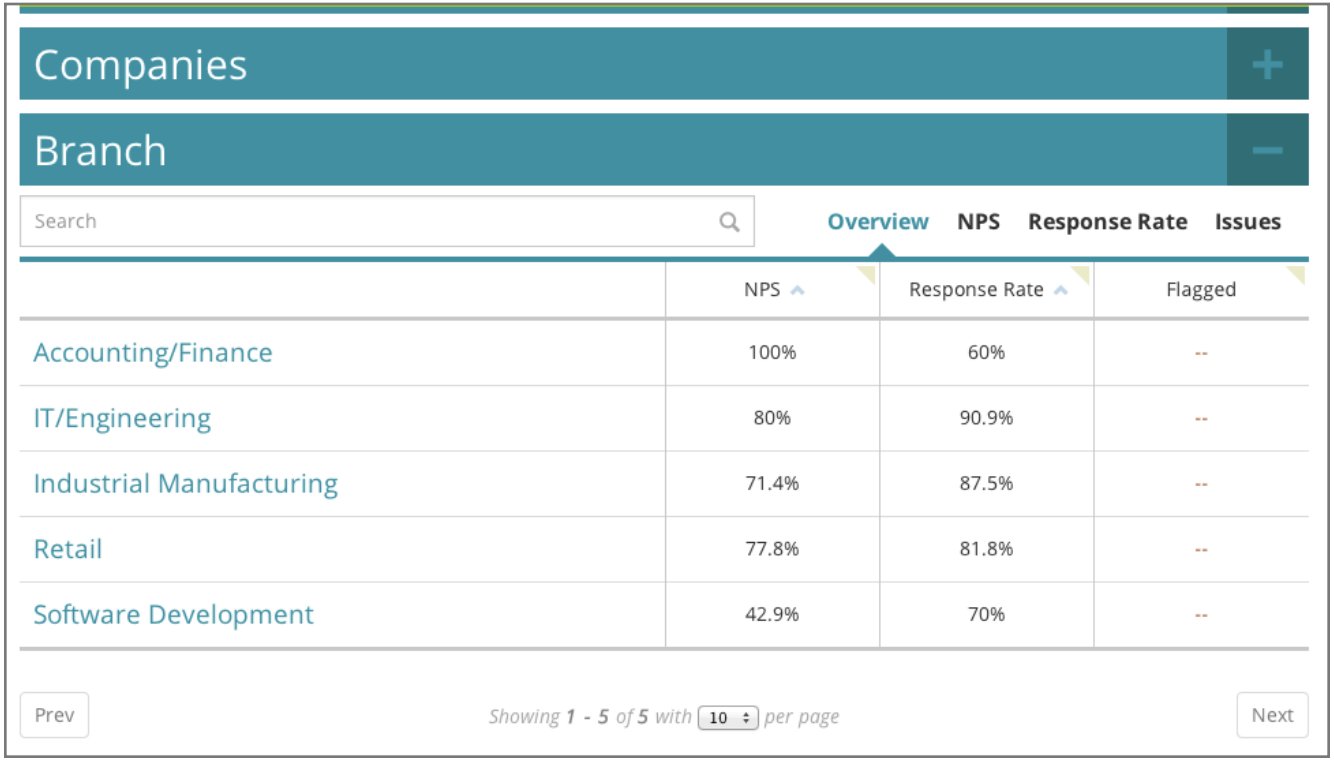
Real-time Feedback and Reports



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Real-time Feedback and Reports

NPS Drivers

Overview | NPS Impact | Response Details

Topic	Full Question	Yes	Responses
Q1: Issues	Have any issues you've had been resolved within 24 hours?	85.6%	436
Q2: Qualified	Does Brand Name submit multiple qualified candidates that match your requirements?	90.5%	428
Q3: Culture Fit	Does Brand Name submit candidates who would be a good culture fit for your team?	88.9%	436
Q4: Time Frame	Does Brand Name submit candidates within the expected time frame?	86.6%	436
Q5: Expectations	Does Brand Name set realistic expectations regarding the open positions you have them work on?	89.8%	436

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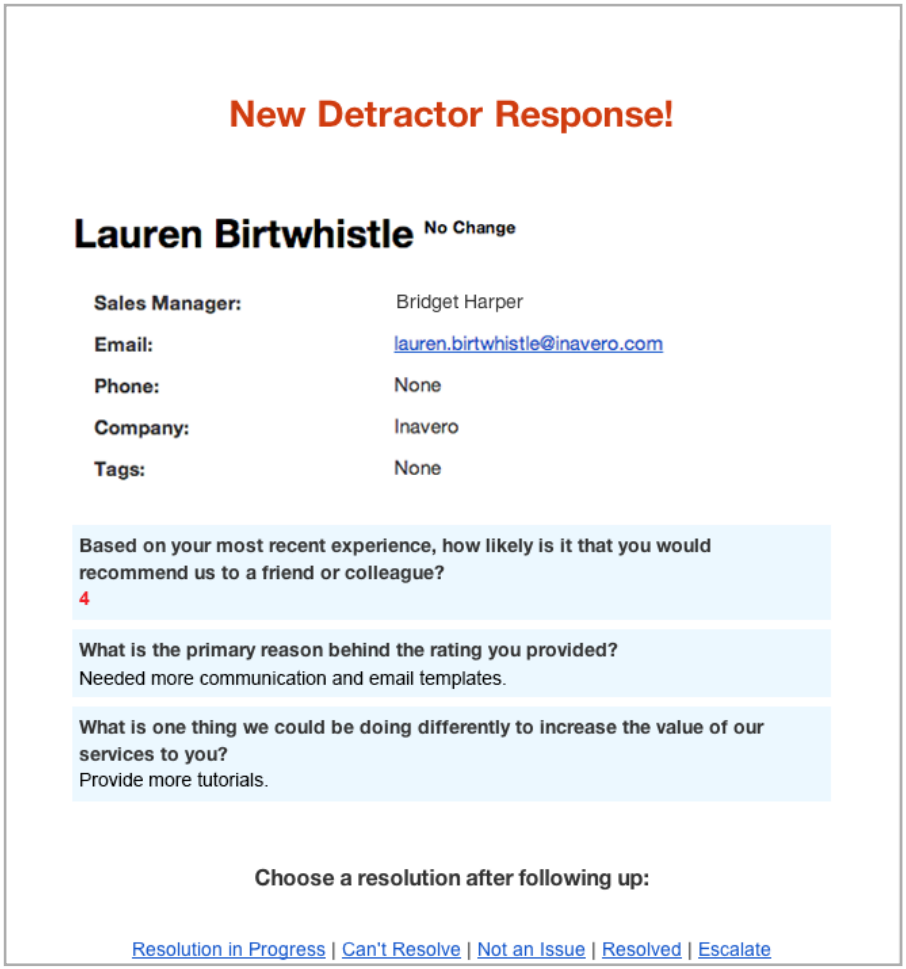
Real-time Feedback and Reports



New Detractor Response!

Lauren Birtwhistle No Change

Sales Manager:	Bridget Harper
Email:	lauren.birtwhistle@inavero.com
Phone:	None
Company:	Inavero
Tags:	None

Based on your most recent experience, how likely is it that you would recommend us to a friend or colleague?
4

What is the primary reason behind the rating you provided?
Needed more communication and email templates.

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

Choose a resolution after following up:

Resolution in Progress | Can't Resolve | Not an Issue | Resolved | Escalate

Best Practice: Have a plan to follow up with detractors before the survey is sent. Your account manager will provide a resource with scripts and tips for this step.

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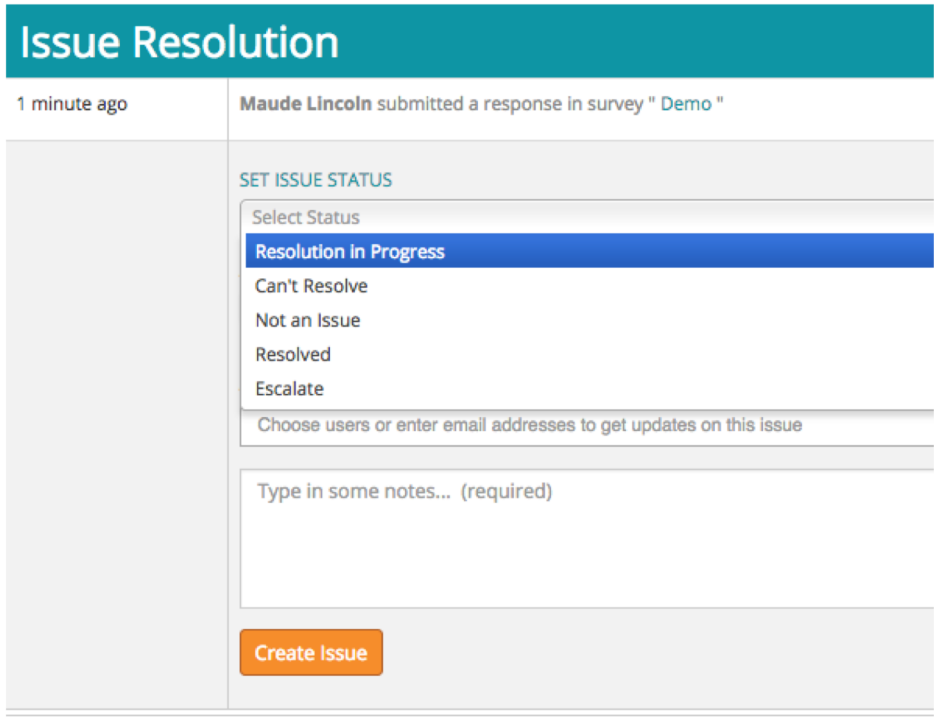
Manage Issue Resolutions



Best Practice: Download the MyIssues guide from the resource section of Inavero.com and have a plan in place before your survey sends.

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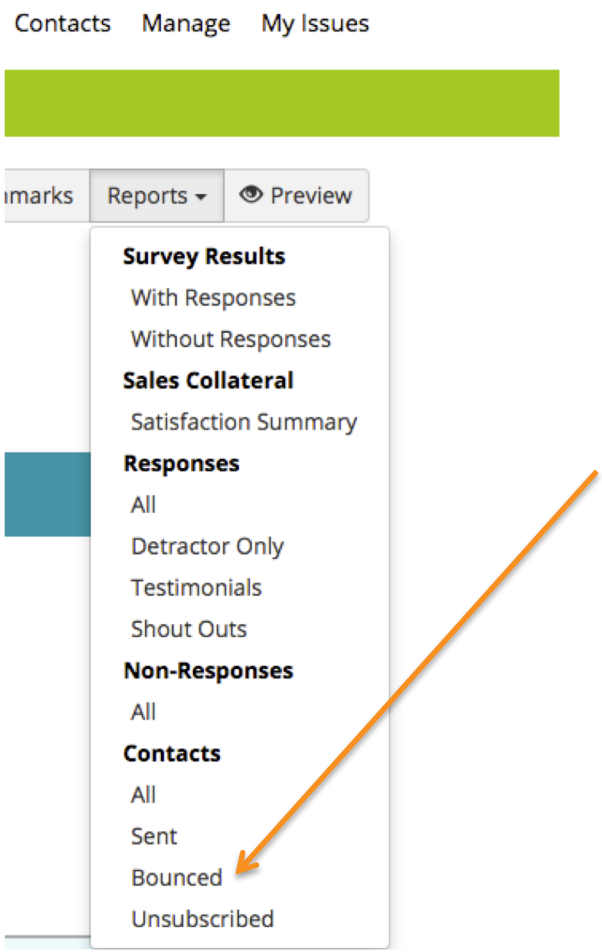
Manage Bounced Contacts



Best Practice: Download and correct bounced emails

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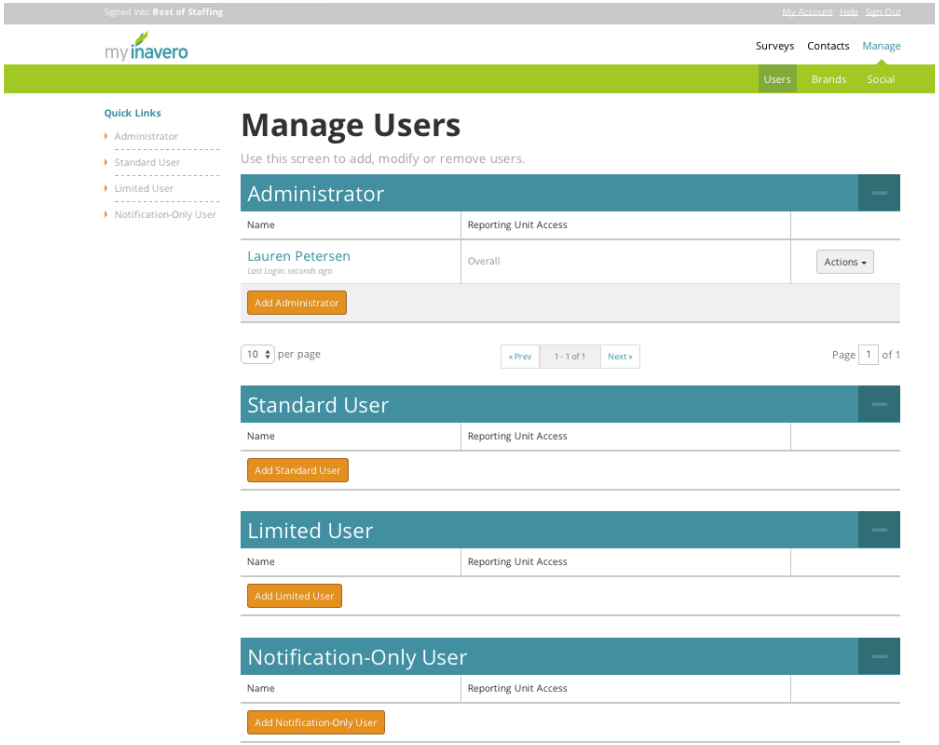
Manage User Settings



- User email settings are different than your email notification contacts
- Key contacts default to receive an email notification when you receive a detractor response or a shout out

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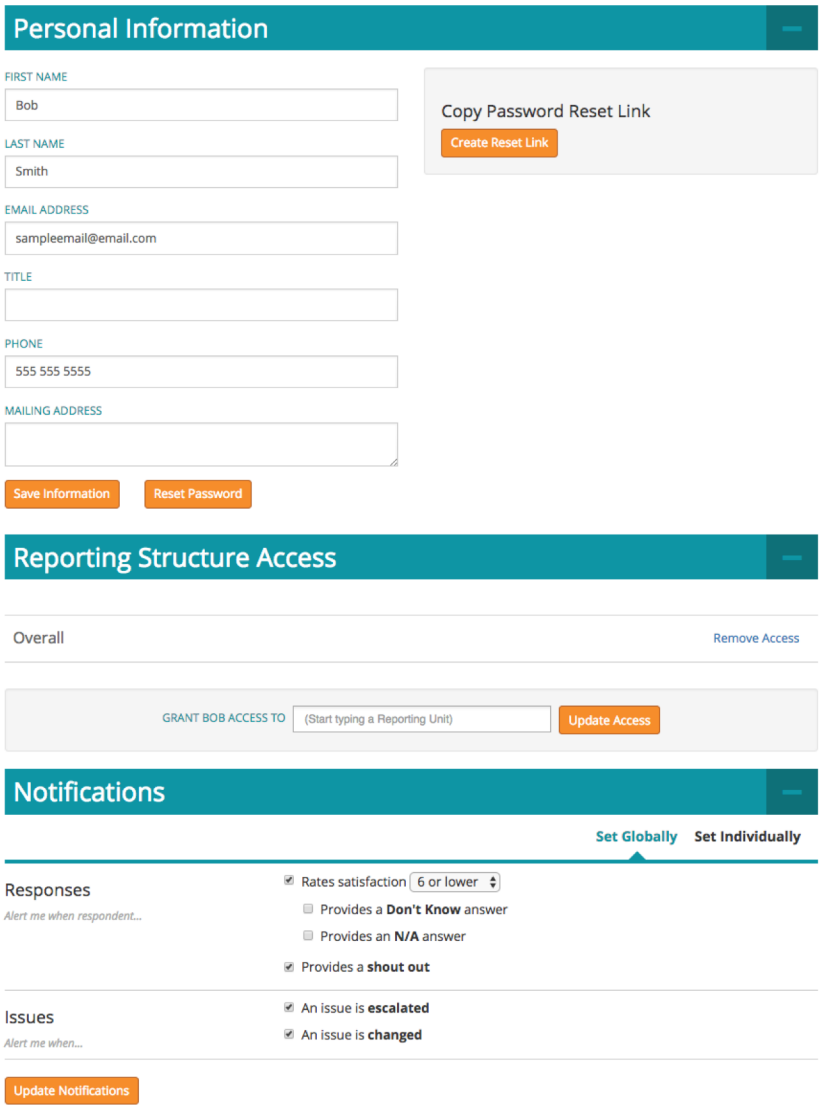
Manage User Settings



- Set access level and notification structure

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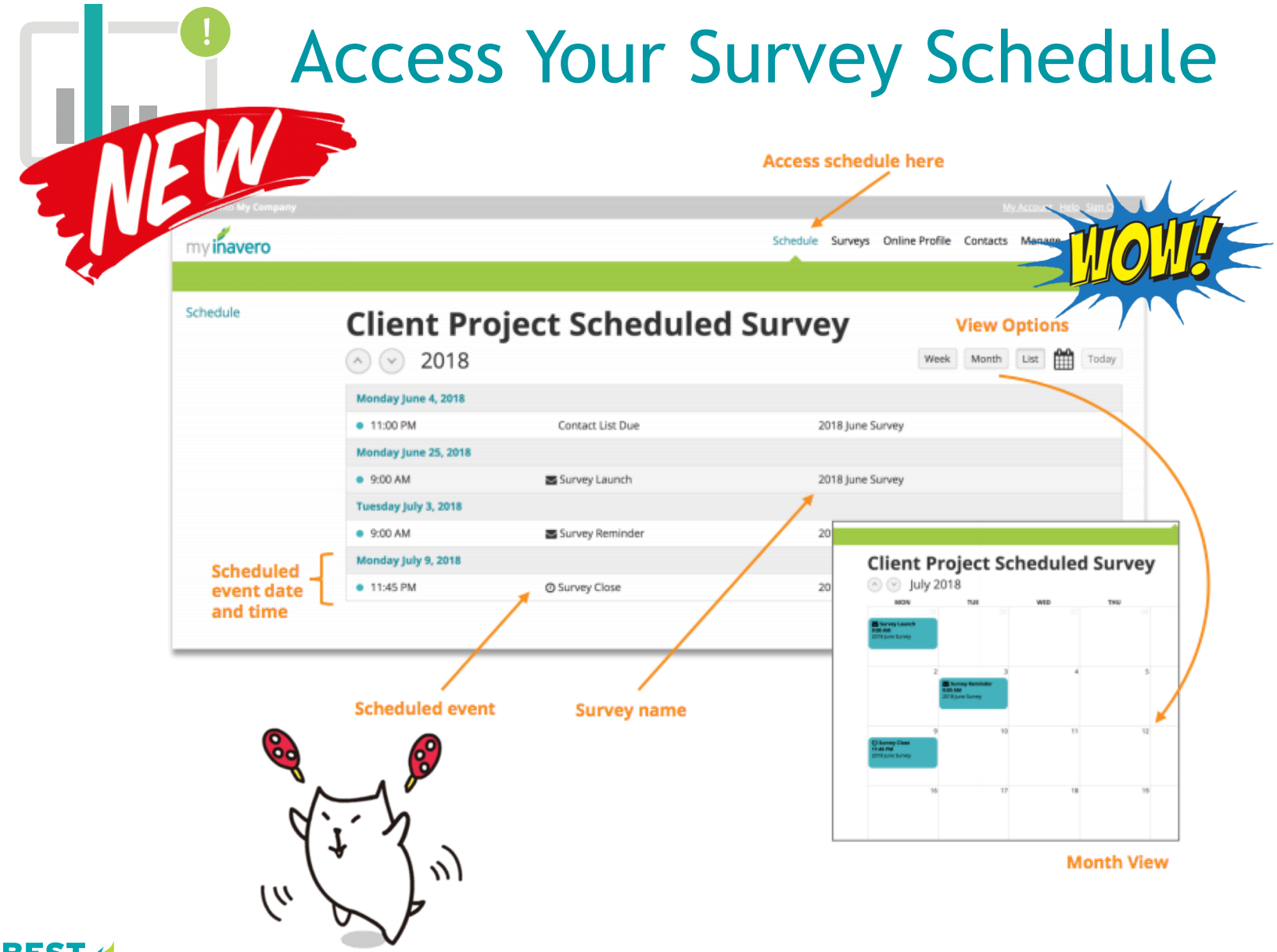
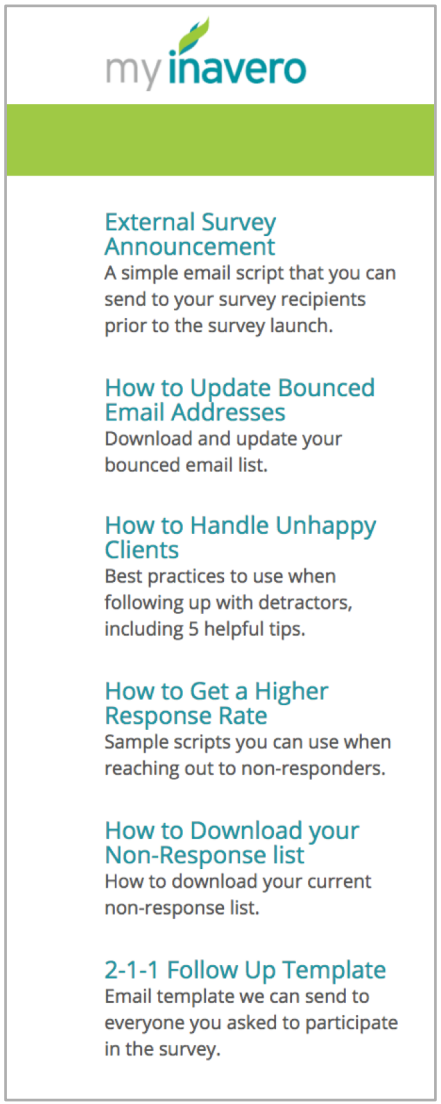
Access Your Survey Schedule



Resources Available



- MyInavero Resources
- Contact your Account Manager
- Weekly updates on response rate and NPS

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Data Validation

We run a data validation process to determine if you've earned the Best of Staffing Award.

Minimum data requirements

20% response rate AND 15 responses

OR

250 total responses per brand

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Competition Rules

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

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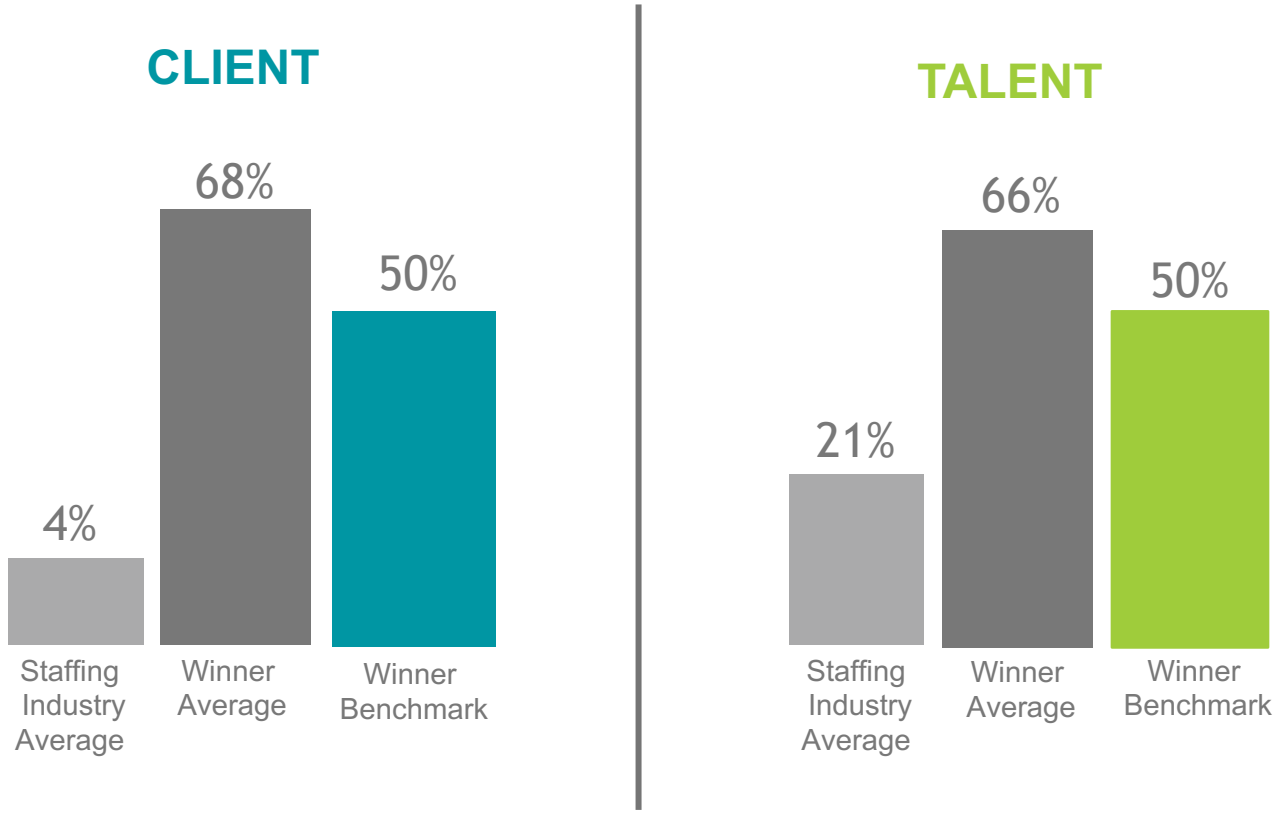
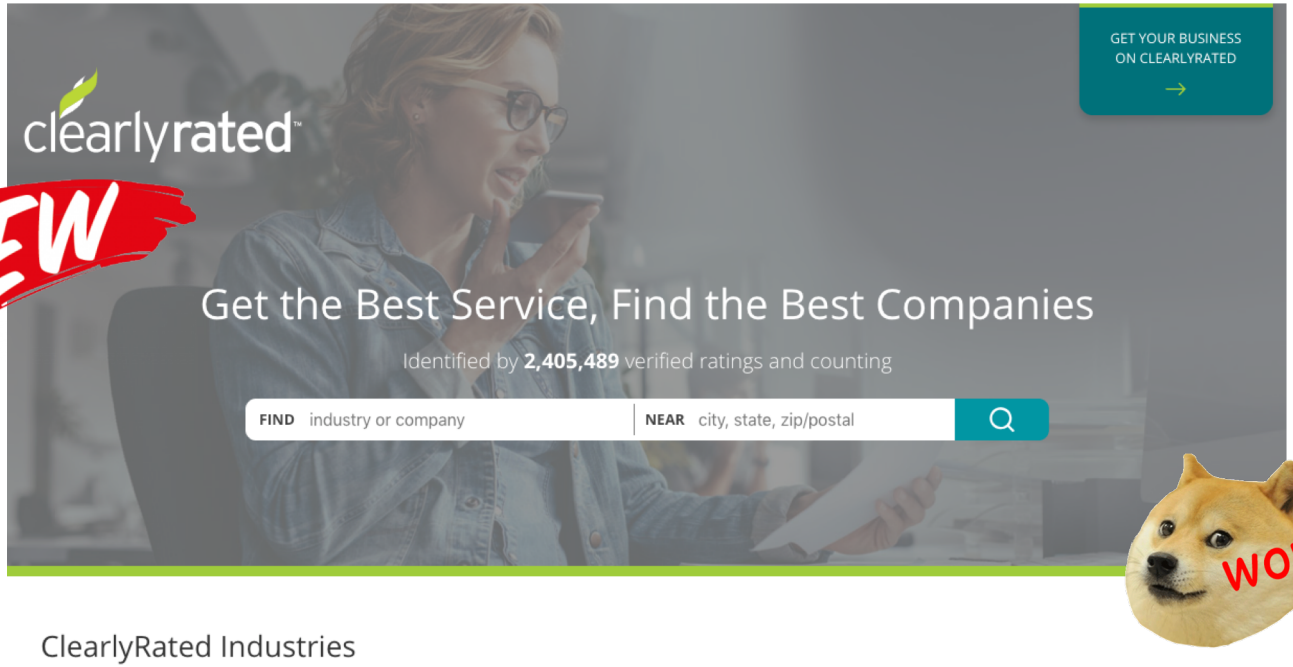
We Award Staffing Firms That Provide the Best Service

Prior Year NPS Stats



clearlyrated™



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What do the Winner's Get?

	Basic	Premium	Plus	Enterprise
Best of Staffing Marketing Guide w/ press release template, social media tools		✓	✓	✓
Award logo		✓	✓	✓
NEW ClearlyRated.com Directory Profile Page	✓	✓	✓	✓
NEW ClearlyRated.com Directory Branch location search and Sector Search	✓	✓	✓	✓

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Key Dates to Remember

Contact lists due November 7th

Client survey sends the week of December 3rd

Talent survey sends the week of December 3rd

2019 Best of Staffing Award Winners Announced

February 2019

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Questions?

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Sr. Accou
(5 346
Lau sen@inavero.com

MATERNITY LEAVE

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Zita Flaherty
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