



# Welcome Webinar

## Next Steps & What to Expect

Presented by :



Ryen Salo | Sr. Account Manager



Emilie Clemis | Account Manager

Portland

KEEP PORTLAND  
WEIRD!



# About Inavero

We send a lot of surveys.

**2,000,000+**

# Your Best of Staffing Team



Bridget



Anna



Nick



Evan



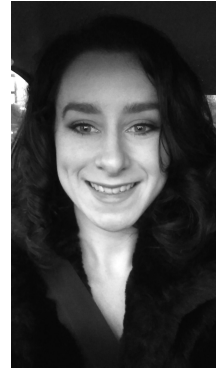
Lauren O.



Ryen



Lauren P.



Zita



Emilie

# 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:



Gold Sponsor:



# 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 Practices for:*

# Planning a Successful Launch



**KEEP CALM  
TEAMWORK  
MAKES THE  
DREAM  
WORK**

## 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

# 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](mailto: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]

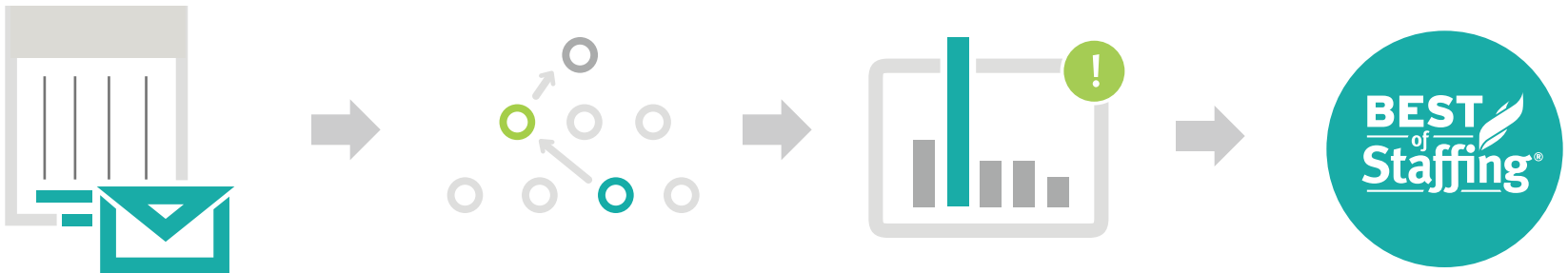
[Email Signature Title]

# 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.

# How It Works



# Net Promoter® Methodology



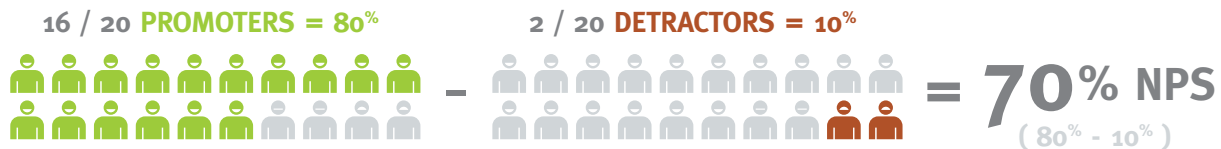
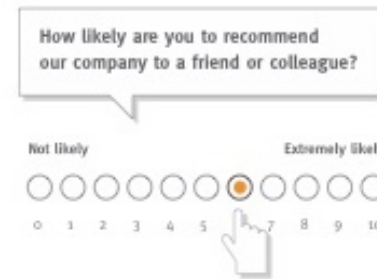
Promoters (give a rating of 9-10)



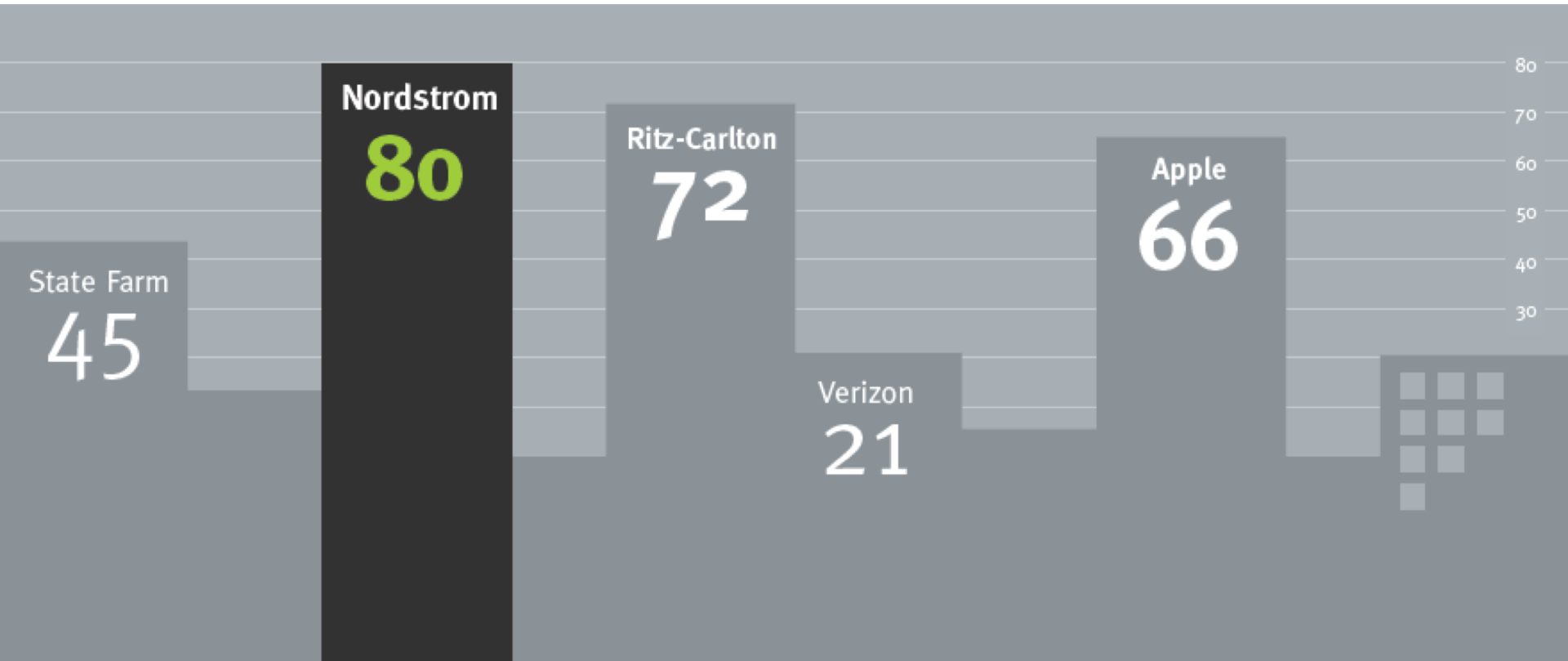
Passives (give a rating of 7-8), and

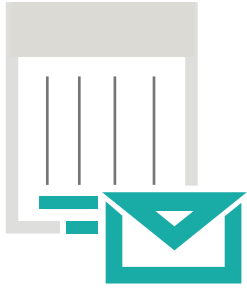


Detractors (give a rating of 0-6)



# What's a Good Net Promoter Score?





# 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.

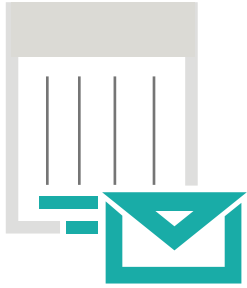
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## RESPONSE RATE REQUIREMENTS\*

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.*



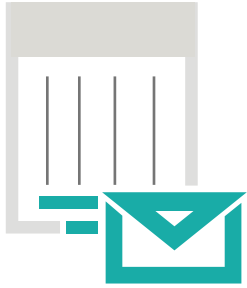
# Collect Your Contacts

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





# Setup Your Survey

Login to [my.inavero.com](https://my.inavero.com)

**Internal Survey Announcement**  
Communicate the plan to your team with this template.

**External Survey Announcement**  
A simple email script that you can send to your survey recipients prior to the survey launch.

**How to Update Bounced Email Addresses**  
Download and update your bounced email list.

**How to Handle Unhappy Clients**  
Best practices to use when following up with detractors, including 5 helpful tips.

**How to Get a Higher Response Rate**  
Sample scripts you can use when reaching out to non-responders.

**How to Download your Non-Response list**  
How to download your current non-response list.

**2-1-1 Follow Up Template**  
Email template we can send to everyone you asked to participate in the survey.

## Demo Summary

This is an overview of your satisfaction metrics across all surveys for Demo. You can view detailed metrics by clicking on a single survey below.

### Setup Your Surveys

*Demo*

**Demo**

[Get Started](#)

### Demo

[Historical Reports](#) ▾

Demo	<i>No survey responses available to graph.</i>	NPS: -- RR: --	<a href="#">View Results</a> >
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5 ▾ per page

« Prev 1 - 1 of 1 Next »

Page 1 of 1

[Recalculate old NPS/RR](#)



# Upload your Contact Lists



## Demo - Demo



### Add Contacts

Get started by uploading your list of Contacts to be surveyed.

[+ Add Contacts](#)

or finish later



### Upload Brand Logos

You'll need to upload a logo for each of your 0 brands. Let's get some uploaded now.

[Upload Brand Logos](#)



### Confirm & Submit

We're almost done! There are a few more things you need to read and agree to, then your job is done for this survey.



# Upload your Contact Lists



## Uploading Contacts

[Get Help](#)

### 1: Select Survey & Upload File

CHOOSE SURVEY: [Show All Surveys](#)

Demo - Demo

CHOOSE CSV: [What's a CSV?](#)

No file selected... [Select File](#)

[Go Back](#) [Upload & Continue](#)

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

2: Validate File Columns

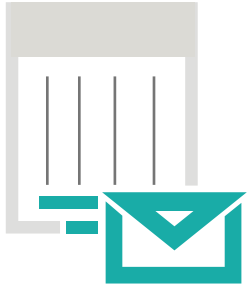
3: Analyze File

4: Validate Units & Tags

5: Warnings & Errors

6: Summary & Confirm

7: Create Contacts



# Upload your Contact Lists



Fix any warnings and errors that occur

## Uploading Contacts

[Get Help](#)

1: Select Survey & Upload File

2: Validate File Columns

3: Analyze File

4: Validate Units & Tags

5: Warnings & Errors

### 1 Warning Contacts Download CSV

Set All Valid  Set All Invalid

Name	Email Address	Warnings	Mark As
N Johnson	testemail27@testemail.com	First name can't be an initial Invalid first name	Set Invalid   Set Valid

10 per page

[Prev](#) [1 - 1 of 1](#) [Next](#)

Page 1 of 1

### 1 Invalid Contacts Download CSV

Name	Email Address	Errors
James Johnson	testemail24@testemail.com	Tag: Brand is missing or invalid

10 per page

[Prev](#) [1 - 1 of 1](#) [Next](#)

Page 1 of 1

[Continue with Valid Contacts](#) [Start Over](#)

6: Summary & Confirm

7: Create Contacts

## Uploading Contacts

[Get Help](#)

1: Select Survey & Upload File

2: Validate File Columns

3: Analyze File

4: Validate Units & Tags

5: Warnings & Errors

6: Summary & Confirm

### 600 Valid New Contacts Download CSV

Name	Email Address	Warnings
Betsy Lincoln	testemail1@testemail.com	
Jen Garfield	testemail2@testemail.com	
Maude Lincoln	testemail3@testemail.com	
Jim Clinton	testemail4@testemail.com	
Frankie Kennedy	testemail5@testemail.com	
Jose Johnson	testemail6@testemail.com	
Maggie Kennedy	testemail7@testemail.com	
Jen Johnson	testemail8@testemail.com	
Laura Bush	testemail9@testemail.com	
Maria Nixon	testemail10@testemail.com	

10 per page

[Prev](#) [1 - 10 of 600](#) [Next](#)

Page 1 of 60

This upload contains **83 new tags**

[Submit Valid Contacts](#) [Start Over](#)

7: Create Contacts



# Upload Brand Logos



## Demo - Demo



### Add Contacts

Get started by uploading your list of contacts to be surveyed.

[+ Add Contacts](#)

You've got **600** contacts so far.



### Upload Brand Logos

We customize your surveys with your company and brand logo. Let's get one uploaded now.

[Upload Brand Logos](#)

or finish later



### Confirm & Submit

We're almost done! There are a few more things you need to read and agree to, then your job is done for this survey.



## Manage Your Brand

Use this screen to add and modify your Brand and corresponding logo for your surveys.

Your new logo has been uploaded!

### Current Brand

Logo	Brand	Actions
	Brand Name	<a href="#">Preview</a> <a href="#">Delete</a>

[Complete Step >](#)



# Confirm Brand & Sectors



## Demo - Demo



### Add Contacts

Get started by uploading your list of Contacts to be surveyed.

[+ Add Contacts](#)

You've got **600** contacts so far.



### Upload Brand Logos

We customize your surveys with your company and brand logo. Let's get one uploaded now.

[Reupload Logo](#)

Looking good!



### Confirm & Submit

We're almost done! There are a few more things you need to read and agree to, then your job is done for this survey.

[Review Agreement](#)

or finish later



## 1. Confirm Brand Name

This is your last chance to make changes to your brand name!

If you are awarded Best of Staffing we will display your winning brand exactly as it is seen below and we are unable to change it after this point.

Your Brand	Contacts In Brand
Brand Name	600 Contacts

I verify that the above brand name is correct.

[Manage Brands](#)

## 2. Choose Your Primary Sectors

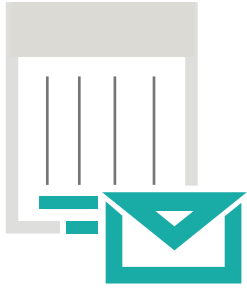
If you are awarded Best of Staffing we will display your winning brand under the sectors selected below.

If you are unsure which sectors to select for your brand select "I don't know" below and contact your Inavero Account Manager when you are ready to make the selection.

Your Brand	Sector Selection
Brand Name You have selected: 1 out of 3 sectors.	<input type="checkbox"/> I Don't Know <input type="checkbox"/> Clinical / Scientific <input checked="" type="checkbox"/> Education <input type="checkbox"/> Finance & Accounting <input type="checkbox"/> Government <input type="checkbox"/> Healthcare <input type="checkbox"/> Human Resources <input type="checkbox"/> Industrial <input type="checkbox"/> IT & Engineering <input type="checkbox"/> Legal <input type="checkbox"/> Management / Sr. Executive <input type="checkbox"/> Marketing / Sales <input type="checkbox"/> Office, Retail & Hospitality <input type="checkbox"/> Oil, Gas & Natural Resources

[Go Back](#)

[Complete Survey Setup](#)



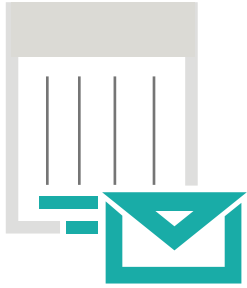
# Setup your Survey



## 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

**IMPROVES  
RESPONSE RATE**

(0 - Not at all likely, 10 - Extremely likely)

(Please note: clicking selection above will direct you to the rest of the survey.)

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.

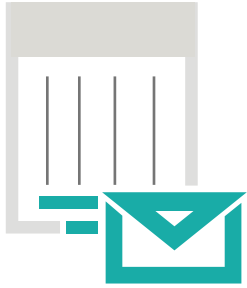
By taking time to share a few thoughts with us on your experience, you are helping us discover ways to improve the service we provide you.

Thank you in advance for your time.

Sincerely,

[email\_signature\_name]  
[email\_signature\_title]





# 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

**We're thrilled you had such a positive experience. May we use your feedback as a testimonial?**

No, keep my feedback private

Yes, but without my name and company

Yes, including my name and company

If you would like to create a different response for your testimony, please update it below.

Quick response time and helpful team. They also offer me a beer when I stop by the office...

**Thank You!**

**Has an employee of Brand Name gone above and beyond for you?**

Fill out the form below and they will be rewarded and recognized in front of their peers for a job well done!

**Employee Name (required)**

**What did they do to go above and beyond for you?**

(This will be shared with them and the rest of our company)



# Real-time Feedback and Reports

Responses					
Search Responses <input type="text"/>					
NPS	Respondent	Response	Date	Flagged	Trend
6	<b>Elizabeth Wackerle</b> <i>Circuit City</i>	"There were some delivery issues." "Increase your communication with the whole team."	Jul 6, 2018		
10	<b>John Johnson</b> <i>Enron</i>	"Timely response and availability to meet our needs." "Professional, expert, great customer service."	Jul 2, 2018	<i>Resolution in Progress</i>	
9	<b>Pat Garfield</b> <i>Pan Am</i>	"Timely response and availability to meet our needs." "Great team to work with - highly professional."	Jul 2, 2018	<i>Resolution in Progress</i>	
6	<b>Mary Roosevelt</b> <i>Enron</i>	"Because I have shared with you the frustrations of implementing the program twice and have not had any follow up to the concerns and comments." "It takes you on average three days to get back to me."	Jul 1, 2018	<i>Resolution in Progress</i>	
10	<b>George Clinton</b> <i>Circuit City</i>	"Professional, expert, great customer service." "Outstanding service and value."	Jul 1, 2018	<i>Resolution in Progress</i>	



# Real-time Feedback and Reports

Companies <span>+</span>					
Branch <span>-</span>					
<input type="text" value="Search"/>		<b>Overview</b>	<b>NPS</b>	<b>Response Rate</b>	<b>Issues</b>
	NPS <span>▲</span>	Response Rate <span>▲</span>	Flagged <span>▲</span>		
Accounting/Finance	100%	60%	--		
IT/Engineering	80%	90.9%	--		
Industrial Manufacturing	71.4%	87.5%	--		
Retail	77.8%	81.8%	--		
Software Development	42.9%	70%	--		

Prev Showing 1 - 5 of 5 with 10 per page Next



# 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



# Real-time Feedback and Reports

## New Detractor Response!

**Lauren Birtwhistle** No Change

**Sales Manager:** Bridget Harper  
**Email:** [lauren.birtwhistle@inavero.com](mailto: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.



# Manage Issue Resolutions

## Issue Resolution

1 minute ago

Maude Lincoln submitted a response in survey " Demo "

SET ISSUE STATUS

Select Status

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

Choose users or enter email addresses to get updates on this issue

Type in some notes... (required)

Create Issue

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





# Manage Bounced Contacts

Contacts Manage My Issues



marks Reports Preview

- Survey Results**
  - With Responses
  - Without Responses
- Sales Collateral**
  - Satisfaction Summary
- Responses**
  - All
  - Detractor Only
  - Testimonials
  - Shout Outs
- Non-Responses**
  - All
- Contacts**
  - All
  - Sent
  - Bounced**
  - Unsubscribed

**Best Practice:** Download and correct bounced emails



# Manage User Settings

Signed into Best of Staffing My Account Help Sign Out

**myinavero** Surveys Contacts Manage

Users Brands Social

**Quick Links**

- ▶ Administrator
- ▶ Standard User
- ▶ Limited User
- ▶ Notification-Only User

## Manage Users

Use this screen to add, modify or remove users.

Administrator		—
Name	Reporting Unit Access	
Lauren Petersen <small>Last login: seconds ago</small>	Overall	Actions ▾
<a href="#">Add Administrator</a>		

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Standard User		—
Name	Reporting Unit Access	
<a href="#">Add Standard User</a>		

Limited User		—
Name	Reporting Unit Access	
<a href="#">Add Limited User</a>		

Notification-Only User		—
Name	Reporting Unit Access	
<a href="#">Add Notification-Only User</a>		

- 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



# Manage User Settings

## Personal Information

FIRST NAME

Bob

LAST NAME

Smith

EMAIL ADDRESS

samplemail@email.com

TITLE

PHONE

555 555 5555

MAILING ADDRESS

Save Information

Reset Password

Copy Password Reset Link

Create Reset Link

## Reporting Structure Access

Overall

Remove Access

GRANT BOB ACCESS TO (Start typing a Reporting Unit)

Update Access

## Notifications

Set Globally Set Individually

Responses

Alert me when respondent...

- Rates satisfaction (6 or lower)
- Provides a **Don't Know** answer
- Provides an **N/A** answer
- Provides a **shout out**

Issues

Alert me when...

- An issue is **escalated**
- An issue is **changed**

Update Notifications

- Set access level and notification structure

# Access Your Survey Schedule



Access schedule here

myinavero

Schedule Surveys Online Profile Contacts Manage

WOW!

Client Project Scheduled Survey

View Options

Week Month List Today

2018

Date	Event	Survey Name
Monday June 4, 2018	11:00 PM Contact List Due	2018 June Survey
Monday June 25, 2018	9:00 AM Survey Launch	2018 June Survey
Tuesday July 3, 2018	9:00 AM Survey Reminder	2018 June Survey
Monday July 9, 2018	11:45 PM Survey Close	2018 June Survey

Scheduled event date and time

Scheduled event

Survey name

Month View

Client Project Scheduled Survey

July 2018

MON	TUE	WED	THU
	Survey Launch 9:00 AM 2018 June Survey		
	Survey Reminder 9:00 AM 2018 June Survey		
	Survey Close 11:45 PM 2018 June Survey		





# Resources Available



## External Survey Announcement

A simple email script that you can send to your survey recipients prior to the survey launch.

## How to Update Bounced Email Addresses

Download and update your bounced email list.

## How to Handle Unhappy Clients

Best practices to use when following up with detractors, including 5 helpful tips.

## How to Get a Higher Response Rate

Sample scripts you can use when reaching out to non-responders.

## How to Download your Non-Response list

How to download your current non-response list.

## 2-1-1 Follow Up Template

Email template we can send to everyone you asked to participate in the survey.

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



# 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**





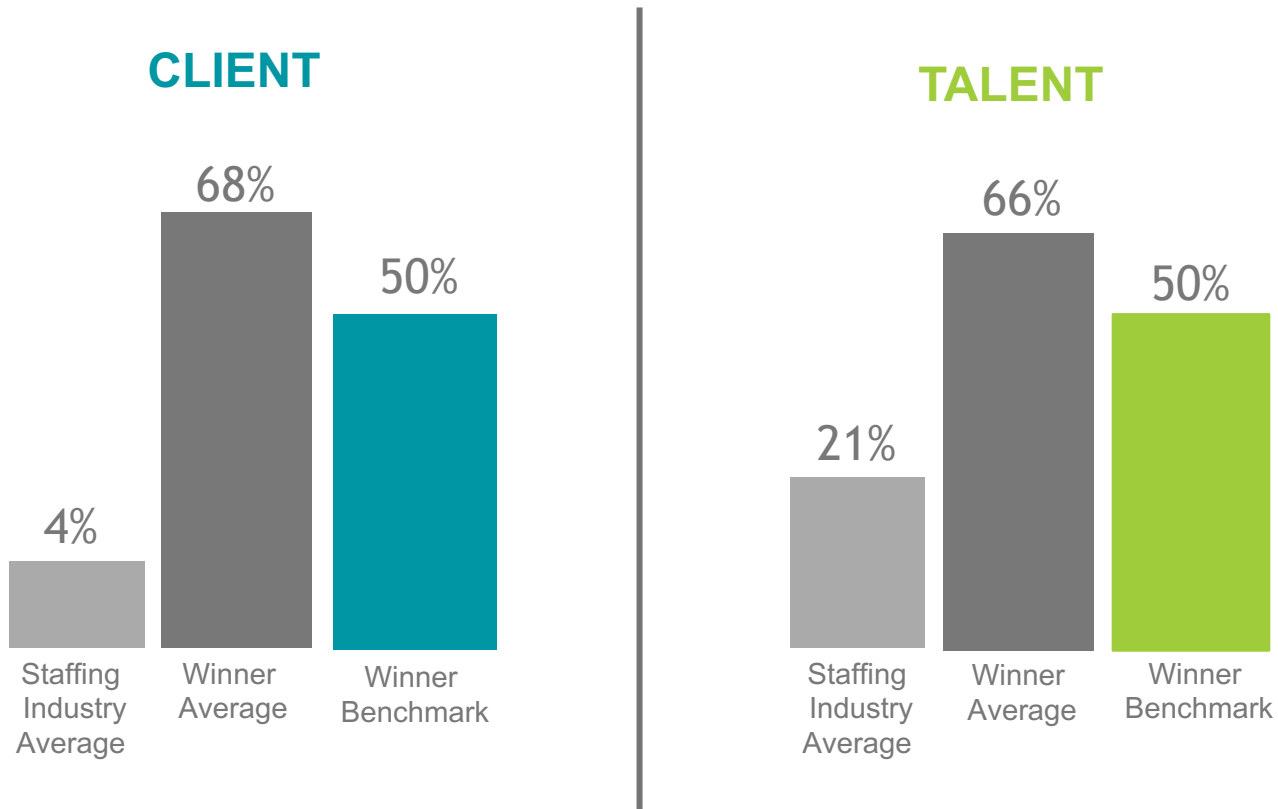
# Competition Rules

- 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.



# We Award Staffing Firms That Provide the Best Service

## Prior Year NPS Stats





clearlyrated™

GET YOUR BUSINESS ON CLEARLYRATED →

**NEW**

# Get the Best Service, Find the Best Companies

Identified by **2,405,489** verified ratings and counting

FIND industry or company | NEAR city, state, zip/postal




## ClearlyRated Industries



SEE ALL INDUSTRIES

List Your Business on ClearlyRated > Privacy Policy > Contact Us > MyInavero >

# What do the Winner's Get?

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



# Key Dates to Remember

Contact lists due November 7<sup>th</sup>

Client survey sends the week of December 3<sup>rd</sup>

Talent survey sends the week of December 3<sup>rd</sup>



2019 Best of Staffing Award Winners Announced

February 2019

# Questions?



Lauren Peters  
Sr. Account Manager  
(503) 542-3346  
Lauren.peters@inavero.com



Ryen Salo  
Sr. Account Manager  
(503) 542-3340  
Ryen.salo@inavero.com

Emilie Clemis  
Account Manager  
(503) 542-3343  
Emilie.clemis@inavero.com

Zita Flaherty  
Account Manager  
(503) 542-3351  
Zita.flaherty@inavero.com