



Customer Experience Reimagined

How Best of Staffing® Drives Growth for Staffing Firms

Eric Gregg, CEO & Founder of ClearlyRated



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Service Authenticity

A Lesson from Amtrak in the 80's

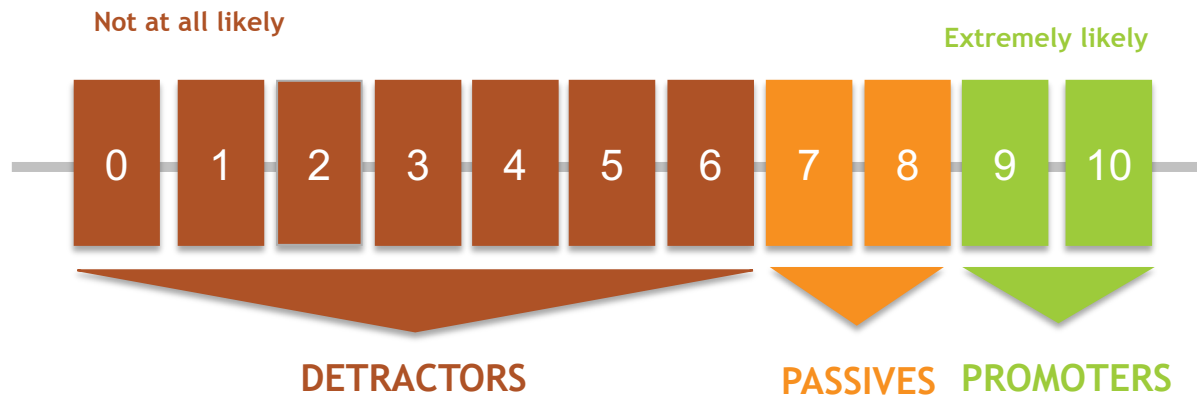


CX Reimagined Agenda

- **A primer on Net Promoter® Score (NPS®)** — what it is, and why we use it
- **The Best of Staffing award** — what it is, and how it's earned
- **Beyond the award** — financial and operational benefits of Best of Staffing
- **Focus on the feedback** — the 80/20 concept and why it works

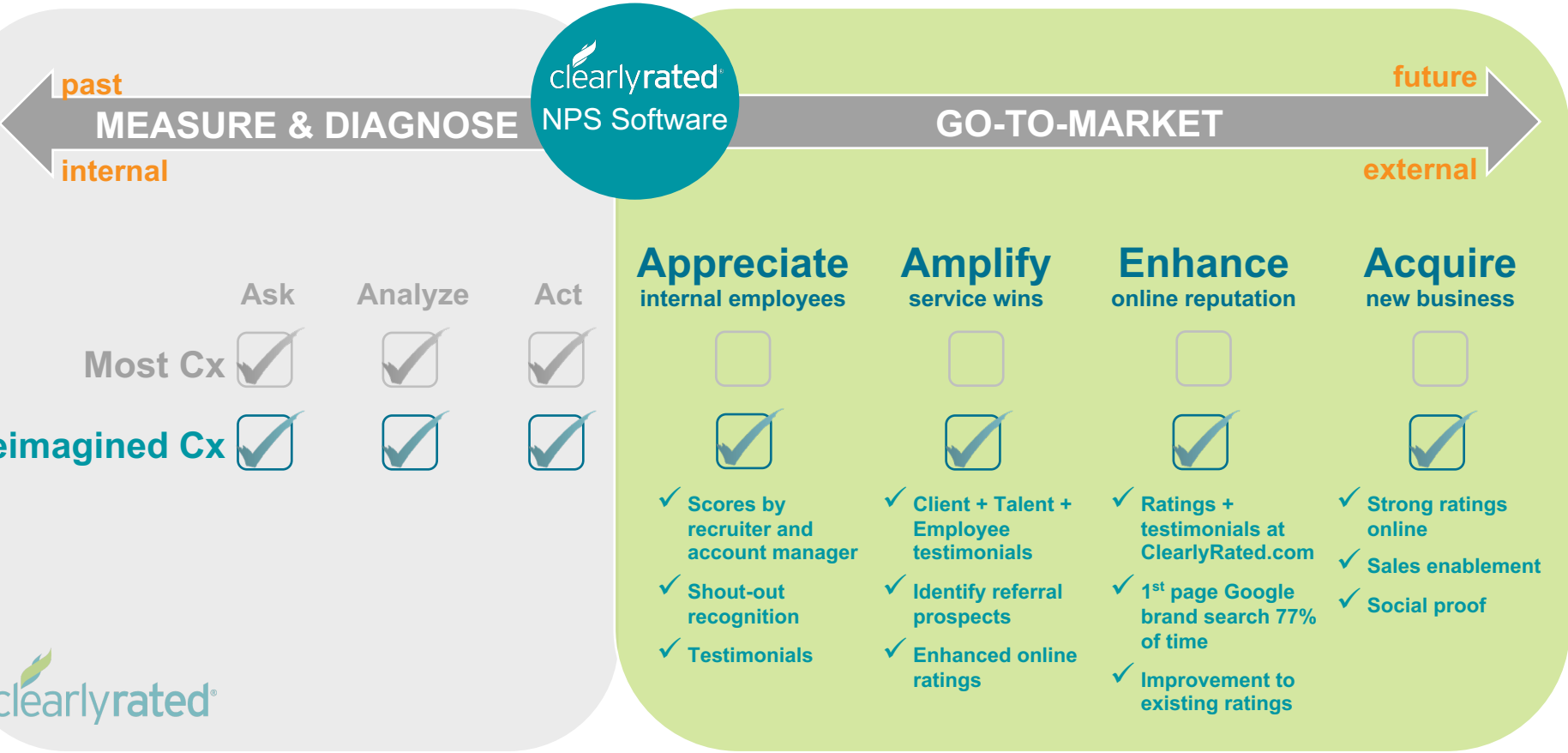
Best of Staffing is powered by the Net Promoter® Score (NPS®)

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



$$\text{Net Promoter® Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

The future of CX is responsive, always on, and transparent



CX Measurement Maturity Model



Elevating

- Weekly/event triggered feedback.
- CX/EX/TX-centered. Company core value.
- Social proof centered marketing, sales, renewals.

Expecting

- Monthly/weekly feedback at key stages of journey.
- Service 'stars' are celebrated internally.
- Scores are leveraged internally and externally.

Sharing

- Semi-annual or more often.
- Customer-facing employees see feedback.
- Feedback driving process and investment.

Measuring

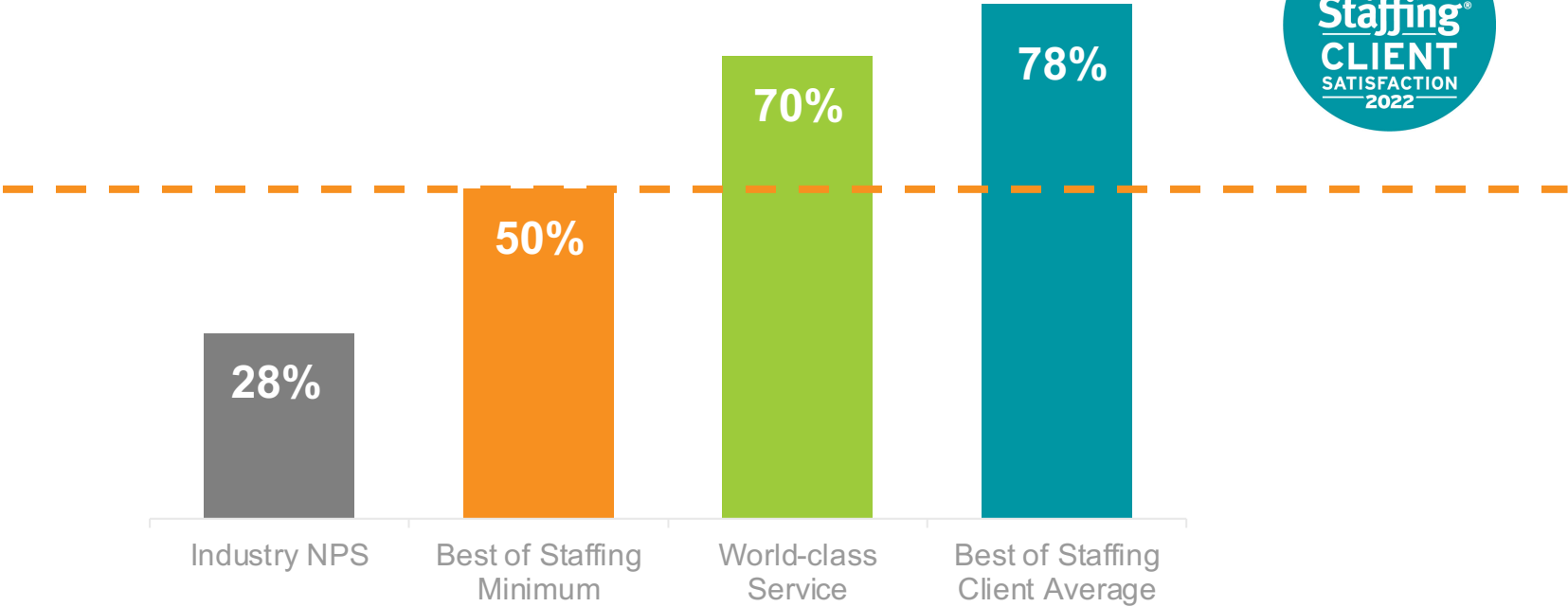
- Annual or semi-annual survey cadence.
- Reporting at leadership level only.
- Focus on macro areas of improvement.



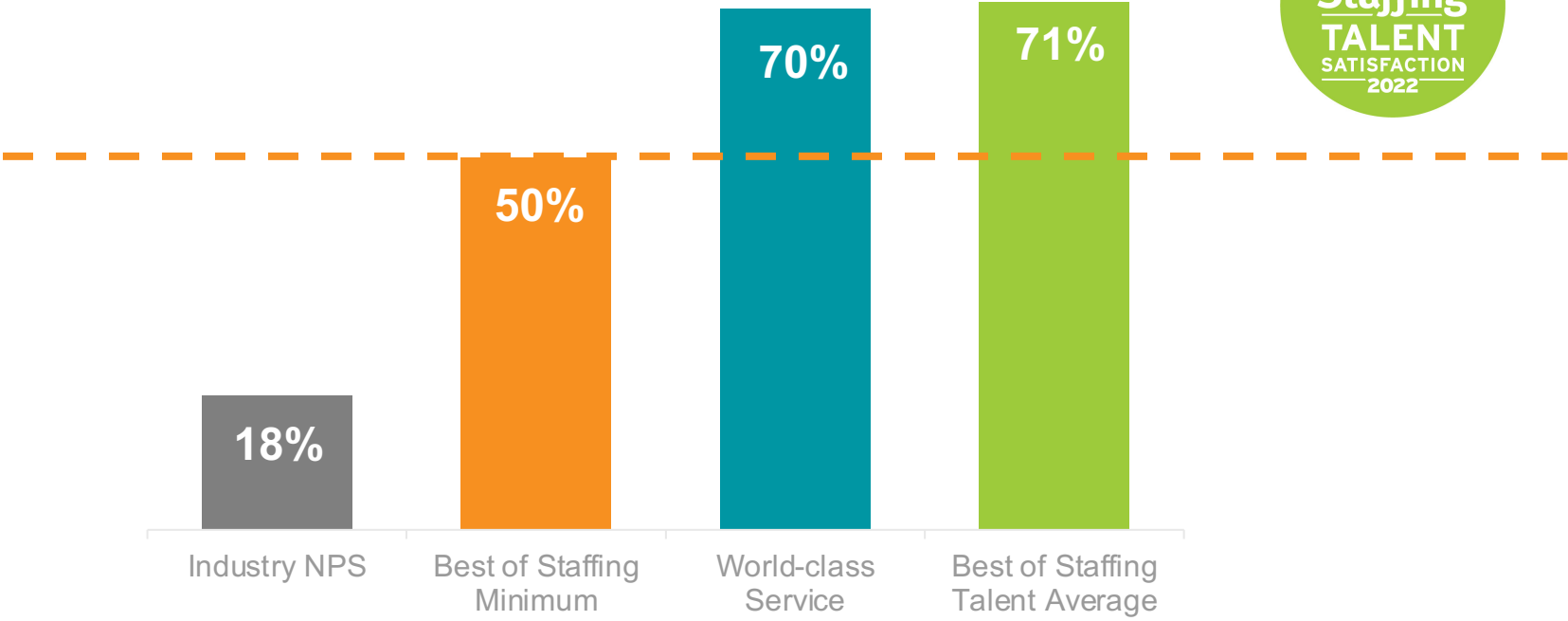
How firms earn Best of Staffing



Best of Staffing—Client winners versus the industry

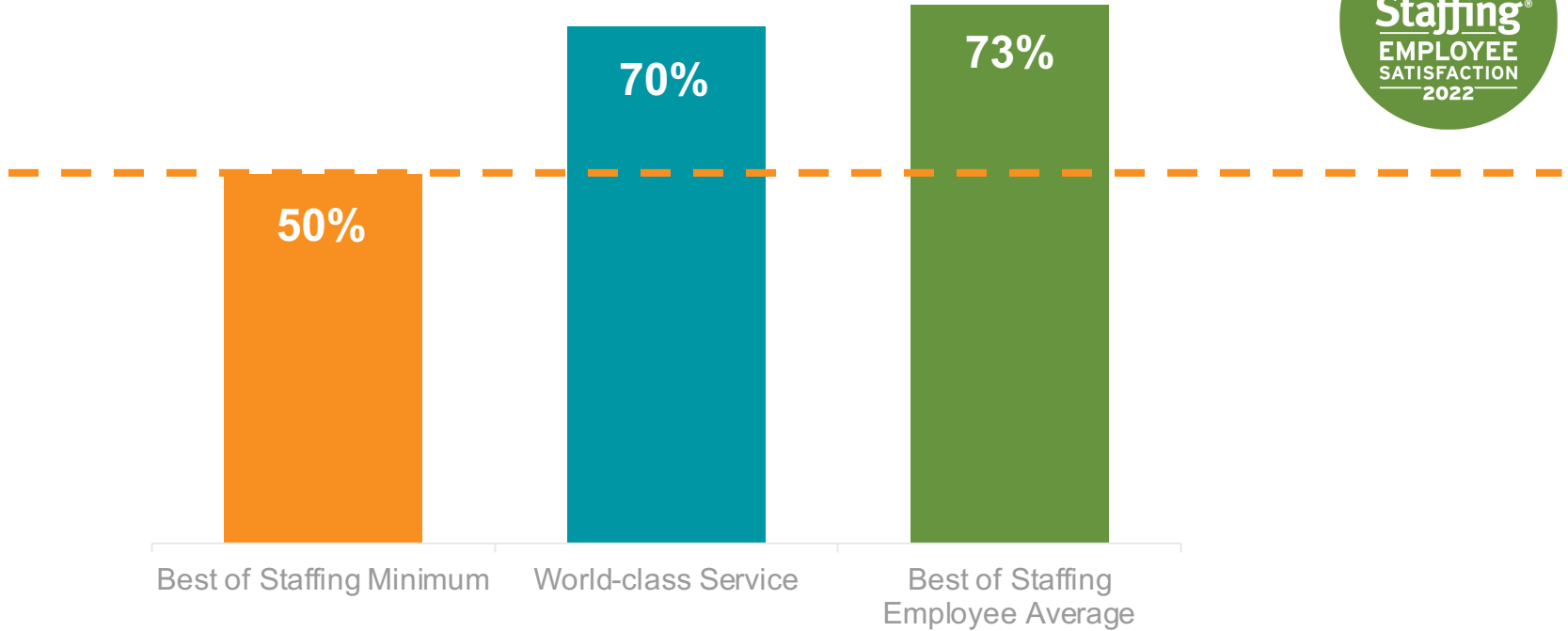


Best of Staffing—Talent winners versus the industry



SOURCE: ClearlyRated 2020, 2021

Best of Staffing—Employee winners versus the industry



How to Earn Best of Staffing

- Survey a list of **100% of the clients** who were billed for services and/or **100% of talent** who were placed on assignment, at least once, during a three month (minimum) to twelve month (maximum) consecutive period.
- Firms must receive **at least a 20% response rate AND at least 15 responses**, or a **minimum of 250 responses**.
- Firms must **earn a 50% Net Promoter® Score** (or higher) for client, placed talent, and/or internal employee satisfaction.

A look at the Best of Staffing program





Best of Staffing delivers:

- Real-time feedback from your clients, placed talent, and internal employees.
- Benchmarking to help you measure service performance against the industry.
- Critical opportunities to identify (and get ahead of) at-risk revenue.
- New insight into account expansion and referral opportunities.
- Approved testimonials from your happiest stakeholders.
- A chance for clients and placed talent to recognize star performers on your team.
- Indexed client and placed talent ratings to improve the reputation of your brand online.
- Key marketing resources (and templates!) to help your firm share your proof of service.

80



80% of your time should be spent responding to and taking action on feedback.

/

20

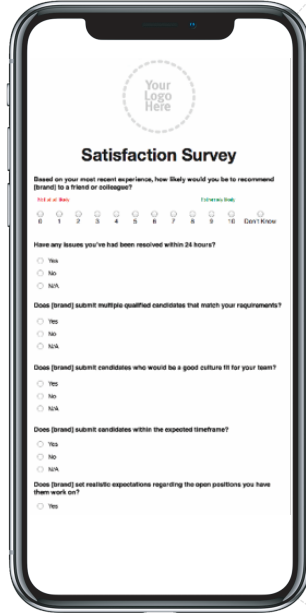


20% of your time should be spent on designing and implementing a survey.

8-Question Survey

Client

Ask the questions that will be most valuable and actionable for your team.



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?

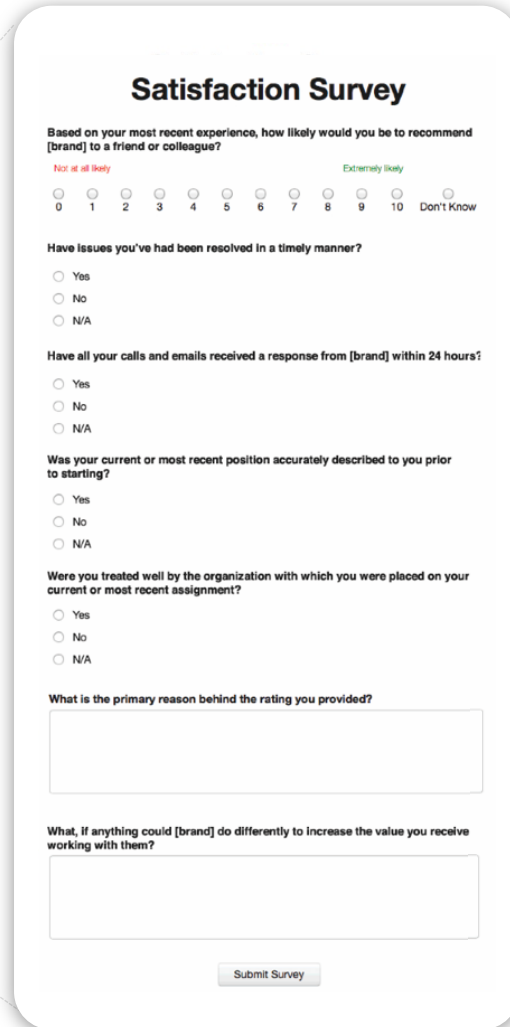
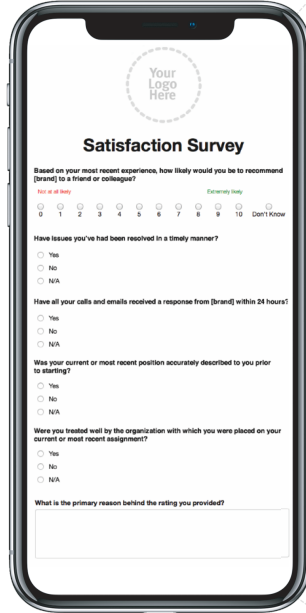
Submit Survey

Net Promoter Score (NPS) question

NPS Driver Questions

7-Question Survey Talent

Ask the questions that will be most valuable and actionable for your team.



Net Promoter Score (NPS) question

NPS Driver Questions

Dashboard provides aggregate and segmented views:

CLEARLYRATED DASHBOARD

Your online dashboard of survey responses.

PINPOINT SERVICE ISSUES

Why is Phoenix's satisfaction score so low? What's happening here?

REWARD TOP PERFORMERS

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

https://dashboard.clearlyrated.com

clearlyrated

Surveys Contacts Manage My Issues

Overview / Best of Staffing

Benchmarks Reports Preview

Client

Q2 Survey

Branches

| | NPS | Response Rate | Flagged |
|---------------|-------|---------------|---------|
| Austin | 100% | 28.6% | -- |
| Phoenix | 16.7% | 66.7% | 1 |
| Mobile | 57% | 58.3% | 1 |
| San Francisco | 60% | 33.3% | 1 |
| St. Louis | 75% | 57.1% | -- |

10 per page

Prev 1 - 5 of 5 Next

Page 1 of 1

Account Managers

| | 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 |

Plus/Enterprise reporting package shown.

Dashboard provides aggregate and segmented views:

CLEARLYRATED DASHBOARD
Your online dashboard of survey responses.

GET REFERRAL PROSPECTS
These guys are happy customers. Ask for referrals.

GET FRESH TESTIMONIALS
Great testimonial. Post this on your website ASAP!

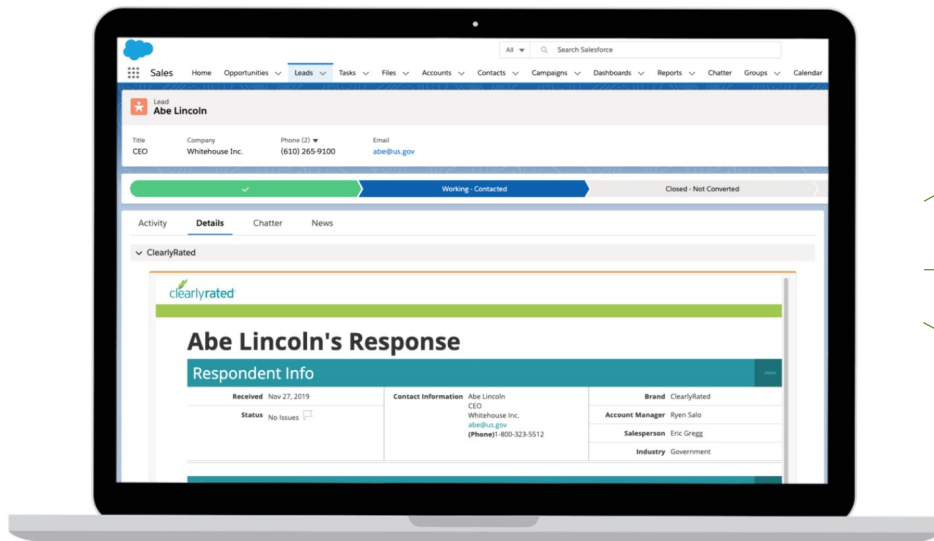
The screenshot shows the ClearlyRated dashboard interface. At the top, the URL is <https://dashboard.clearlyrated.com>. The ClearlyRated logo is in the top left, and navigation links for Surveys, Contacts, Manage, and My Issues are in the top right. Below the navigation, there are tabs for Overview / Best of Staffing, Benchmarks, Reports, and Preview. The main content area is titled "Client Q2 Survey Responses". It features a search bar for responses and a table with columns for NPS, Respondent, Response, Date, Flagged, and Trend. Two responses are highlighted with orange circles: James Bush (Studiotaker) with a score of 10 and George Kennedy (Pan Am) with a score of 10. Below the table is a "Testimonials" section with a table showing responses from George Lincoln and Eliza Clinton. A callout box highlights a testimonial from Eliza Clinton: "Everybody is always helpful and truthful in their efforts and information. I always walk away or actually get off the phone feeling like the things have been resolved."

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

| Respondent | Response | Date |
|---|---|--------------|
| George Lincoln <small>Pan Am</small> | Professional, expert, great customer service. | Sep 12, 2016 |
| Eliza Clinton <small>Tower Records</small> | Everybody is always helpful and truthful in their efforts and information. I always walk away or actually get off the phone feeling like the things have been resolved. | |

Plus/Enterprise reporting package shown.

Integrations provide contact-level views in your native CRM / ATS:



Microsoft
Dynamics 365



Automated survey sends through Bullhorn ATS supercharges Talent Engagement survey programs



| Monday | | |
|--------------|------------------------------------|--|
| 7:00 AM PDT | 🕒 Survey Open | May 4, 2020 |
| 8:00 AM PDT | 🔄 Automated Data Pull | May 4, 2020 |
| 11:00 AM PDT | ✉️ Bullhorn Send Onboarding | May 4, 2020 Invite Preview |
| 11:00 AM PDT | ✉️ Bullhorn Send Mid Assignment | May 4, 2020 Invite Preview |
| 11:00 AM PDT | ✉️ Bullhorn Send End of Assignment | May 4, 2020 Invite Preview |
| Tuesday | | |
| 8:00 AM PDT | 🔄 Automated Data Pull | May 4, 2020 |
| 11:00 AM PDT | ✉️ Bullhorn Send Onboarding | May 4, 2020 Invite Preview |
| 11:00 AM PDT | ✉️ Bullhorn Send Mid Assignment | May 4, 2020 Invite Preview |
| 11:00 AM PDT | ✉️ Bullhorn Send End of Assignment | May 4, 2020 Invite Preview |
| Wednesday | | |
| 8:00 AM PDT | 🔄 Automated Data Pull | May 4, 2020 |
| 11:00 AM PDT | ✉️ Bullhorn Send Onboarding | May 4, 2020 Invite Preview |
| 11:00 AM PDT | ✉️ Bullhorn Send Mid Assignment | May 4, 2020 Invite Preview |
| 11:00 AM PDT | ✉️ Bullhorn Send End of Assignment | May 4, 2020 Invite Preview |

NPS Impact of Talent Engagement Program

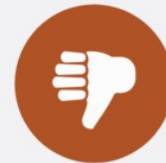
Average first-year results of ClearlyRated clients who switch from one annual survey to an ongoing Talent Engagement program



Promoters
↑ 12.9%



Passives
↑ 14.8%



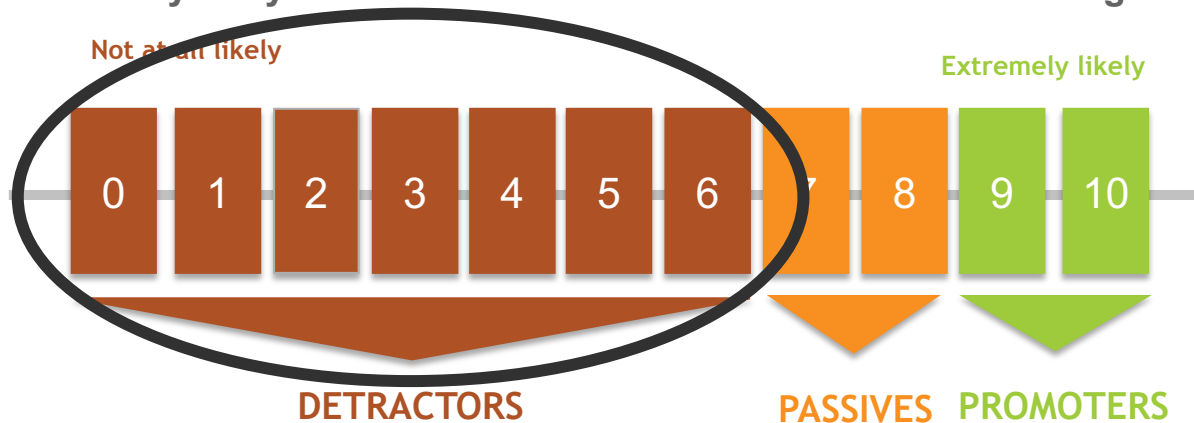
Detractors
↓ 28.4%



↑ 28.6%

Detractors are offering you a lifeline, providing the opportunity to save at-risk revenue

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



$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

Triage is Necessary

Wrecks happen – it is the recovery that matters most



Detractor Notifications: a native feature that alerts you to at-risk clients and talent

Jane Doe **Detractor Response!**

Director: Eric Gregg · Nathan Goff

Email: janedoe@email.com

Phone: 555-123-4567

Company: ABC Company

Tags: Portland, Industrial, Top 100

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

6

What is the primary reason behind the rating you provided?
Nathan wasn't as responsive as he has in the past.

What is one thing we could be doing differently to increase the value of our services to you?
No Response Provided

Choose a resolution after following up:

[Resolution in Progress](#) | [Can't Resolve](#) | [Not an Issue](#) | [Resolved](#) | [Escalate](#)

NPS Financial Impact Report

Accounts At Risk

3 **\$90K**

Detractor Accounts **Likely Revenue Loss**

Take Action: convert 2 of your Detractor accounts to Promoters or Passives to retain \$60K in potential revenue.

Click the numbers above to download a list of the accounts.

Accounts To Watch

2 **\$60K**

**Former Promoter
Now Passive Accounts** **Potential Revenue Loss**

Take Action: converting 50% of these Passive accounts back to Promoter accounts reduces your potential revenue loss by \$30K.

Click the numbers above to download a list of the accounts.

Talent At Risk

16 **\$58K**

Talent Detractors **Talent Gross Margin At Risk**

Of the 16 Detractors, 2 are new Detractors that were formerly Passives or Promoters. Assuming \$3,600 in gross margin per placement this represents \$7K in gross margin at risk.

Take Action: Detractor Talent are 2X more likely to be fired by the client for performance and 1.8X more likely to quit. Reduction of your Detractor Talent by 25% represents \$14K in gross margin at less risk.

Click the numbers above to download a list of the accounts.

Accounts To Grow

127 **\$763K**

Promoter Accounts **Revenue Expansion Opportunities**

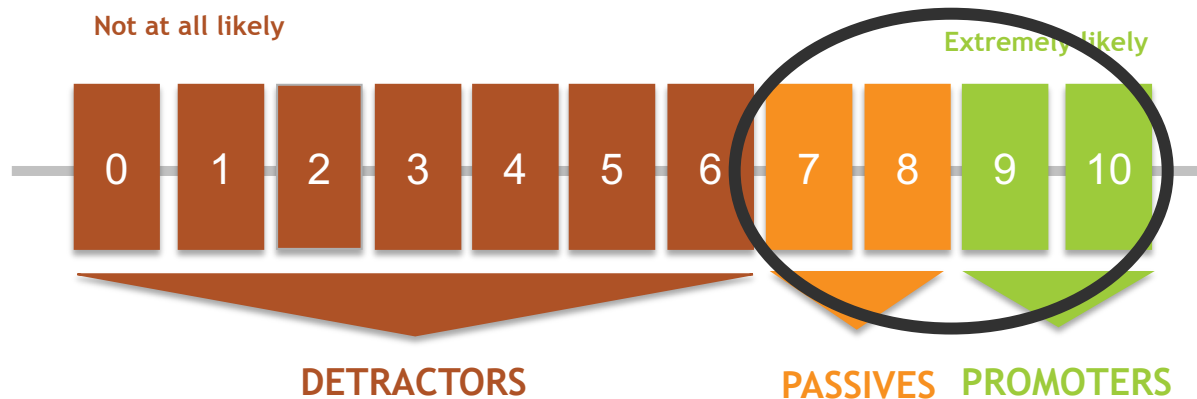
Of the 127 Promoter accounts, 12 were newly recovered Promoter accounts (formerly Passive or Detractor), which avoided \$359K in potential revenue loss through churn and reduced spend.

Take Action: Promoters on average increase their spend by 8% in the next year. If you make that happen for only a quarter of your Promoters you could net \$191K in revenue expansion.

Click the numbers above to download a list of the accounts.

Look to Promoters for additional business, and work with Passives to expand loyalty

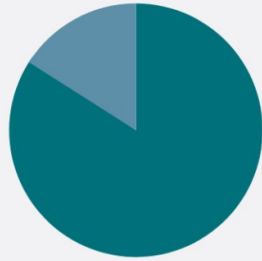
How likely are you to recommend our firm to a friend or colleague?



$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

Testimonials carry high strategic value for your buyers

Buyer Sentiment: B2B Purchasing



84%

trust testimonials.



9 in 10 say that seeing testimonials from businesses similar to theirs makes an impact on their decision to work with a provider.

Source: ClearlyRated's 2020 B2B Buyer & Client Benchmark Study

Best of Staffing generates automated, approved testimonials at scale

Satisfaction Survey

Based on your most recent experience, how likely is it that you would recommend Wexler 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

What is the primary reason behind the rating you provided?

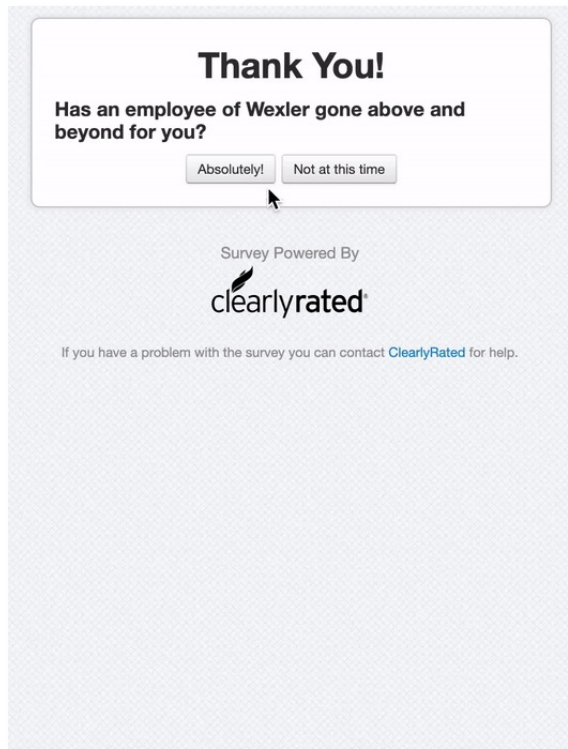
What is one thing we could be doing differently to increase the value of our services to you?

Submit Survey

Promoters are automatically invited to share their open-ended feedback as a testimonial.

- **2 in 5 survey completes result in a testimonial**
- **48% of Promoters elect to share a testimonial with their provider**

Shout Outs help firms harness positive feedback to keep employees engaged and motivated




Thank You!

Has an employee of Wexler gone above and beyond for you?

Absolutely! Not at this time

Survey Powered By

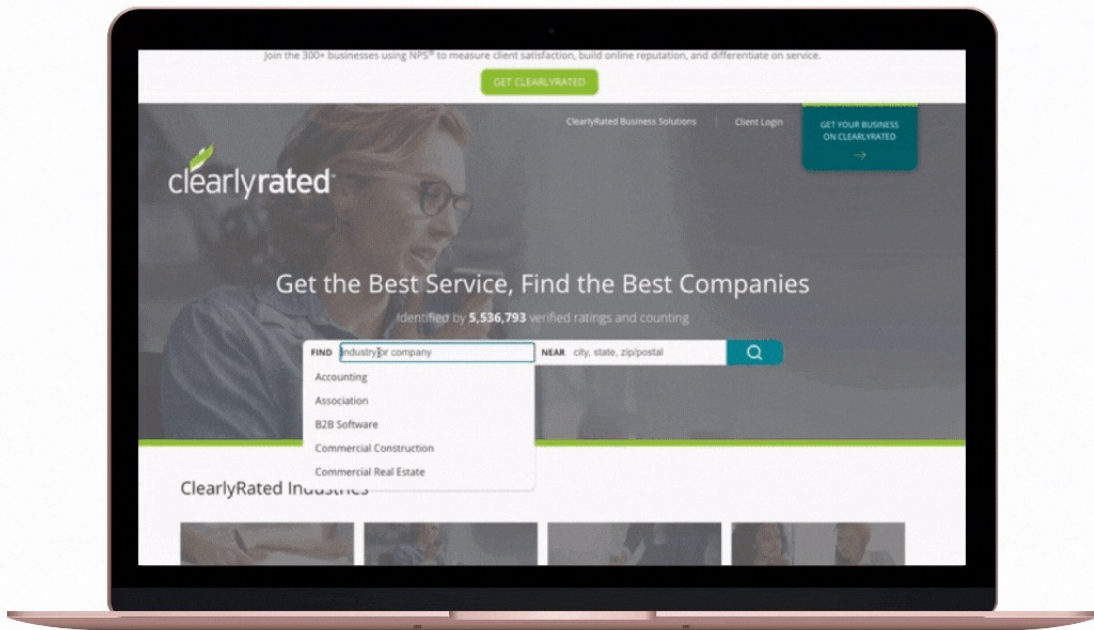
 clearlyrated

If you have a problem with the survey you can contact [ClearlyRated](#) for help.

Promoters are automatically invited to leave a Shout Out for any firm employees who have gone “above and beyond” for them..

- **40% of Promoters elect to leave a Shout Out**

Best of Staffing participants are featured alongside client and talent ratings on ClearlyRated.com



- Searchable
- Online ratings
- Social proof

Online ratings are persuasive resources for buyers and job seekers when considering a staffing firm

Persuasiveness of Online Ratings & Reviews

Impact of Online Ratings & Reviews



87% of buyers say that online ratings and reviews have an impact on their decision to work with a B2B service provider.

Buyer Perception of Persuasiveness



Buyers are **1.7x** more likely to be persuaded by online ratings and reviews than your company's website.

Source: ClearlyRated's 2020 B2B Buyer & Client Benchmark Study

People will pay for a solution that appears less risky.

Imagine you are deciding between two staffing firms. Both seem like a good fit to you. Which would you choose?

FIRM A:

Costs what you budgeted.

38%

FIRM B:

10% over budget, but share high satisfaction scores, 4.6 rating from clients and dozens of testimonials.

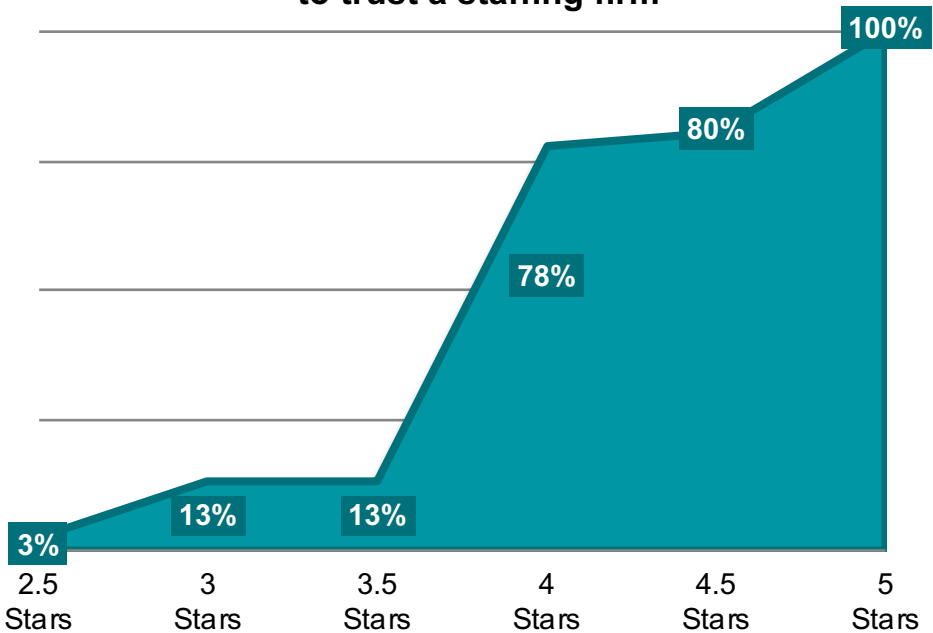
62%

Best of Staffing firms earn more ratings on average, providing a more accurate reflection of their service

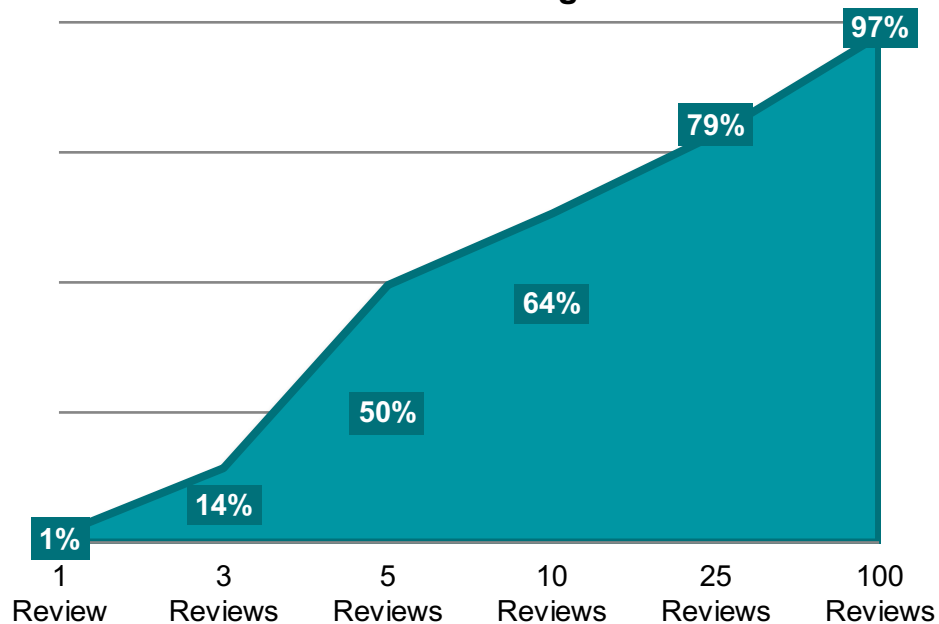


Quality + quantity key to building trust

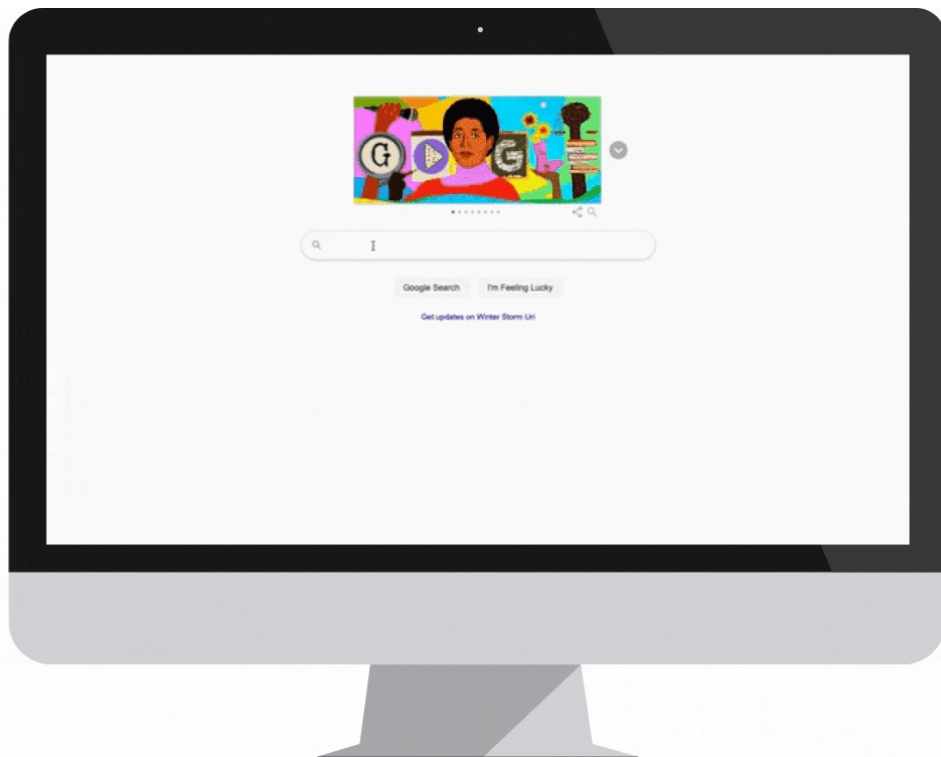
Minimum star rating (out of 5) on review site to trust a staffing firm



Minimum number of ratings on review site to trust a staffing firm



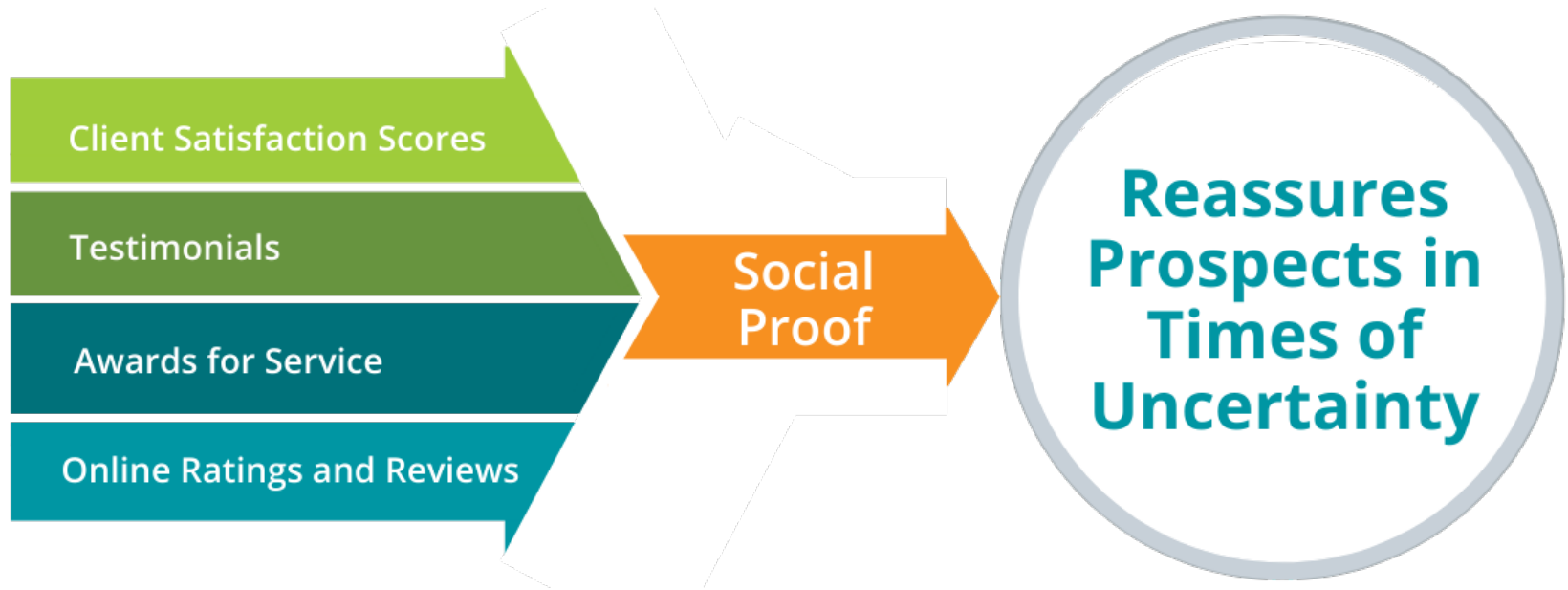
Star ratings earn valuable real estate in Google's search rankings



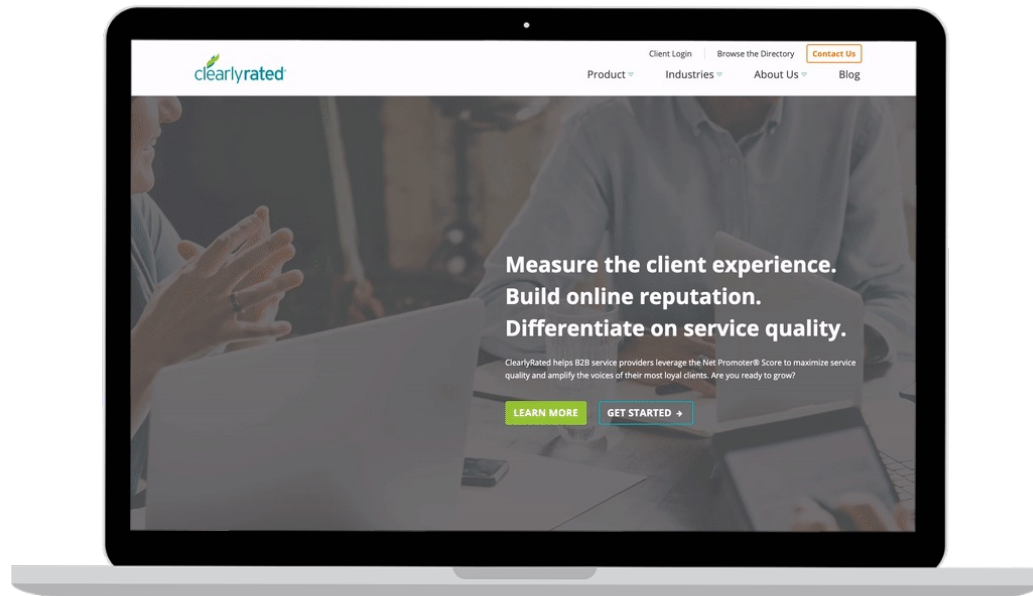
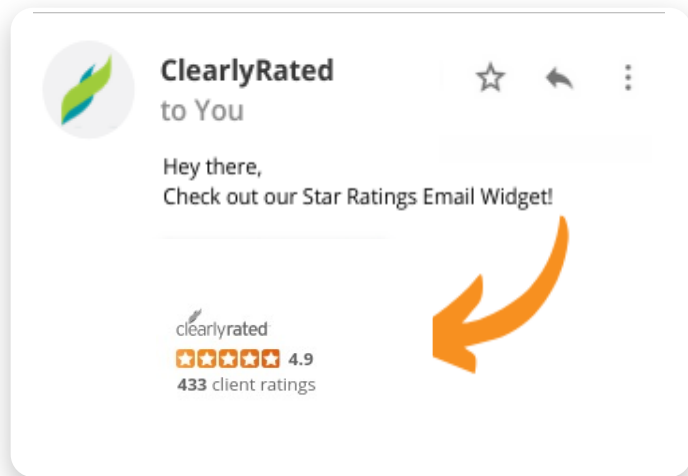
More than **80%** of Best of Staffing participants' ClearlyRated profile pages appear on the **1st page** of local Google search results for a given staffing brand.

We offer many resources to help you increase the value of your ClearlyRated.com profile—including **a complimentary SEO Audit!**

Proof of service has never been more important

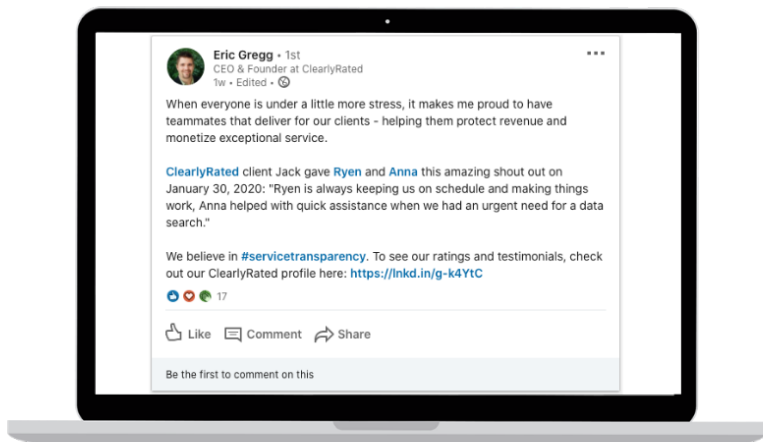


Show off star ratings on your website and in your email signatures

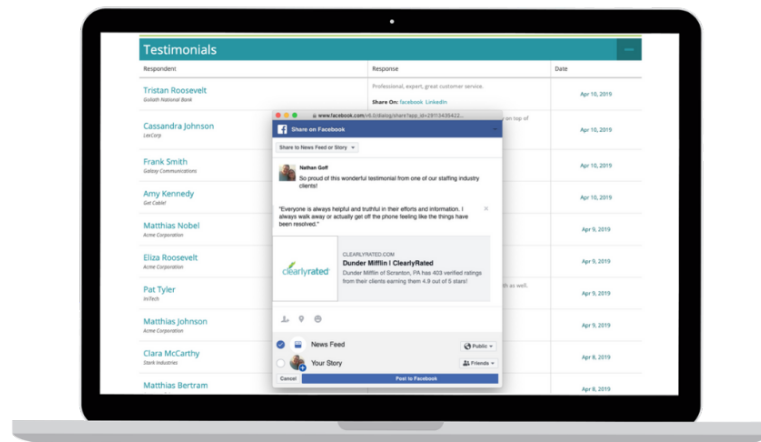


Share Testimonials and Shout Outs directly to your social networks

LinkedIn



facebook



Parting Thought

Customer experience is about what you do, not just what you know



Halloween 2013
25 lbs overweight



Halloween 2021
28 lbs overweight

Questions?



Eric Gregg

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linkedin.com/in/ericgregg/