



Candidate Perspectives

New Findings from the
2020 Job Candidate Sentiment Study

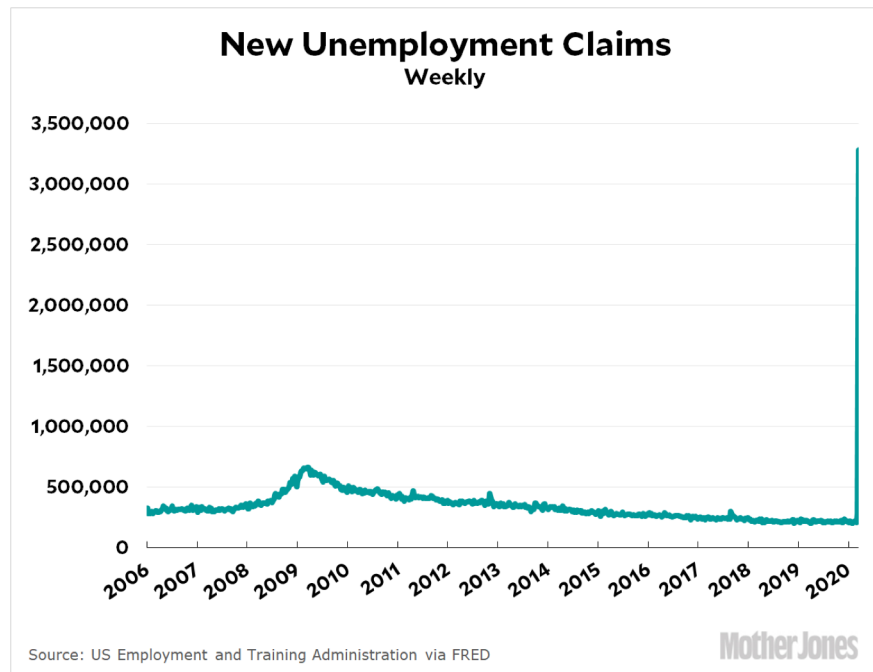
Eric Gregg, CEO & Founder of ClearlyRated

August 13th, 2020



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2020 has been challenging for everyone, *especially* for employees and job seekers



**40+ million jobless
claims have been
filed since the
start of the
pandemic.**



*That's more than the
combined population of
America's 22 smallest states.*

The labor department reported that, for the week ending July 18th, the total number of people claiming unemployment insurance was 31.8 million—roughly 1 out of every 5 workers.

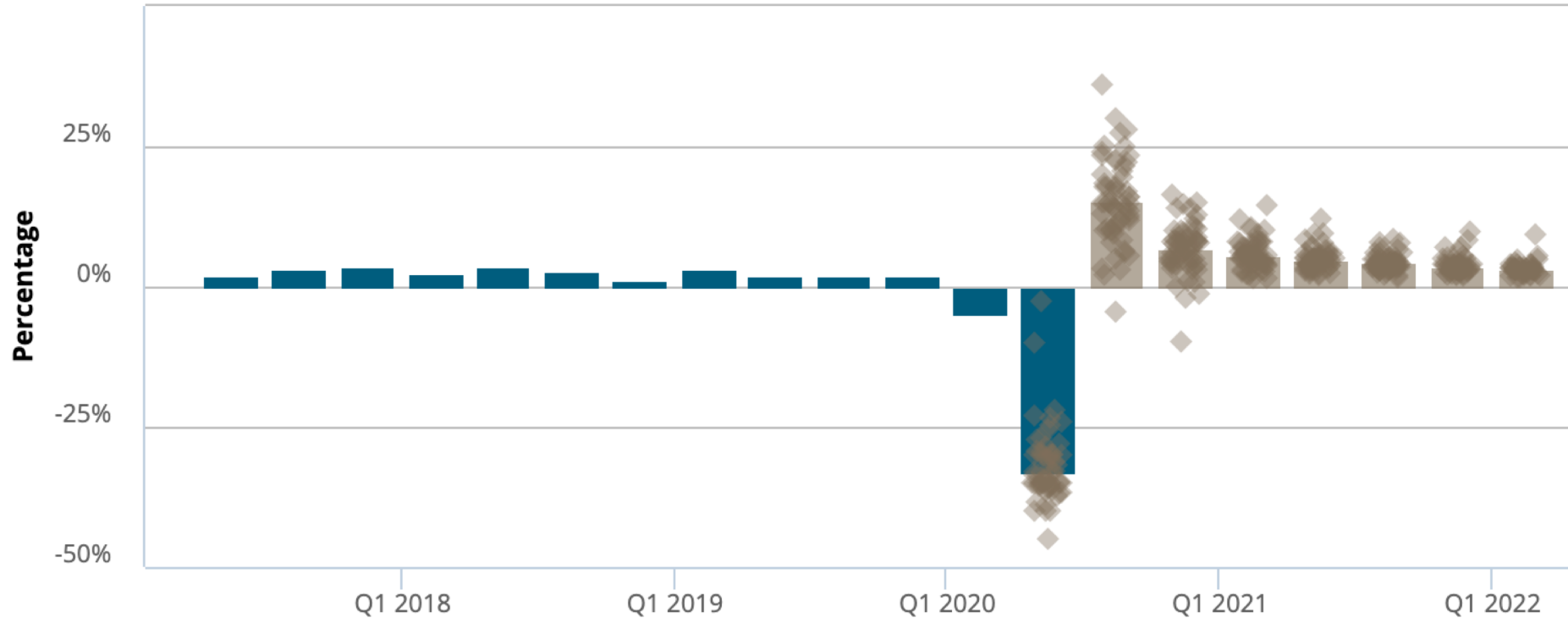
Where the Economy is Today

And what's in store for
the next 6 months

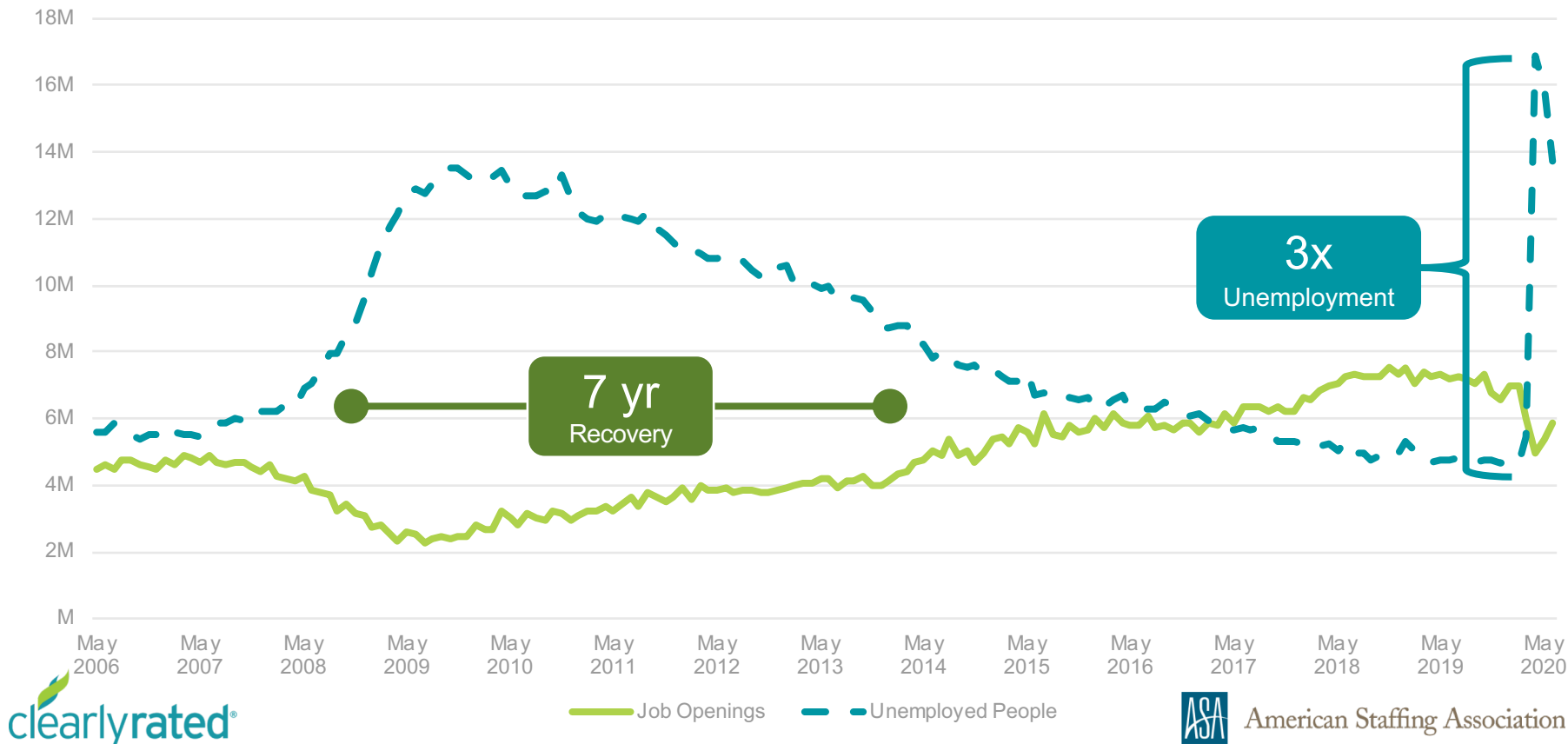


WHO KNOWS?

GDP declined 32%+ in Q2



Job openings and unemployed people

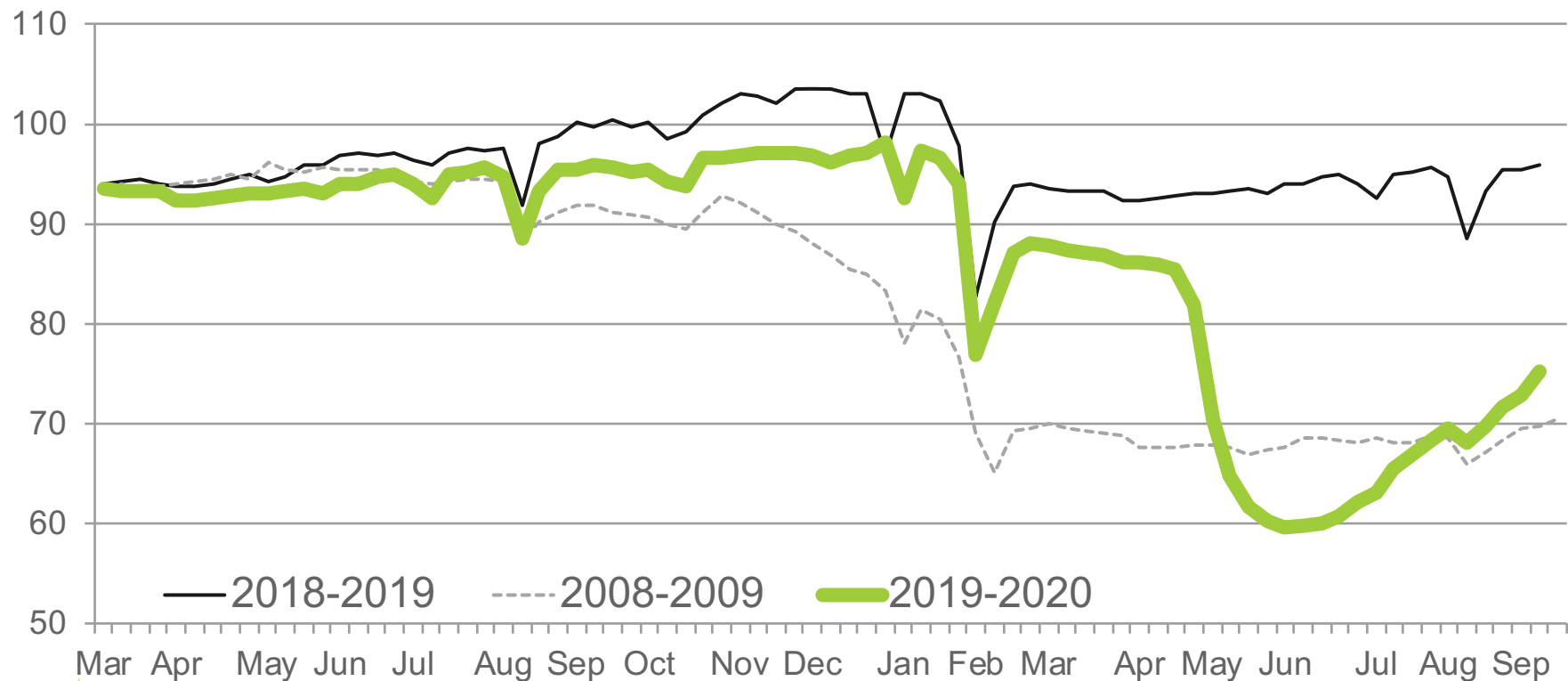


SOURCE: BLS JOLTS Survey and Current Population Survey

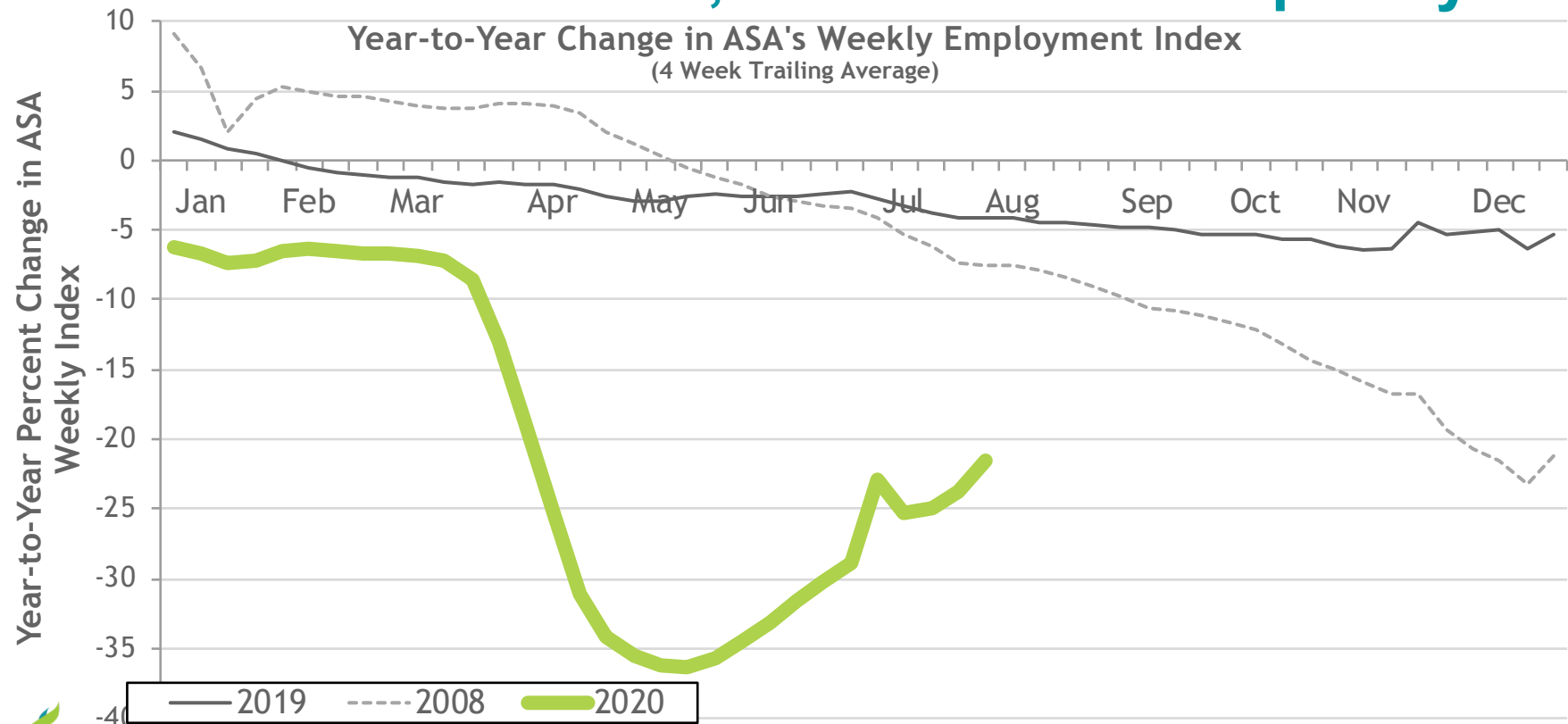
The industry recovery has begun, but still down



2020 represents a bigger fall than 2008



Even before COVID-19, 2020 was behind prior year



The 2020 Job Candidate Sentiment Study



- A joint research venture between the American Staffing Association and ClearlyRated.
- Surveyed 711 job candidates, weighted to reflect the U.S. adult workforce.
- Weighted to be representative of staffing firm utilization and temporary help assignments.
- Attempts to answer:
 - **How do job candidates approach their job search?**
 - **How has COVID-19 and economic uncertainty changed candidate perceptions?**
 - **How do job candidates decide to leverage a staffing firm, how do they select a firm?**
- Fielded between May 12th and May 21st, 2020.



American Staffing Association



Initial weekly unemployment claims in 2020

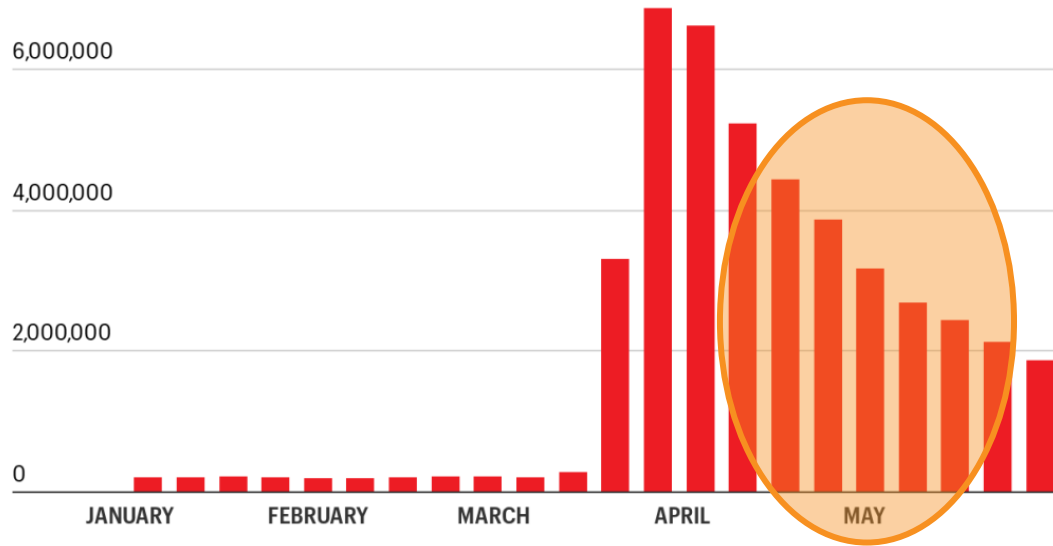


CHART: LANCE LAMBERT • SOURCE: U.S. DEPARTMENT OF LABOR

FORTUNE



Fielding window for
2020 Job Candidate
Sentiment Study

About Me



About ClearlyRated



Industry-specific NPS® client survey program
Measure the client experience
Build credible proof of service with testimonials and star ratings
Benchmark firm performance against the industry



Industry-specific NPS® talent survey program
Measure the talent experience
Prove your service excellence through talent engagement



Diversity, equity, and inclusion-focused NPS® employee survey program
Measure employee satisfaction
Understand perceptions about DEI at your firm
Boost recruiting efforts with employee testimonials

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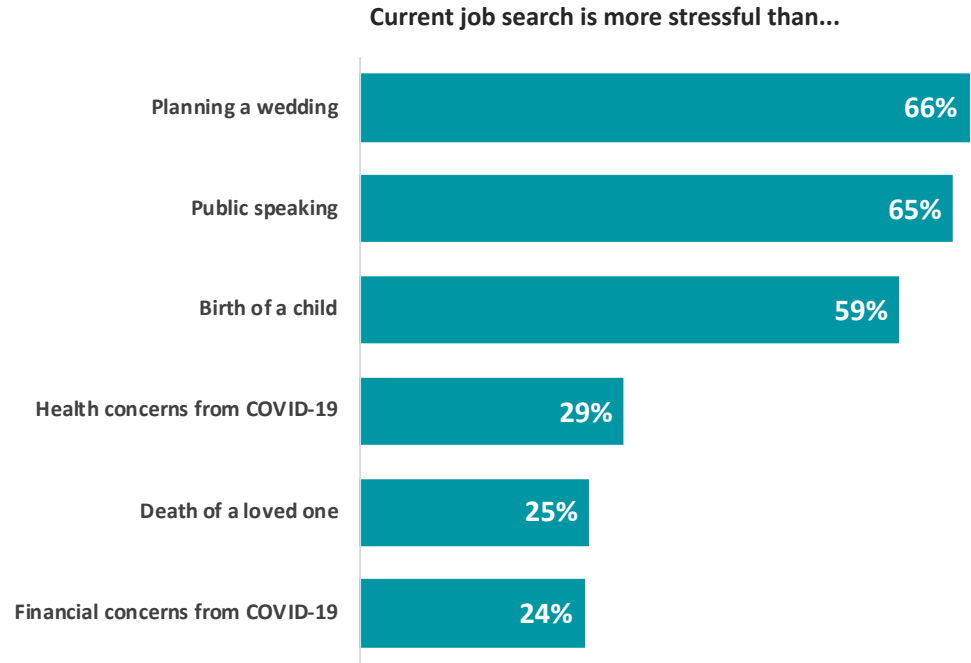
American Staffing Association

For the remainder of our hour together, we'll discuss:

- **The current state of the job seeker**—how perceptions, beliefs, and job search preferences have changed due to COVID-19.
- **The evolving job candidate**—how different generations think about (and navigate) their job search and relationship with staffing firms.
- **The impact that online reviews and ratings have on candidates' staffing firm selection**—how online reputation has surpassed referrals as their most trusted source for firm quality.
- **Industry benchmarks for placed talent satisfaction**—how staffing firm NPS® has been impacted by COVID-19, and strategies for making the best of this challenging moment.



**Few life events
are less
stressful than a
job search**

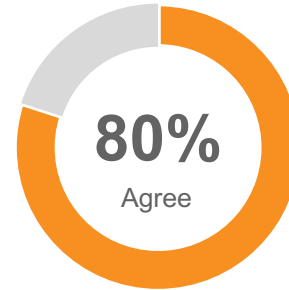


SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

Job seekers remain optimistic despite economic uncertainty

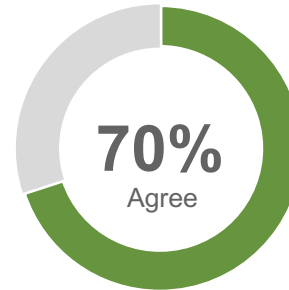


Most job candidates expect to change jobs in the next 12 months.



“I will likely be working at a different company in the next 12 months.”

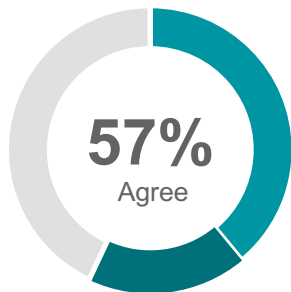
Yet the majority of job seekers agree that they are “optimistic about the future of their career.”



“I am optimistic about the future of my career.”

SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

“Overall, I
am satisfied
with my
current
employment
situation.”



■ = somewhat agree

■ = strongly agree

SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

Fun Facts:

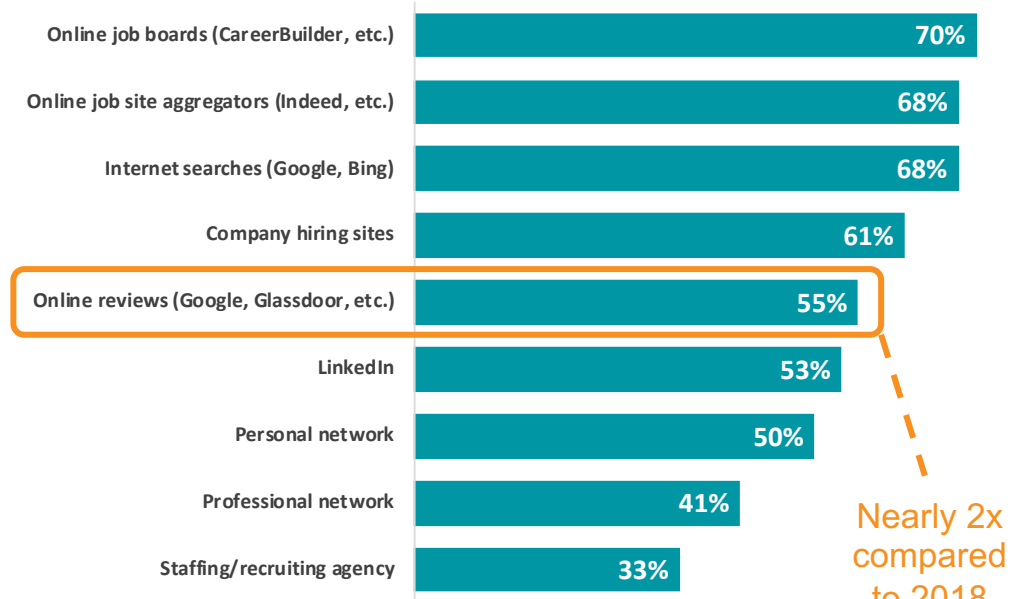
Those who are currently unemployed are much less likely to feel optimism about their careers.

Older job seekers are also much less likely to feel optimism about their careers.

Recent experience working with a staffing firm is correlated to satisfaction with current employment situation.

The average
job seeker uses
6.4 resources
as part of their
job search

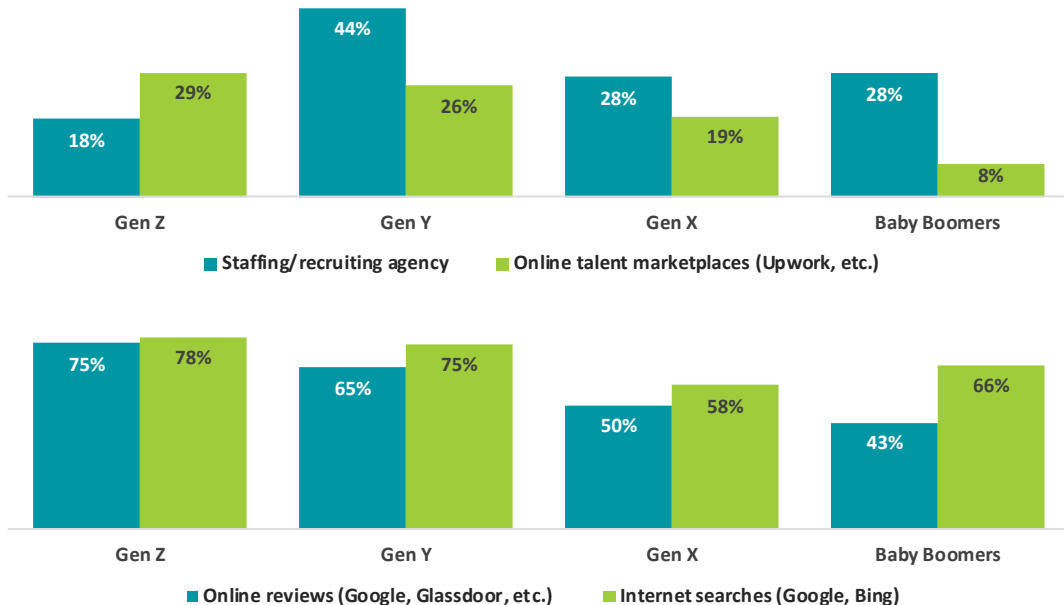
Which of the following resources did you use during your most recent job search?



SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

Type of resources used differs significantly by age of job seeker

Which of the following resources did you use during your most recent job search?

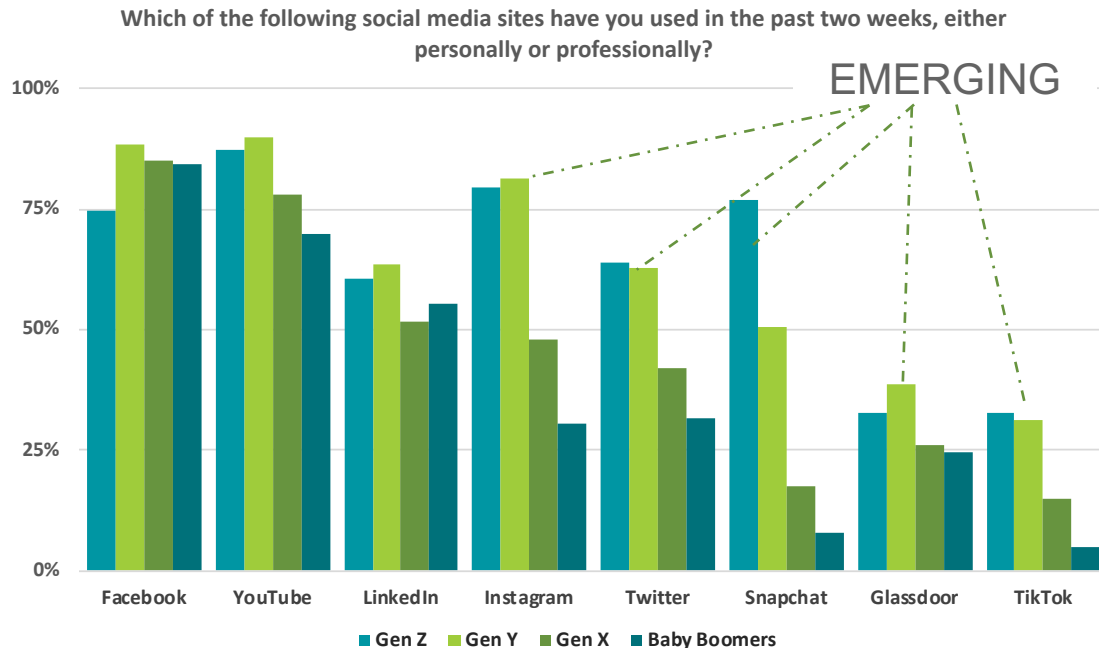


Gen Y is most likely to engage with a staffing firm as part of their search, while Gen Z is the least.

Gen Y and younger more likely to leverage online talent marketplaces, Google searches and online reviews

Social media utilization also differs significantly by generation

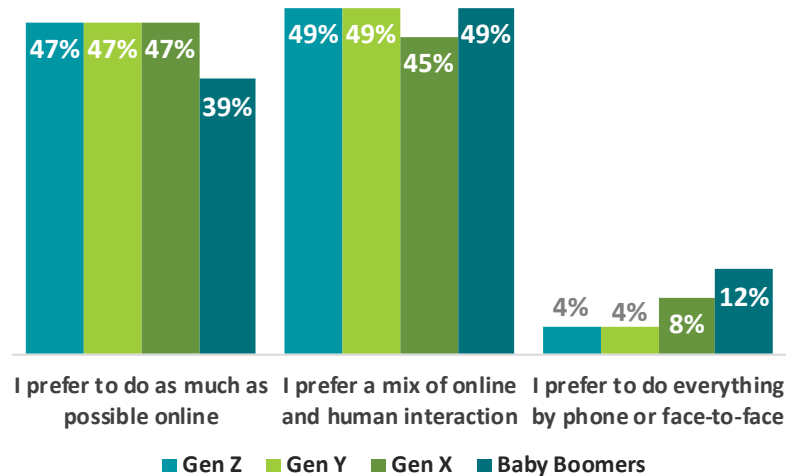
- Gen Y and younger typically leverage 5 different social media platforms (compared to Gen X and Baby Boomers, who typically use only 3 platforms when using social media).
- 90% of Gen Y and younger leverage 3 or more platforms (compared to 73% of Gen X and 58% of Baby Boomers).



SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

93% of
candidates
prefer some
aspects of their
job search to
be online

Which of the following options best describes your preference in a job search?



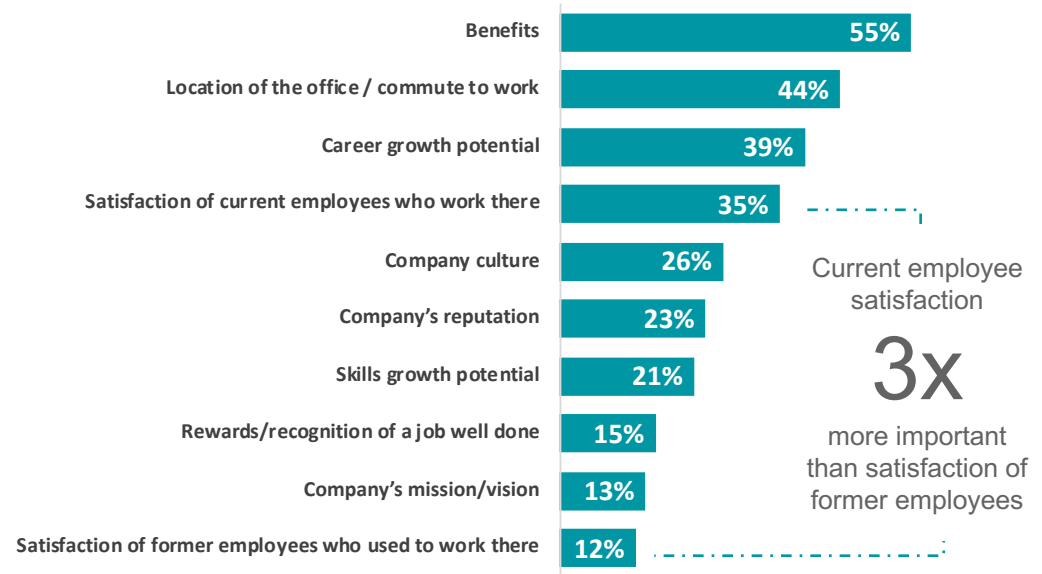
SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

Key Takeaways

Job seekers want autonomy and choices with their job search. Online, self-serve resources are universally leveraged, with most candidates still expressing a desire for in-person or over-the-phone support when they want or need it.

Benefits and commute top of non-compensation job criteria

Outside of compensation/pay, which three of the following aspects of a position matter most to you?



SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

Burnout and lack of growth are top reasons job seekers leave jobs

32% of job seekers have left a job in the past 12 months

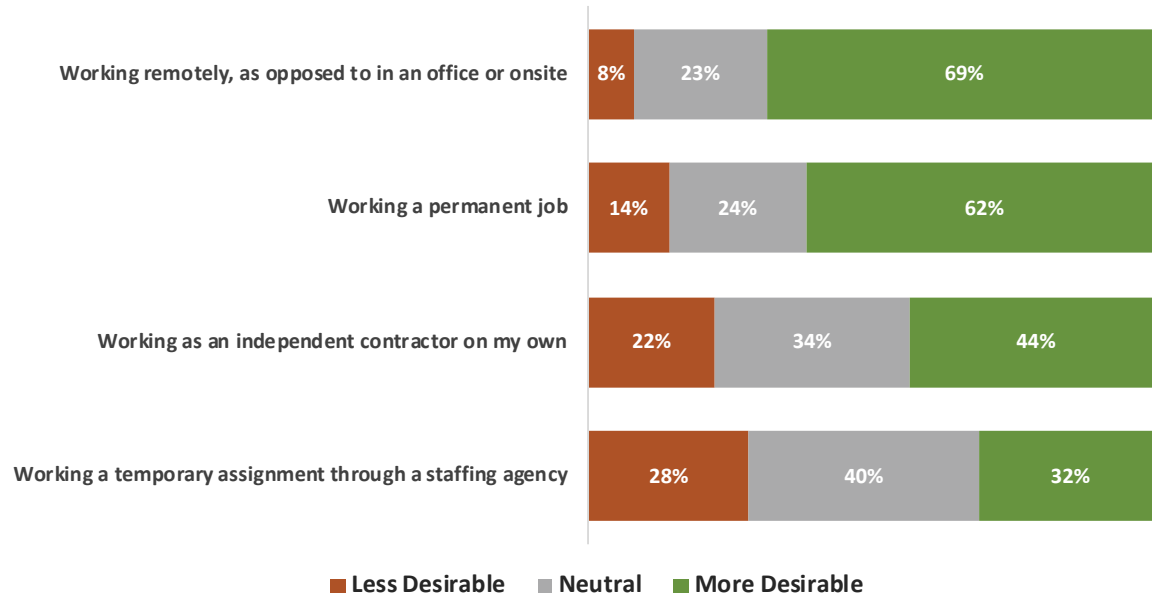
Thinking of the last time you left a job, what were the reasons you did so?



SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

COVID-19 has increased desire for permanent jobs and remote work

Compared to before the recent coronavirus pandemic, how has your perception changed in regard to each of the following types of work arrangements?

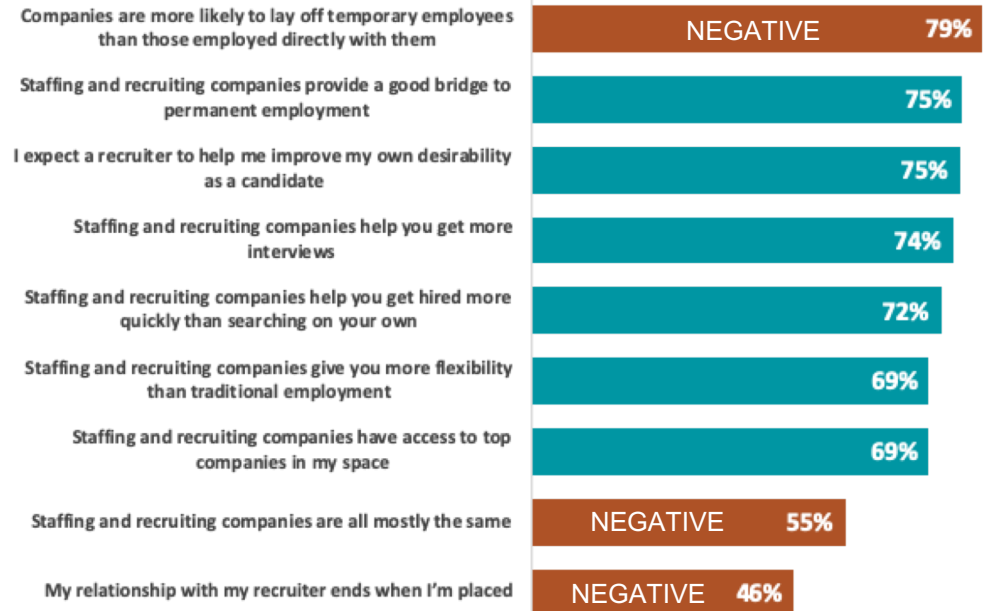


Those who have been recently placed are significantly less likely to view temporary assignments negatively.

Staffing Firm Utilization & Perceptions

Candidates generally view staffing firms in a positive light

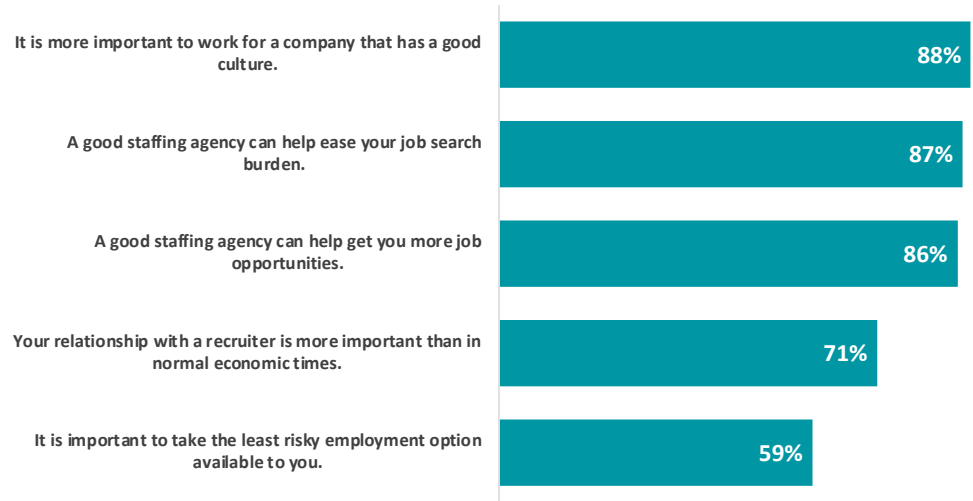
Which of the following do you believe are true
about staffing and recruiting companies?



SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

Candidates believe that staffing firms provide value in uncertain times

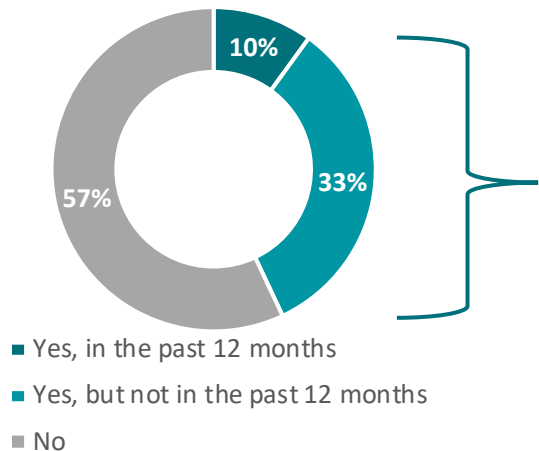
Please select each of the following you believe
are true in times of economic uncertainty.



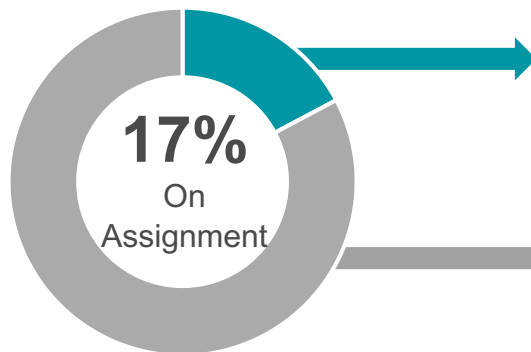
SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

43% of job seekers have been placed at some point by a staffing firm

% Placed by Staffing Agency



% Currently On Assignment



Median Length of Assignment

4
Months

6
Months

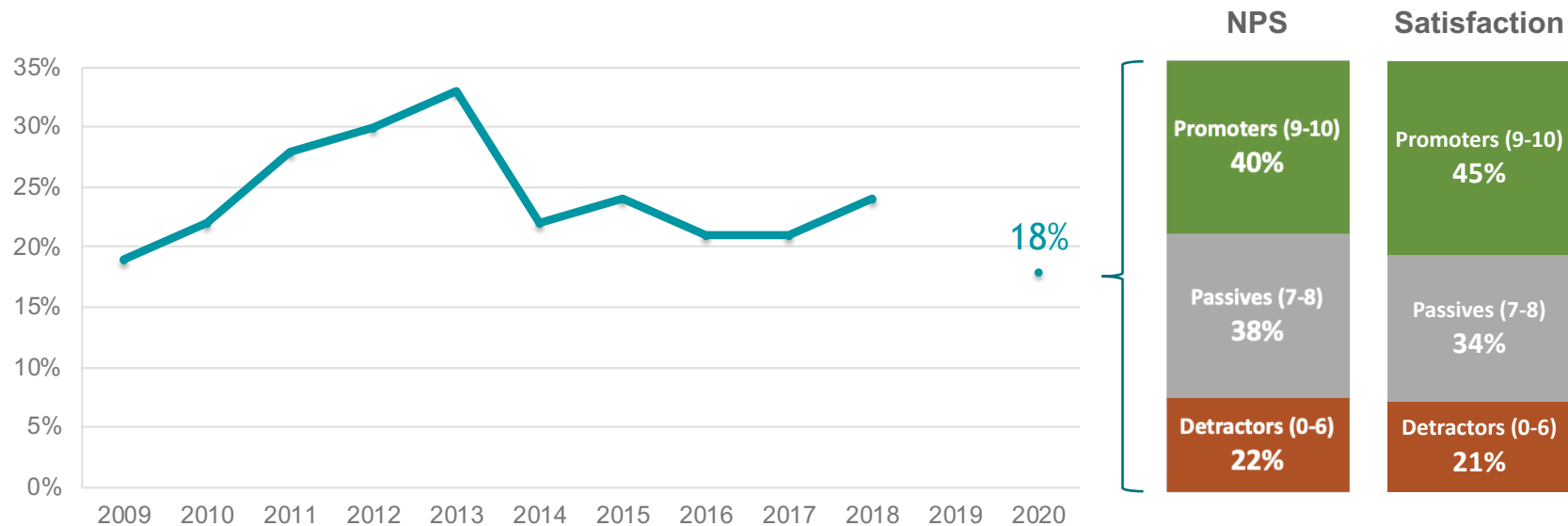
Measure the candidate experience with Net Promoter® Score

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



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

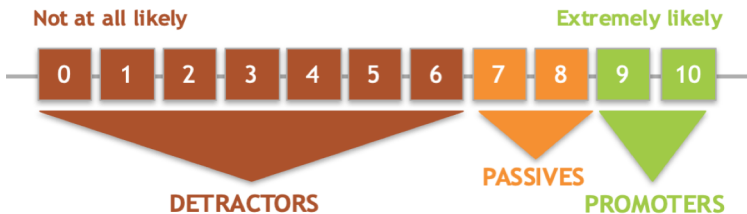
NPS® of placed talent down slightly from 2018



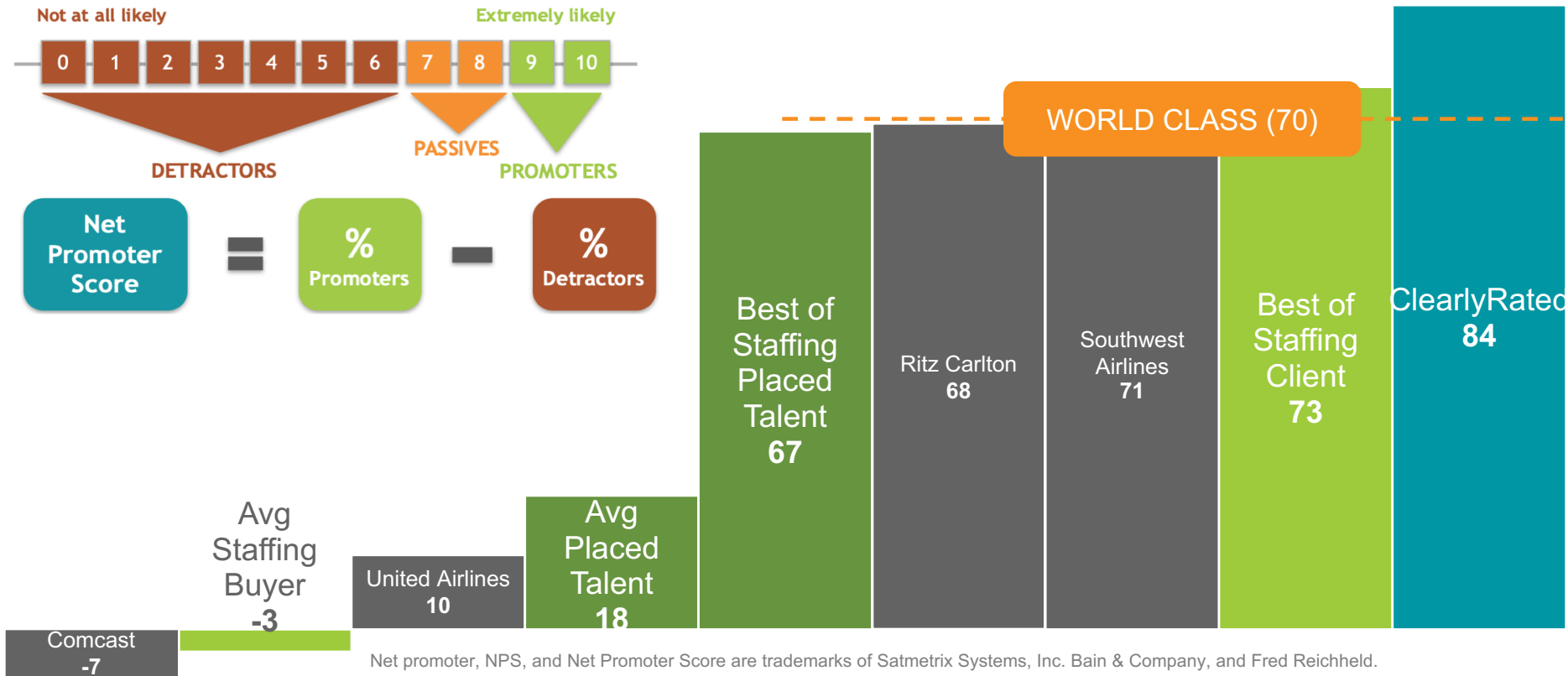
MEASURE & DIAGNOSE

Client Service

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



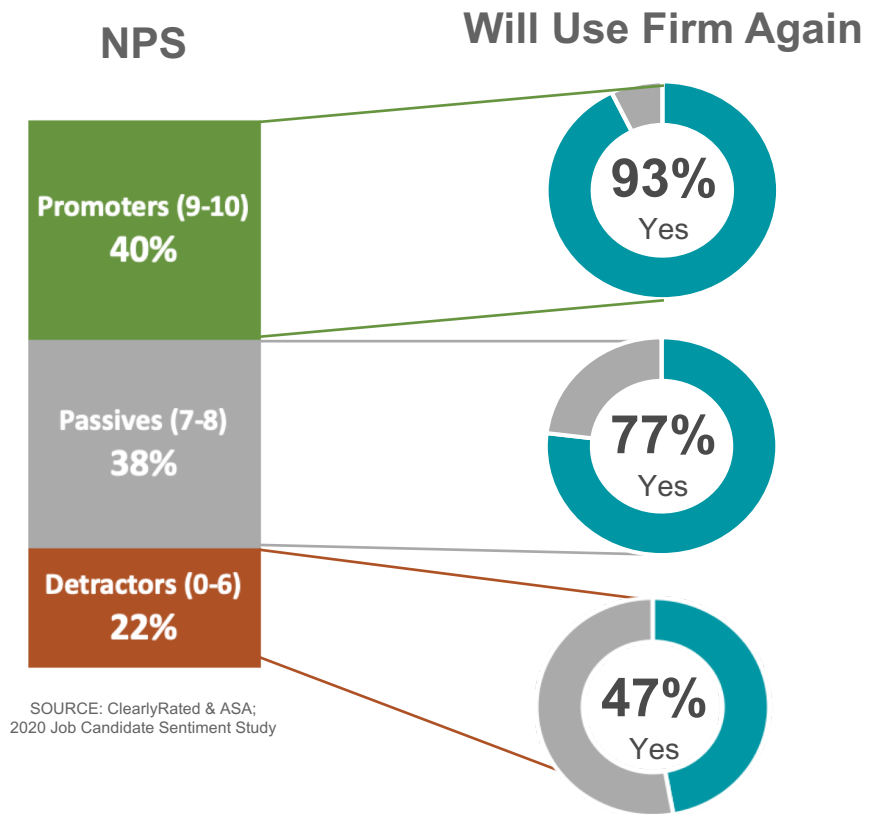
$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$



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NPS is a strong predictor of willingness to use firm again

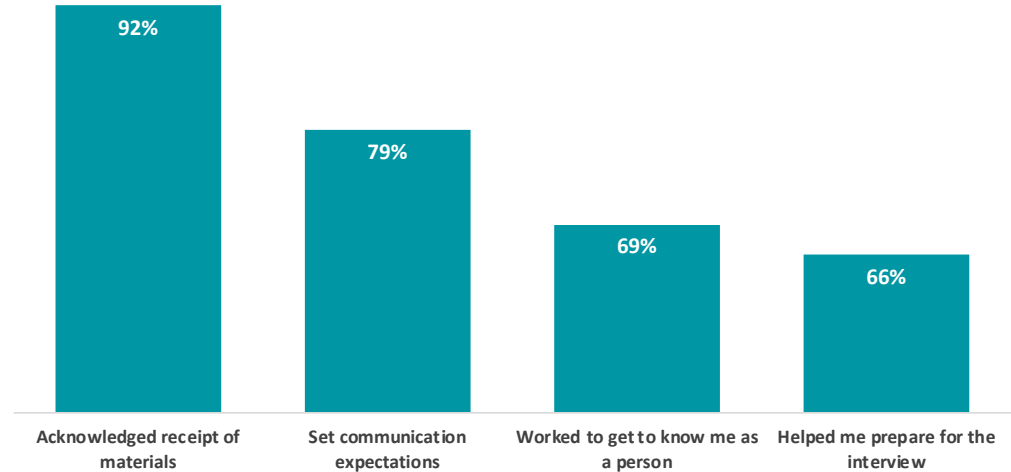
Promoters are 2x as likely as Detractors to utilize their primary staffing firm in their next search.



Nearly 1 in 3
candidates say their
primary staffing firm
did NOT work to get
to know them as a
person.

1 in 5 say
communication
expectations were not
set early in the process.

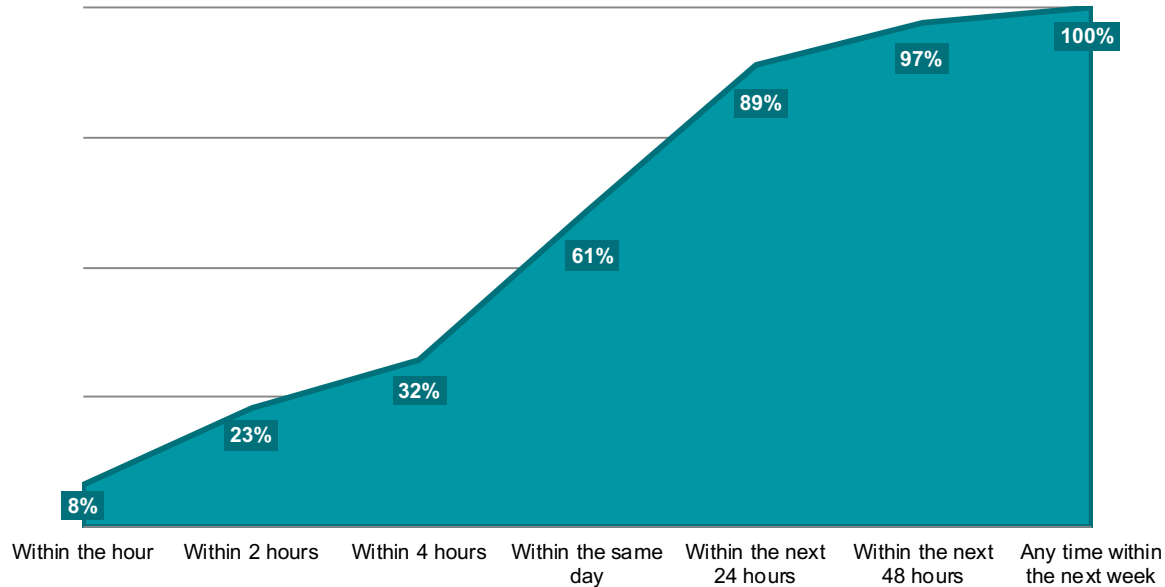
When you first applied to work for the staffing agency you most recently engaged with, which of the following occurred?



SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

89% of job candidates expect responses within 24 hours

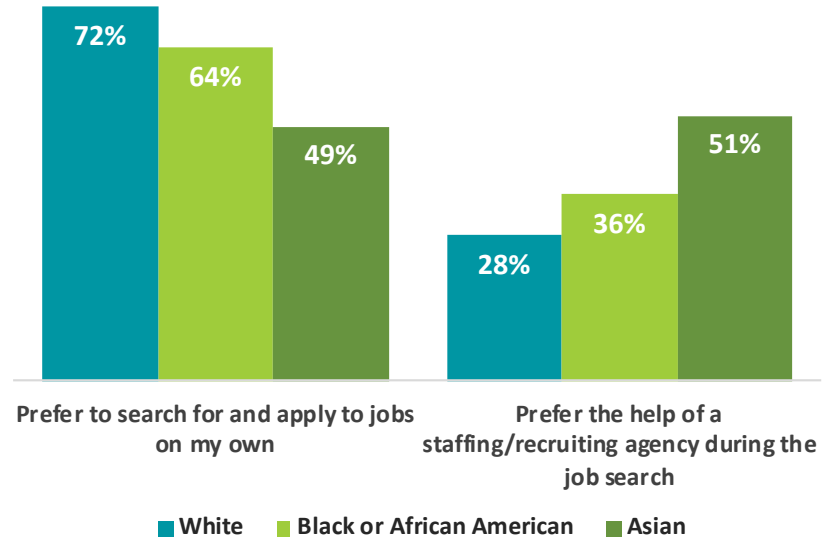
Expected response time on email or voicemail



32% (roughly
one-third) of
candidates
prefer the help
of a staffing firm

White candidates are
least likely to prefer help
from a staffing firm

Which of the following options best describes your
preference in a job search?



SOURCE: ClearlyRated & ASA; 2020 Job Candidate Sentiment Study

Online reviews are the most trusted source for determining staffing firm quality

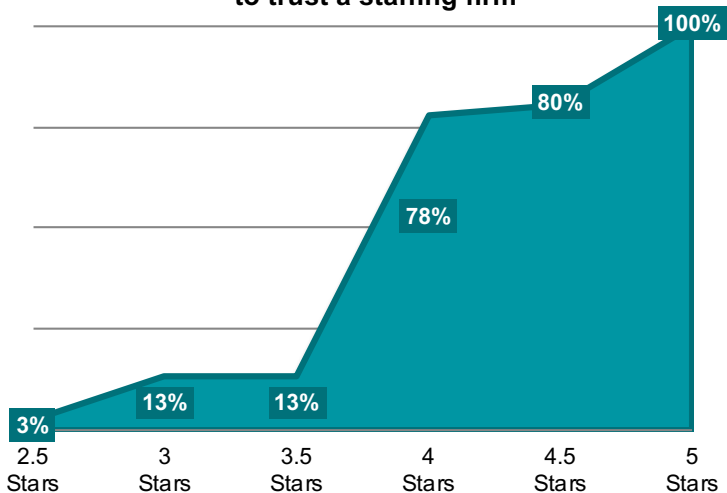
When determining the quality of a staffing/recruiting agency you might consider working with, which of the following would you trust as sources of information?

Referrals were most trusted source in 2018

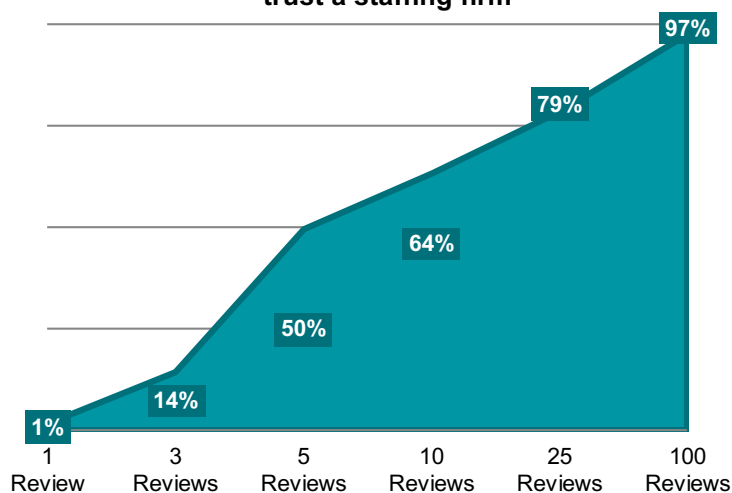


Candidates rely on quantity of ratings on review sites, not just score

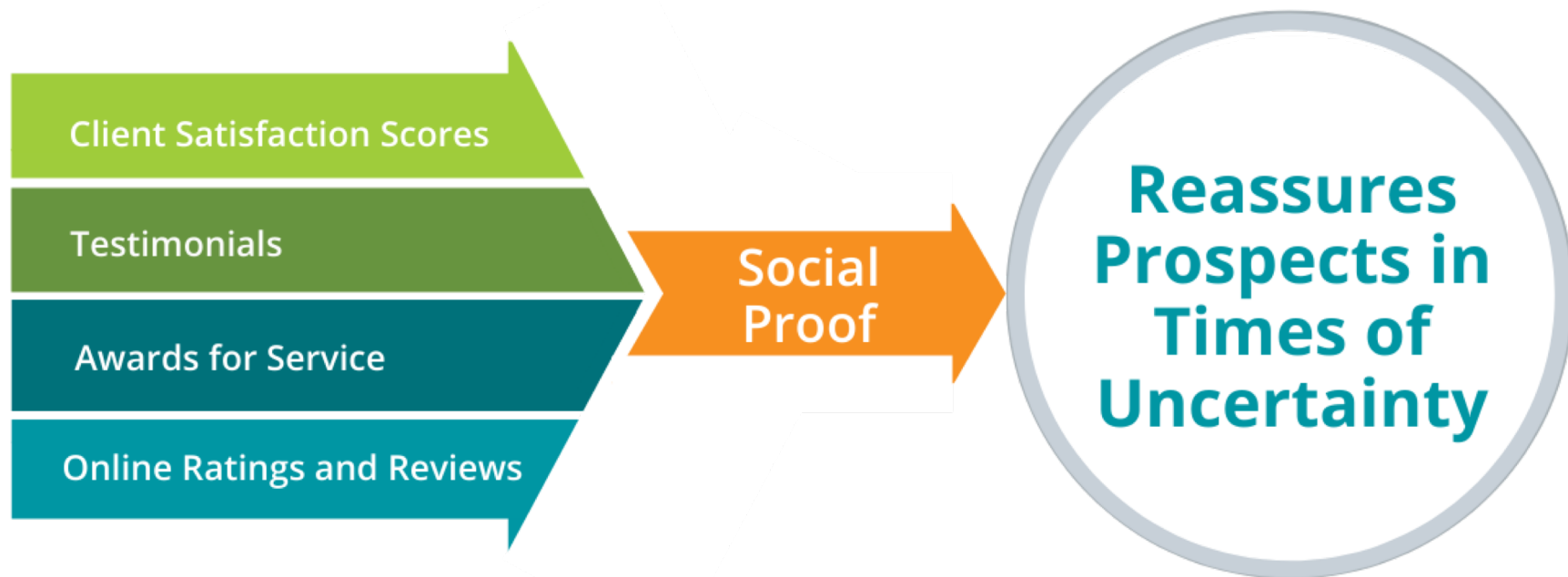
Minimum star rating (out of 5) on review site to trust a staffing firm



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



Economic uncertainty drives risk-aversion, making social proof more important than ever



Actionable insights to take from our time together today:

- Candidates see staffing firms as a strategic access to employment in times of uncertainty.
- Know that the majority of job seekers prefer not to work with a firm.
- Invest in your firm's online presence and reputation.
- Understand your placed talent's satisfaction, and how you can improve their experience.

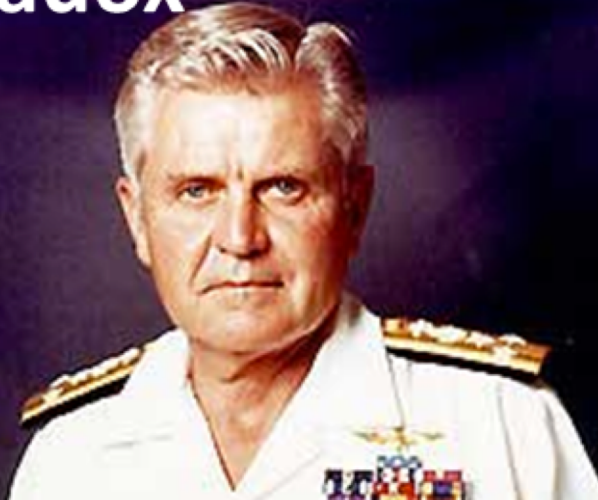


Parting Thought

The Stockdale Paradox

"You must never confuse faith that you will prevail in the end...with the discipline to confront the most brutal facts of your current reality."

- James Stockdale



There are Silver Linings Everywhere



Questions?



Eric Gregg

egregg@clearlyrated.com

linkedin.com/in/ericgregg/