



Welcome Webinar

Next Steps & What to Expect

Presented by :

Eric Gregg
CEO & Founder





Your Best of Staffing Team



Bridget



Anna



Nick



Evan



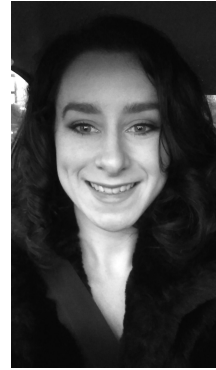
Lauren O.



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. 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]

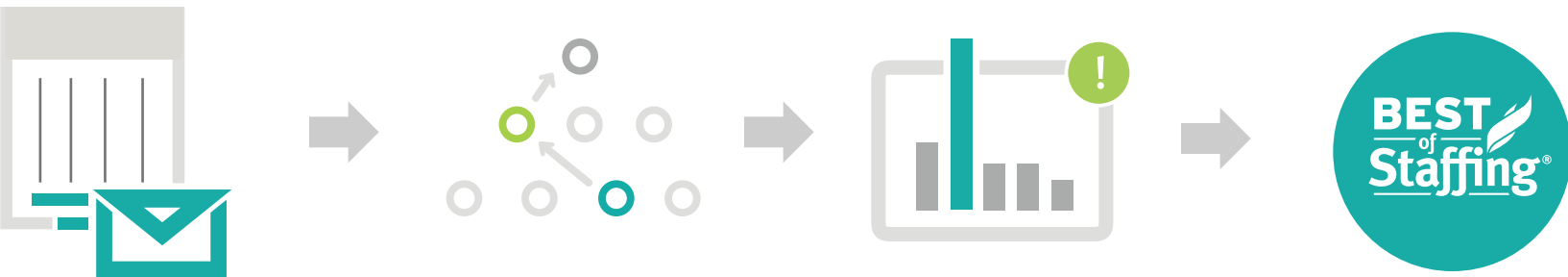
[Email Signature Title]

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



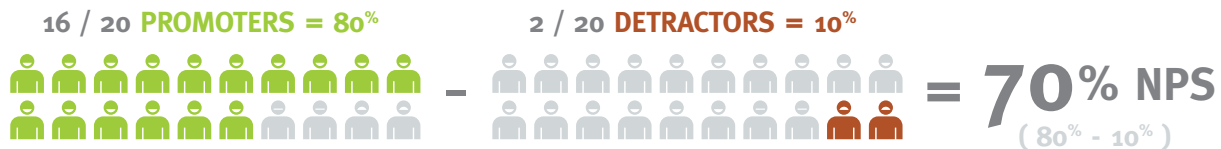
Promoters (give a rating of 9-10)



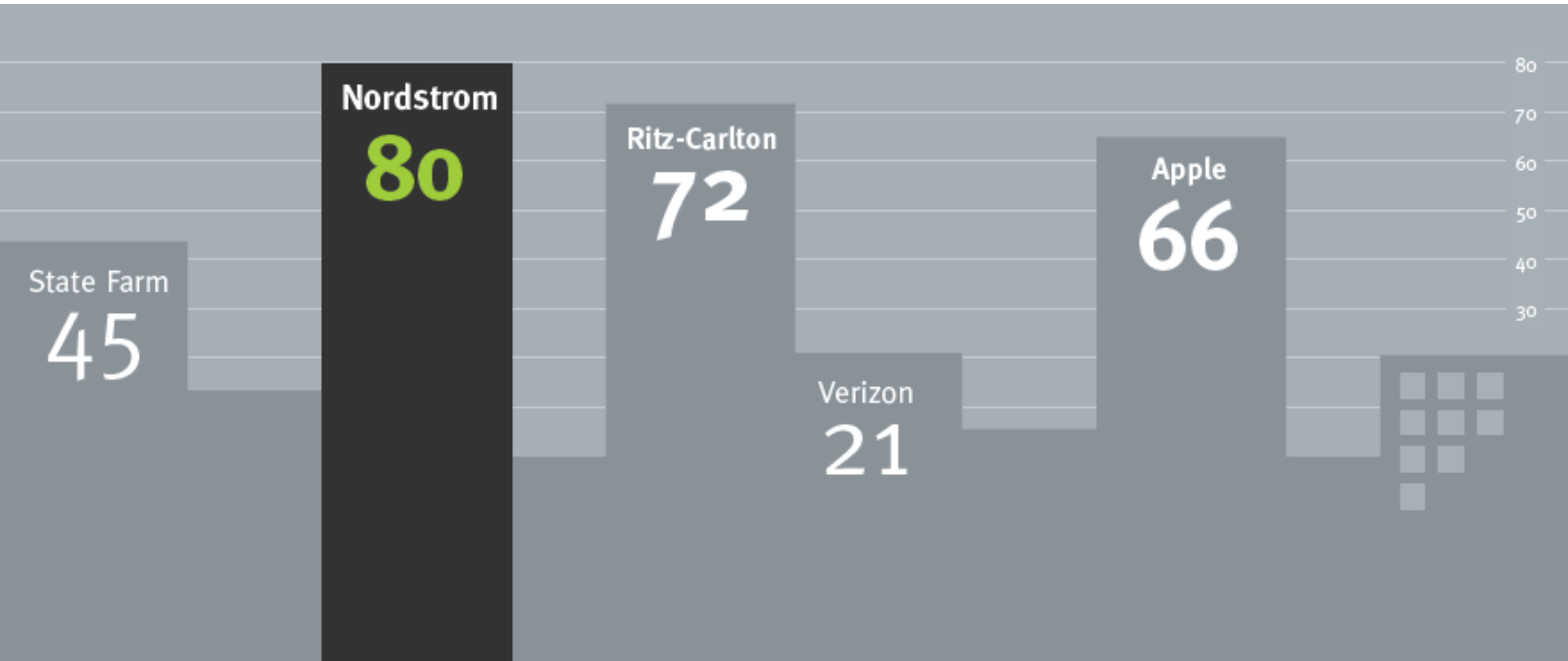
Passives (give a rating of 7-8), and



Detractors (give a rating of 0-6)



What's a Good Net Promoter Score?



The **cost** of client detractors...

Compared to promoters, **detractors:**

- Are twice as likely to not order with your firm again.
- Decrease their spend by 50% (compared to the average promoter, who will increase spending by 18% in the coming year).

The **cost** of associate detractors...

Compared to promoters, **detractors** are:

- Twice as likely to quit an assignment before completion.
- 4x less likely to refer you to other job seekers or hiring managers.
- Nearly 3x less likely to accept a future assignment from your firm.



Who Express is Surveying

CLIENT COMPETITION

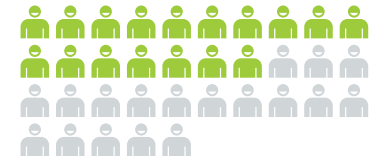
Includes 100% of billed **CLIENTS**
FROM THE PAST 12 months.

TALENT COMPETITION

Includes 100% of placed **ASSOCIATES**
FROM THE PREVIOUS 3 months.

RESPONSE RATE REQUIREMENTS*

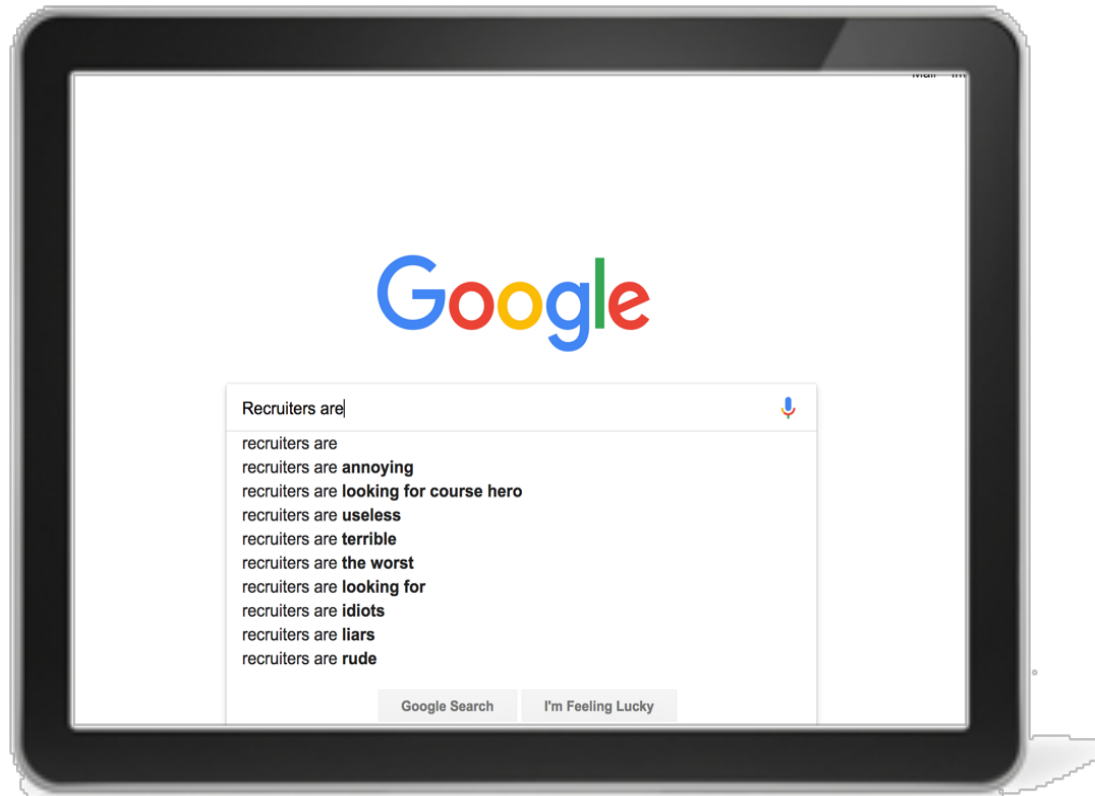
You must have at least a minimum of **250**
RESPONSES TOTAL for Express Employment
Professionals.

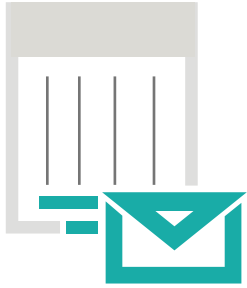


** Response rate requirement applies to both the Client and Talent competitions.*



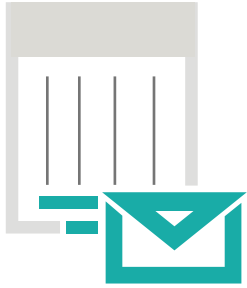
Why Proof of Service Matters





Why Proof of Service Matters





Your Data Personalizes the Message: Client Invite

From: Express Employment Professionals
Subject: Express Client Feedback Study

Dear [fname],

Your opinions, perceptions, and commitment to Express as a long term partner are important to us. Because of this, we've selected Inavero, a third-party survey company, to help us understand the perceptions and needs of our clients. Our goal is to build a strong partnership with you, and this study will help us to serve you better as we strive to continuously meet and exceed your expectations.

The survey is very concise and should take you less than 5 minutes to complete.

Based on your most recent experience, how likely would you be to recommend Express Employment Professionals 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**

Your individual responses will be collected and analyzed by Inavero, an independent market research firm serving the staffing industry. If you have any questions regarding the survey, please contact Inavero by phone at 800-921-2640 or by email at survey@inavero.com.

Thank you in advance for your time and your consideration.

Sincerely,

[email_signature_name]
[email_signature_title]



Your Data Personalizes the Message: Associate Invite

From: Express Employment Professionals
Subject: Express Talent Feedback Study

Dear [fname],

Your opinion, passion, and commitment to Express are important to us. Our goal is to build a strong relationship with you, our Associate, and we are asking if you would provide feedback regarding your experience with the Express family. We strive to exceed your expectations as a premier employer, and your input is valuable.

The survey is very brief and should take you less than 5 minutes to complete

Based on your most recent experience, how likely would you be to recommend Express Employment Professionals 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**

Thank you in advance for your time and your consideration.

Sincerely,

[email_signature_name]
[email_signature_title]



We send your survey

Client Survey



Satisfaction Survey

Based on your most recent experience, how likely would you be to recommend Express Employment Professionals 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

Express responds quickly to our staffing needs.

Strongly disagree Strongly agree

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

The quality of the employees sent to us by Express has consistently met or exceeded my expectations.

Strongly disagree Strongly agree

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

Express submits candidates within the expected timeframe.

Yes
 No
 N/A

Express sets realistic expectations regarding the open positions you have them work on.

Yes
 No
 N/A

Have any issues you've had been resolved within 24 hours?

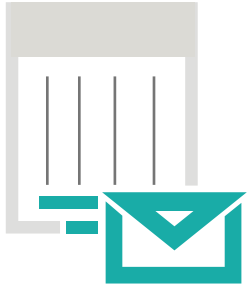
Yes
 No
 N/A

Has Express resolved any issues with the talent they place with you within 24 hours?

Yes
 No
 N/A

What is the primary reason behind the ratings you provided?

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



We send your survey

Associate Survey



Satisfaction Survey

Based on your most recent experience, how likely would you be to recommend Express 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 in a timely manner?

- Yes
 No
 N/A

Have all your calls received a response from Express within 24 hours?

- Yes
 No
 N/A

Have all your emails received a response from Express within 24 hours?

- Yes
 No
 N/A

Was your current or most recent position accurately described to you prior to starting?

- Yes
 No
 N/A

Were you treated well by the organization with which you were placed on your current or most recent assignment?

- Yes
 No
 N/A

What is the primary reason behind the ratings you provided?

What, if anything could Express Employment Professionals do differently to increase the value you receive working with them?



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...

Submit

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?

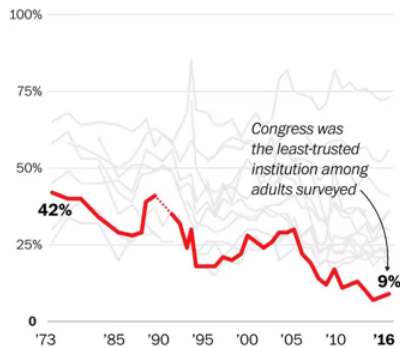
(This will be shared with them and the rest of our company)

Send

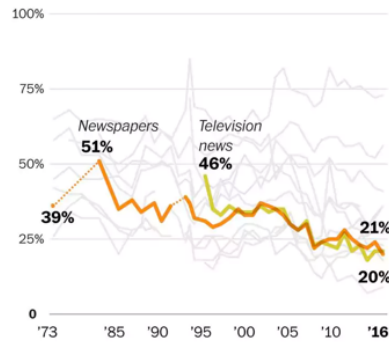


The State of Trust in Our Society

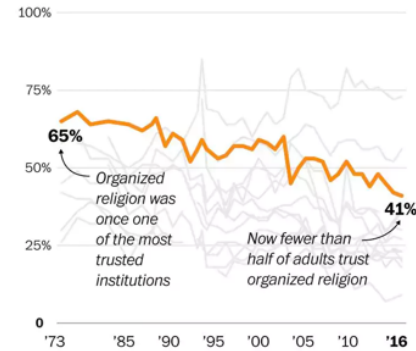
Congress



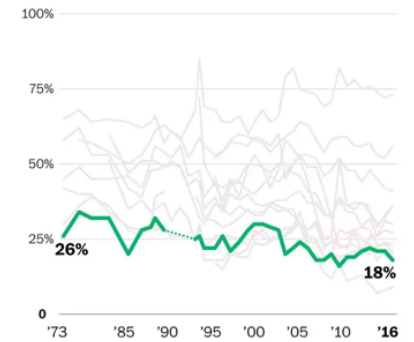
Media



The church or organized religion



Big business





Meet David





Trust David



Reviews (3)

Reviews From Hosts



Nicole

David was a great guest. He was easy going, respectful of house/condo rules, and spotless. I would host him again any time.

David's Review for Nicole:

The place was very private and had everything I needed. Great location and Nicole and an amazing host.

January 2017 · 🗨



Baruch

David was a great guest. He was clean, quiet, and friendly. He is always welcome.

David's Review for Baruch:

Baruch was a fantastic host. Great communication, and very nice. The apartment location, super close to the subway. Everything was great.



Real-time Feedback and Reports

Responses					
Search Responses <input type="text"/>					
NPS	Respondent	Response	Date	Flagged	Trend
6	Elizabeth Wackerle <i>Circuit City</i>	"There were some delivery issues." "Increase your communication with the whole team."	Jul 6, 2018		
10	John Johnson <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	Pat Garfield <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	Mary Roosevelt <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	George Clinton <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 +					
Branch -					
<input type="text" value="Search"/>		Overview	NPS	Response Rate	Issues
	NPS ▲	Response Rate ▲	Flagged ▲		
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
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.



Real-time Feedback and Reports

Reports can be downloaded for any information that is segmented, such as 'Regions', 'Branches', or 'Companies'.

The following is an example of a company's report (downloads in PDF).

SURVEY RESULTS OVERVIEW FOR YOUR CLIENT SURVEY
Zita - Staffing Demo - Year: 2016 / Company: Construction Today

How You Compare

	YOU	COMPANY OVERALL	BEST OF STAFFING AVERAGE	STAFFING INDUSTRY AVERAGE
Net Promoter Score (NPS)	100%	56.6%	70.0%	11.0%
Response Rate	100%	24.4%	32.0%	--
Promoters (9-10's)	100%	71.7%	75.0%	35.0%
Passives (7-8's)	0%	13.2%	20.0%	40.0%
Detractors (0-6's)	0%	15.1%	5.0%	24.0%
Average	10	8.6	9.0	7.7
Surveys Completed	1	54	--	--
Surveys Sent	1	221		

1

NPS DRIVERS FOR YOUR CLIENT SURVEY
Zita - Staffing Demo - Year: 2016 / Company: Construction Today

NPS Impact

Identify areas of your service that are impacting satisfaction and driving your Net Promoter Score.

		NPS IF "YES"	NPS IF "NO"
Issues	YOUR RESULTS	--*	--*
Have any issues you've had been resolved within 24 hours?	OVERALL	86.5%	-14.3%
Qualified	YOUR RESULTS	--*	--*
Does [brand] submit multiple qualified candidates that match your requirements?	OVERALL	84.2%	-21.4%
Culture Fit	YOUR RESULTS	--*	--*
Does [brand] submit candidates who would be a good culture fit for your team?	OVERALL	75%	-25%
Time Frame	YOUR RESULTS	--*	--*
Does [brand] submit candidates within the expected time frame?	OVERALL	77.5%	0%
Expectations	YOUR RESULTS	--*	--*
Does [brand] set realistic expectations regarding the open positions you have them work on?	OVERALL	81%	-36.4%

3

NPS DRIVERS FOR YOUR CLIENT SURVEY
Zita - Staffing Demo - Year: 2016 / Company: Construction Today

NPS Drivers

Identify areas of your service that are impacting satisfaction and driving your Net Promoter Score.

Your NPS 100% Overall 56.6%

		% YES	% NO	RESPONSES
Issues	YOUR RESULTS	100%	0%	1
Have any issues you've had been resolved within 24 hours?	OVERALL	71.2%	28.8%	53
Qualified	YOUR RESULTS	100%	0%	1
Does [brand] submit multiple qualified candidates that match your requirements?	OVERALL	73.6%	26.4%	54
Culture Fit	YOUR RESULTS	100%	0%	1
Does [brand] submit candidates who would be a good culture fit for your team?	OVERALL	84.9%	15.1%	54
Time Frame	YOUR RESULTS	100%	0%	1
Does [brand] submit candidates within the expected time frame?	OVERALL	77.4%	22.6%	53
Expectations	YOUR RESULTS	100%	0%	1
Does [brand] set realistic expectations regarding the open positions you have them work on?	OVERALL	79.6%	20.4%	54

2



Real-time Feedback and Reports

Reports can be downloaded for any information that is segmented, such as 'Regions', 'Branches', or 'Companies'.

The following is an example of a company's report (downloads in PDF).

SURVEY RESULTS SUMMARY FOR YOUR CLIENT SURVEY
Zita - Staffing Demo - Year: 2016 / Company: Construction Today

Units and Tags

	NPS	RESPONSE RATE	RESPONSES	FLAGGED	IMPACT
BRANDS					
Recruitment School for Genius'	100%	100%	1	--	--
REGIONS					
South	100%	100%	1	--	--
BRANCHES					
Charlotte	100%	100%	1	--	--
ACCOUNT MANAGERS					
Becca Grey	100%	100%	1	--	--
YEARS					
2016	100%	100%	1	--	--
COMPANIES					
Construction Today	100%	100%	1	--	--

4

SURVEY RESULTS SUMMARY FOR YOUR CLIENT SURVEY
Zita - Staffing Demo - Year: 2016 / Company: Construction Today

Individual Responses

NPS	Contact	Survey Response
10	Sammy Kennedy 149 Company testemail995@testemail.com	<p>Have any issues you've had been resolved within 24 hours? Yes</p> <p>Does Recruitment School for Genius' submit multiple qualified candidates that match your requirements? Yes</p> <p>Does Recruitment School for Genius' submit candidates who would be a good culture fit for your team? Yes</p> <p>Does Recruitment School for Genius' submit candidates within the expected time frame? Yes</p> <p>Does Recruitment School for Genius' set realistic expectations regarding the open positions you have them work on? Yes</p> <p>What is the primary reason behind the ratings you provided? Service and results. Everyone is very easy to work with as well.</p> <p>What, if anything could Recruitment School for Genius' do differently to increase the value you receive from them? Timely response and availability to meet our needs.</p> <p>Completed on May 23, 2016</p>

5



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 ▾
Add Administrator		

10 per page « Prev 1 - 1 of 1 Next » Page 1 of 1

Standard User		—
Name	Reporting Unit Access	
Add Standard User		

Limited User		—
Name	Reporting Unit Access	
Add Limited User		

Notification-Only User		—
Name	Reporting Unit Access	
Add Notification-Only User		

- 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

The screenshot shows the 'myinavero' interface for a 'Client Project Scheduled Survey'. The main view is a list of events for 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

Annotations on the screenshot:

- Scheduled event date and time:** Points to the date and time of the 'Survey Close' event.
- Scheduled event:** Points to the 'Survey Close' event row.
- Survey name:** Points to the '2018 June Survey' name.
- Month View:** Points to a calendar view for July 2018 showing the survey launch on June 25, the reminder on July 3, and the close on July 9.



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

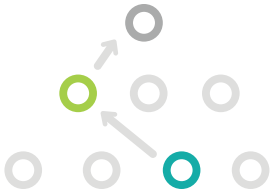
Email template we can send to everyone you asked to participate in the survey.

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



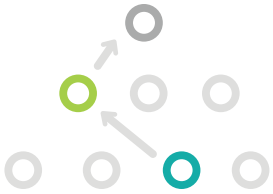
Best Practices for:

Using Responses



Survey Best Practices

- 1. Focus on response rate**
 - Inavero sends one reminder
 - You can send reminders to non-responders
- 2. Have a plan for detractors**
 - Use our handy resource which includes scripts on what to say and not to say
 - Manage passive responders like detractors!
- 3. Celebrate the wins!**
 - Share your testimonials
 - Recognize employees who have received ‘Shout outs!’

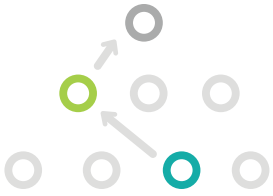


Survey Best Practices

1. **Focus on response rate: Non Responders**
 - Download the non responder report from your MyInavero dashboard
 - Follow up with contacts

SAMPLE SCRIPT

“Hello [client’s first name], this is [your first name] with Express. We’re in the middle of this year’s satisfaction survey and I wanted to make sure you had the opportunity to participate. Did you receive an email last week with a link to the [insert #] question survey?”



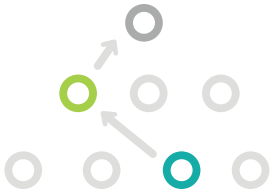
Survey Best Practices

2. Have a plan for detractors

- Train staff on what to say and not to say with an Inavero template specific to client and talent
- Pay attention to passives - they are as at risk as a detractor!

SUGGESTED PROCESS

1. Make a phone call
2. Show empathy
3. Overdo it
4. Correct the problem
5. Recover with the person, not just the company



Survey Best Practices

3. Celebrate the wins!

- Promote your testimonials on your website
- Include in business proposals
- Recognize those employees who have gone above and beyond
- Reach out to clients and thank them for the kind words (huge relationship builder!)
- Let the positive feedback tell your story for you



Data Validation

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



Minimum data requirements



**250 total responses for Express
Employment Professionals**



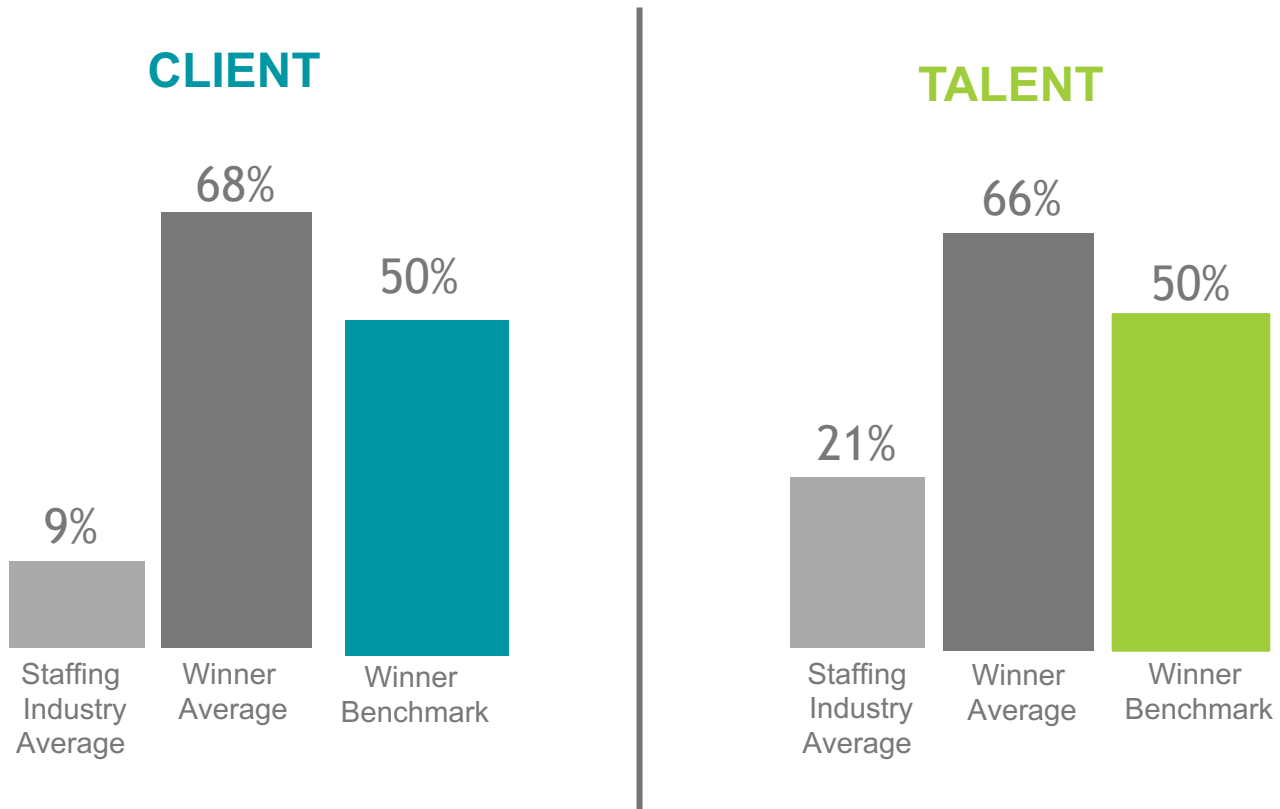
Competition Rules

- 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

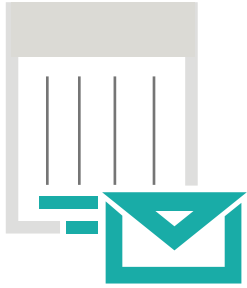
FIND industry or company | NEAR city, state, zip/postal

ClearlyRated Industries



SEE ALL INDUSTRIES

[List Your Business on ClearlyRated](#) > [Privacy Policy](#) > [Contact Us](#) > [MyInavero](#) >



Key Dates to Remember

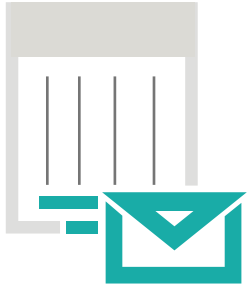
Client & Talent surveys send **October 24th (9am PST)**

Survey reminders send **November 1st (9am PST)**

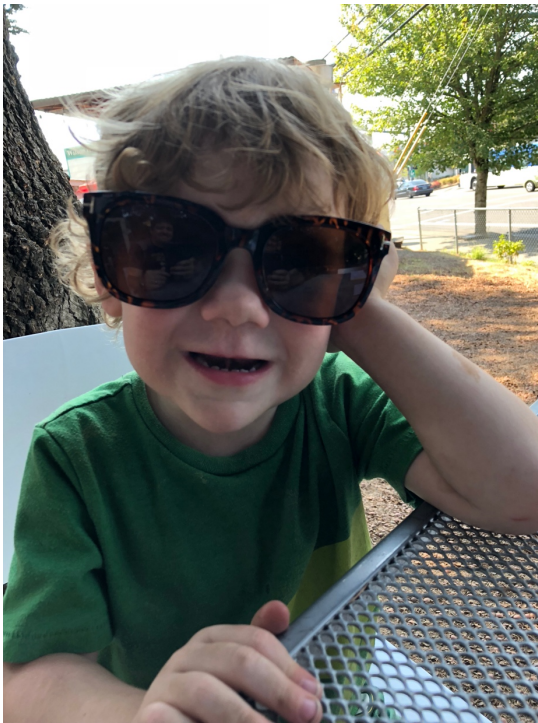
Surveys close **November 7th (5pm PST)**

2019 Best of Staffing Award winners announced
February 7th 2019





Parting Thought - Take Action



Questions?



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



Eric Gregg
CEO & Founder
(503) 542-3332
egregg@inavero.com