



October 16, 2018

About Inavero

- We work with staffing firms to measure the client and talent experience.
- We have administered more than 1.4 million digital surveys in the staffing industry as part of the Best of Staffing® program (entering its tenth year!).
- One of the top questions we hear from staffing firms is...







Dangers of a low response rate:



- You risk service issues going unreported, or worse showing up in the form of a negative online review or damaging word of mouth reputation.
- You miss opportunities to celebrate service wins and the leaders on your team who set the standard for providing an amazing experience to clients and candidates.
- You risk inaccurate reporting with service metrics that don't properly reflect the sentiment of your client and / or talent group.



Tip #1

Master the science of survey design.



Survey design considerations

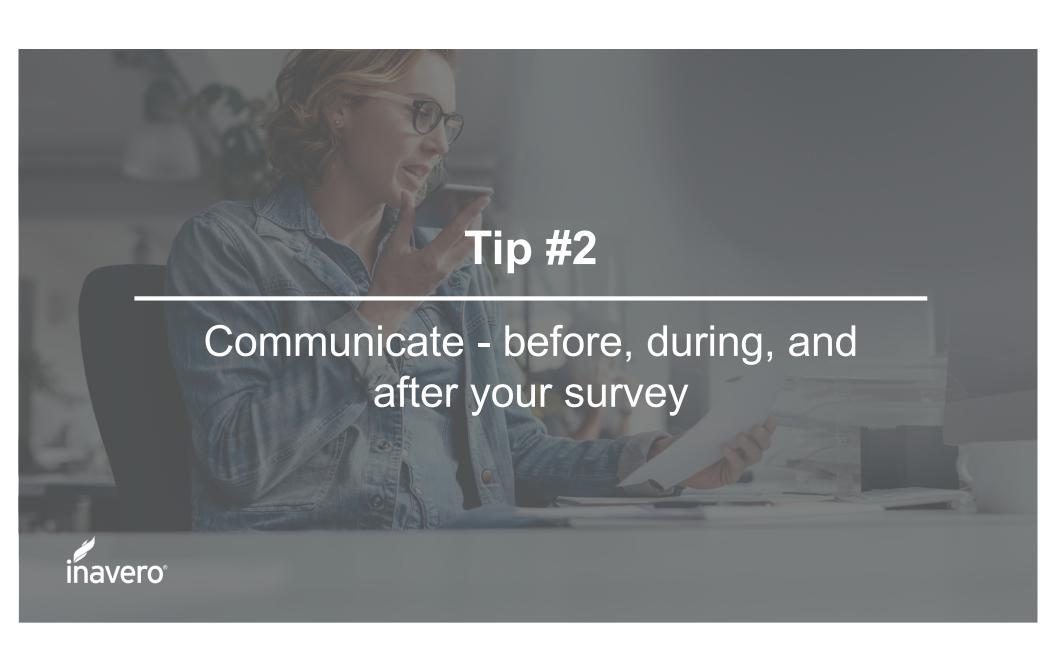
Survey Invitation

Questionnaire

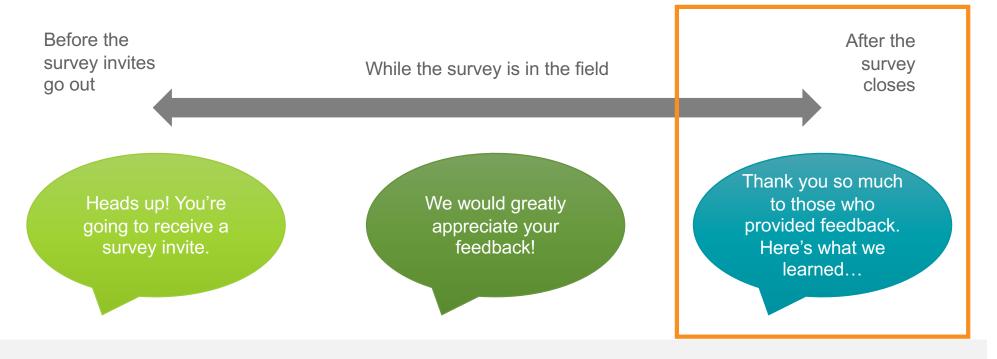
Survey Experience

- Personalize where possible
- Embed your key question (we use NPS®)
- Include an incentive for completion (if possible)
- Keep it short(no more than 10 questions)
- Easy to answer (mostly multiple choice)
- Make the survey easy to preview (all questions on one screen)
- Optimized across devices (computer, cell phone, tablet)





360° communication





Measure the client and talent experience.

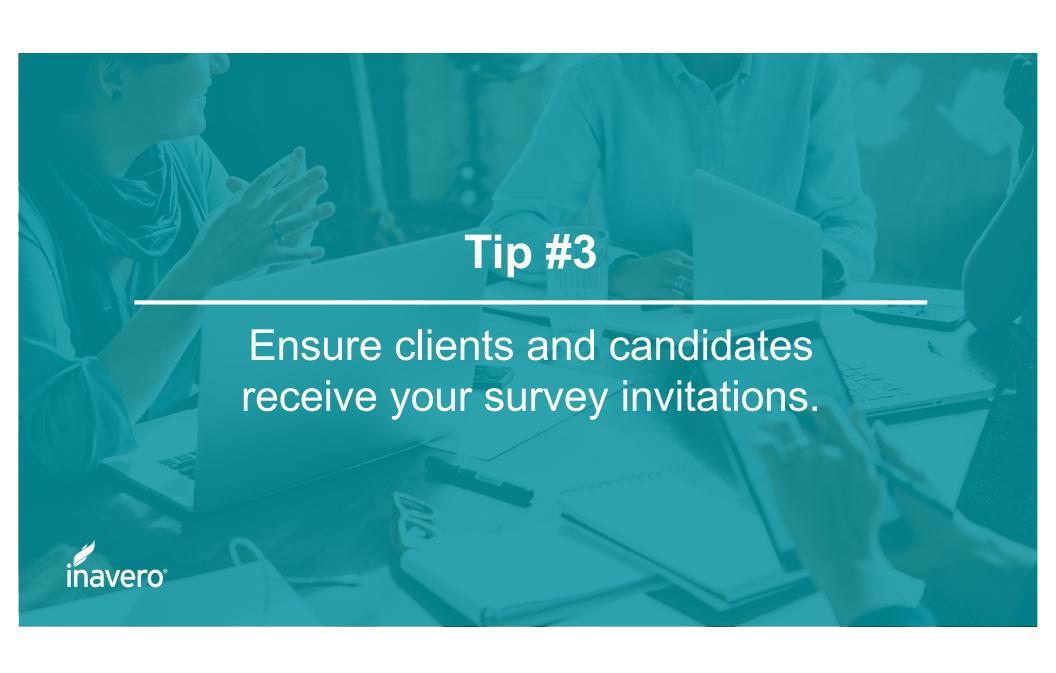
Build online reputation.

Differentiate on service quality.

2-1-1 Follow Up







Are your invites landing in inboxes?

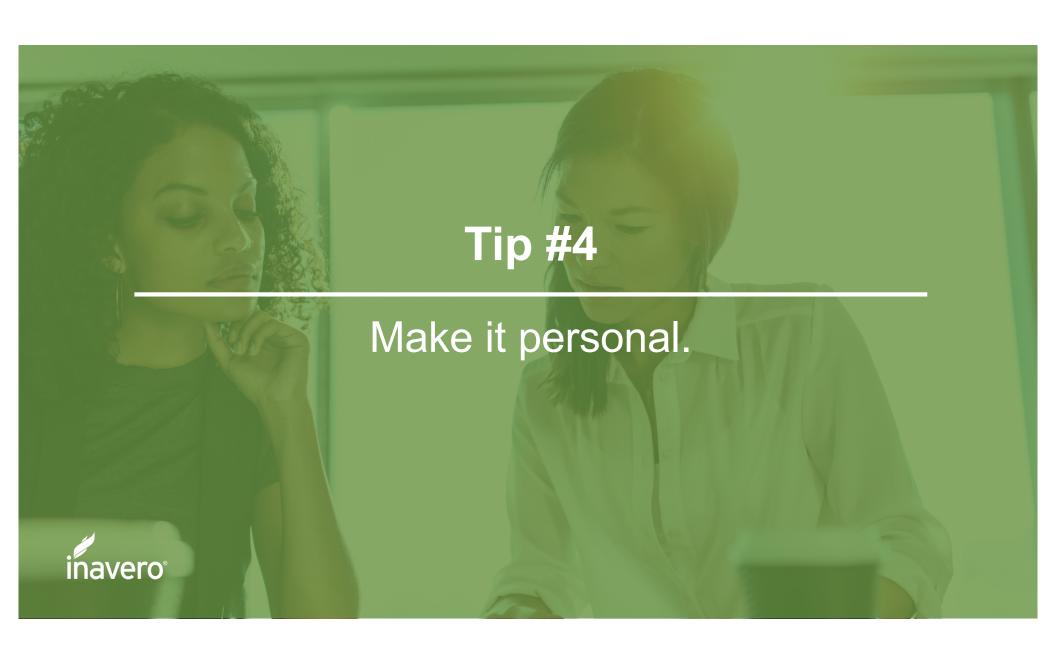




Guidelines for sender reputation:

- Minimize unsubscribes by taking CAN-SPAM compliance seriously and offering up valuable content.
- Minimize bounces by keeping your contact lists pristine. Scrub 'em, then scrub 'em again!
- <u>Understand your mail server's "sender score"</u> especially when sending from a shared IP (common with email marketing platforms).





People > Brand

People asking for feedback will always beat a faceless brand asking for feedback!





Thank you!



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