



# *Amplify* Recruiters

Empowering recruiter online reputation



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# Agenda and Format

A quick, 30-minute fireside-style chat covering all your questions about Amplify Recruiters

- The market need for a tool like Amplify Recruiters
- A look under the hood: what it is and how it's managed
- The growing importance of *validated* reviews and testimonials
- Boosting brand presence in Google and online reputation
- What's next: Email signature widgets and more
- And more, including your questions!



**Eric Gregg**  
CEO & Founder

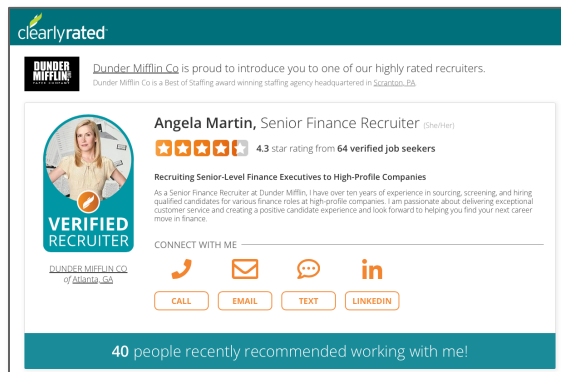


**Nathan Goff**  
Chief Product Officer  
& Co-founder

# Amplify Recruiters Overview

## Profile Page + Star Ratings + Google Search

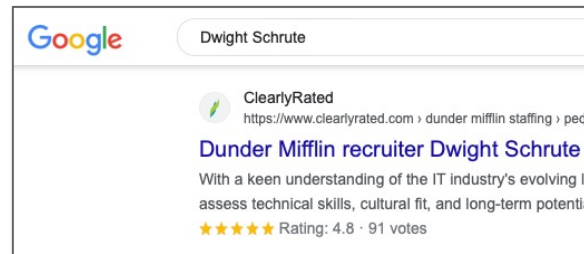
Personal profile page on  
ClearlyRated.com



Recruiter Level Star  
Ratings & Email  
Signature Widgets



Recruiter Star  
Ratings in Google



All this leveraging your existing survey program that already collects  
feedback that can be associated to a Recruiter

# Recruiter Reputation Problem



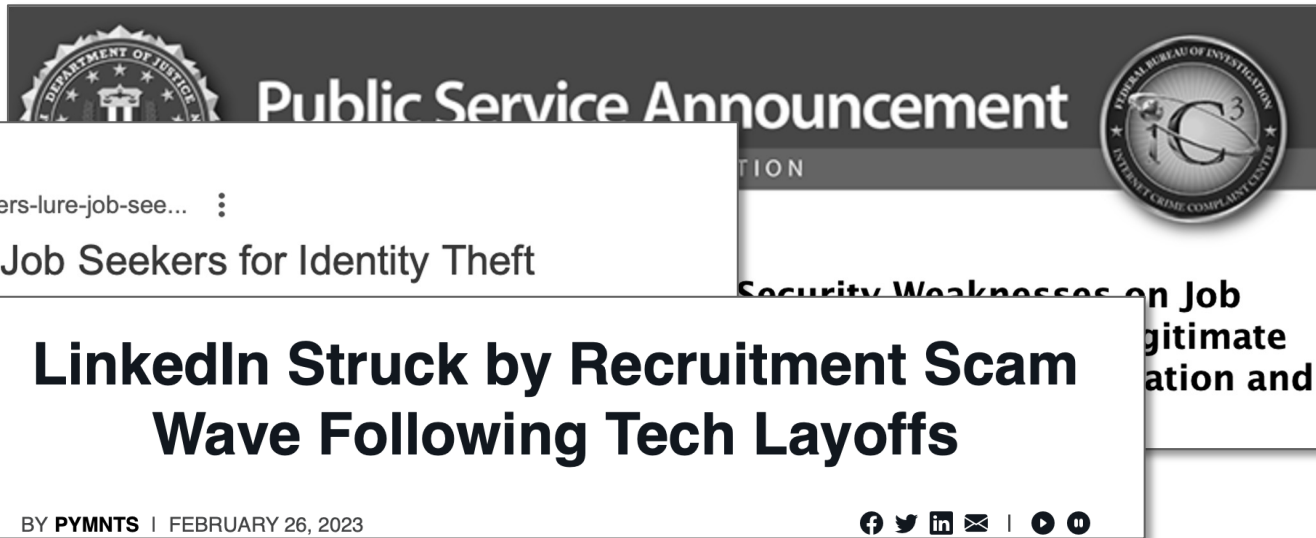
- recruiters are
- recruiters are **looking for**
- recruiters are **looking for quizlet**
- recruiters are **trash**
- recruiters are **shady**
- recruiters are **not your friends**
- recruiters are **annoying reddit**
- recruiters are **overpaid**
- recruiters are **sociopaths**

75% of the top  
recruiter auto-  
fill searches  
are very  
negative

“...she isn't afraid to admit it if she doesn't have an answer and she always follows up with me...she is proactive and communicates well...”

To put it simply, she is a **superhero rockstar recruiter!**”

# Latest Cybersecurity Threat: Fake Recruiters



Being able to prove you are a **real human recruiter is more important now than ever before**, and AI will make scams more sophisticated

# Reaching Candidates Efficiently is Hard

On average, 70-95% of cold recruiting emails are never responded to



Recruiters need tools that help them break through to candidates more efficiently



Hello,

I came across your profile on LinkedIn and wanted to reach out regarding a potential job opportunity that I think could fit your skills. I work for Westnorthern Staffing Co, and we're recruiting folks with your similar skillset for one of our clients.

Reply to this email if you're interested in learning more, and I can email you more details on the position and company I am recruiting for.

Best,

Sally



**Sally Smith**  
Senior Recruiter  
Westnorthern Staffing Co



4.9 stars from 55 candidates Sally helped find work

Sally is a ClearlyRated Verified Recruiter, [see their profile](#) to learn what it is like to work with them from actual people they have helped find work.

# Providing Confidence to Candidates After Turnover



On average, **32% of recruiters and account managers turnover** annually in the staffing industry



On turnover, new recruiters need to quickly instill confidence that they are going to have a good experience

# Amplify Recruiters is Being Adopted Across Sectors

## IT



TOP 10  
FIRM

## Commercial



TOP 20  
FIRM

TOP 150  
FIRM

## Engineering & Life Sciences



TOP 10  
FIRM

## Healthcare





TOP 25  
FIRM

TOP 200  
FIRM




# Recruiter Profile Page





Dunder Mifflin Co is proud to introduce you to one of our highly rated recruiters.  
Dunder Mifflin Co is a Best of Staffing award winning staffing agency headquartered in Scranton, PA.



**VERIFIED RECRUITER**





**Angela Martin, Senior Finance Recruiter** (She/Her)

★★★★☆ 4.3 star rating from 64 verified job seekers

**Recruiting Senior-Level Finance Executives to High-Profile Companies**

As a Senior Finance Recruiter at Dunder Mifflin, I have over ten years of experience in sourcing, screening, and hiring qualified candidates for various finance roles at high-profile companies. I am passionate about delivering exceptional customer service and creating a positive candidate experience and look forward to helping you find your next career move in finance.

CONNECT WITH ME

**CALL** **EMAIL** **TEXT** **LINKEDIN**

40 people recently recommended working with me!

Your company profile front and center

Star rating for the recruiter

Fully customizable profile content

Bot protected contact methods

Optional location association

# Recruiter Profile Page – Specializations & Roles

40 people recently recommended working with me!

## MY SPECIALIZATIONS

- [Executive Search](#)
- Interim Executives and Consultants
- Finance & Accounting Professional Search
- Financial Projects Consulting
- Northwest Finance Located Jobs

## ROLES I AM RECRUITING FOR

▶ <b>CFO</b> New York, NY	▶ <b><u>Accounting Manager</u></b> Scranton, PA	▶ <b>Sr Financial Analyst</b> Remote
▶ <b>Chief Financial Officer</b> Remote	▶ <b>Controller</b> Various	▶ <b>Entry Level Accounting Manager</b> Pacific Northwest

[SEARCH JOBS](#)

## MY TESTIMONIALS

Optional link on specializations

Optional link to role posting/detail

Optional job search link

Optional location description of role

# Recruiter Profile Page – Testimonials & Awards

## MY TESTIMONIALS

Angela is personable, caring, prompt and professional. After months of struggling to find employment, she took the time to get to know me and paired me with the perfect job the same day I walked in.

Goldie K.  
July 22, 2022

Angela so kind and prompt with helping me find work. She really does care.

Jack E.  
July 22, 2022


Angela has been so kind and helpful to me. She is just a wonderful person and I would recommend her to anybody looking for a job like I was a little bit ago.

Charlize F.  
July 22, 2022


## ABOUT COMPANY

Dunder Mifflin Co is in the Staffing industry with company headquarters in Scranton, PA and has 2 Dunder Mifflin Co locations.


## COMPANY AWARDS




2023 Best of Staffing Client









2023 Best of Staffing Client 10 Year Diamond





## COMPANY RATINGS







### OVERALL CLIENT RATING



4.8 based on 60 ratings

[Ratings Details](#)

### OVERALL TALENT RATING



4.5 based on 171 ratings

[Ratings Details](#)

Curated or live feed of testimonials


Configurable attribution options


Company level awards

Company level star ratings


# Impact of Recruiter Reputation

## Recruiter profiles with reviews





Dunder Mifflin Co is proud to introduce you to one of our highly rated recruiters.  
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CONNECT WITH ME



CALL

EMAIL


TEXT

LINKEDIN

DUNDER MIFFLIN CO  
of Atlanta, GA

40 people recently recommended working with me!

VS

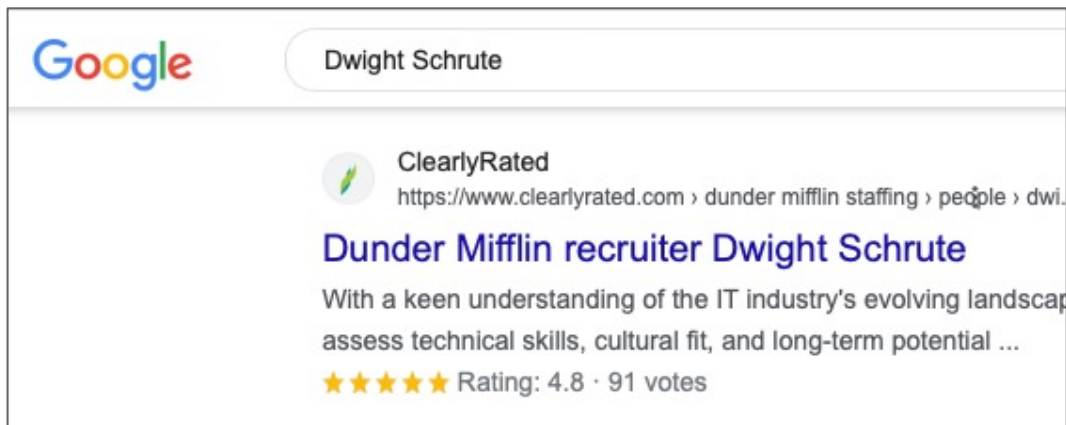


**Dunder Mifflin Staffing Co**  
<https://dundermifflin.com> › tech › recruiters :

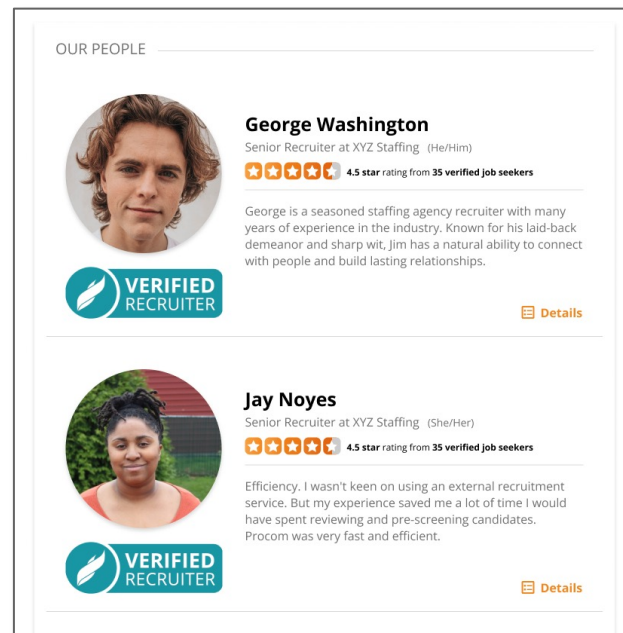
**Top Tech Recruiting Agency in Scranton, PA**  
Looking for a job in tech? We can help you find your next IT job in Scranton.

**Recruiter profiles with reviews are selected by candidates as the most trusted source of information 3.5X more frequently than advertising from the firm.**

# Google Search Results & ClearlyRated.com



Profiles encoded to appear in Google  
search with star rating



Linked on your ClearlyRated  
company and location profiles

# Email Signature Widget



**Sally Smith**

Senior Recruiter

Westnorthern Staffing Co



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Photo from profile with Verified logo

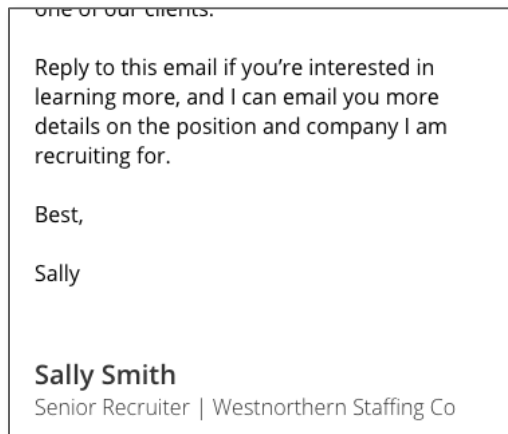
Configurable recruiter information

Auto updating recruiter star rating

More details and link to profile

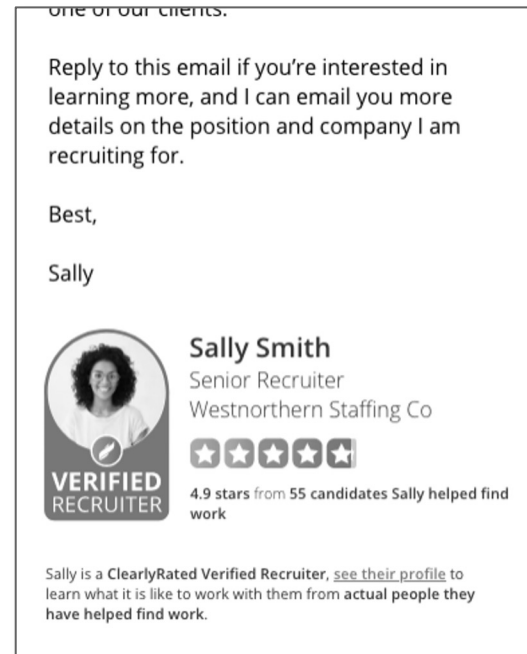
# Impact of Recruiter Reputation

## Email Signature Widget




**22.5%**  
average increase in  
likelihood to reply

**9.4%**  
average increase in  
confidence the recruiter  
will help them find work



# Individual Editing Control by Recruiters

No ClearlyRated  
login required to  
edit, just email



[DASHBOARD LOGIN](#) [PROFILE EDITOR](#)

Provide your email address below to **edit your profile**.

EMAIL ADDRESS

[Submit](#)


## Profile Editor - Jim Halpert

Click the Publish button to sync your updates to your profile.

Profile URL: <https://www.clearlyrated.com/business/dunder-mifflin/people/jim.halpert> [Copy Link](#) [Copied!](#)

[Go Back](#) [Share](#) [Save Draft](#) [Publish](#)

### BIO & CONTACT INFORMATION

 [Upload](#) [Edit](#)

FIRST NAME

LAST NAME

PRONOUNS

JOB TITLE

LOCATION

STAR RATING



Recruiter can configure any part of  
their profile that you allow them to



# Admin Activation & Editing Control

## Manage

Activate and edit your Recruiter profile pages and other aspects of the Amplify Recruiters product.



ACTIVE (33)

AVAILABLE TO ACTIVATE (288)

DISABLED (68)

Search for Recruiter

With all 8 selected: **Activate**

<input type="checkbox"/>	Survey Tag	Brand	Star Rating
<input checked="" type="checkbox"/>	Dwight Schrute	Dunder Mifflin	No recent responses found to calculate a star rating from
<input checked="" type="checkbox"/>	Michael Scott	Dunder Mifflin	 4.5 star rating from 35 verified job seekers
<input checked="" type="checkbox"/>	Pam Beasley	XYZ Paper Co.	 4.5 star rating from 35 verified job seekers

Global profile editing  
and defaults control

### BIO & CONTACT INFORMATION



[Available and Editable](#)

BIO  
PHOTO

Upload

Edit

[Available and Editable](#)

#### FIRST NAME

No global default value allowed

[Unavailable](#)

#### LAST NAME

# Ask Us Anything



**Eric Gregg**

egregg@clearlyrated.com  
linkedin.com/in/ericgregg/



**Nathan Goff**

ngoff@clearlyrated.com  
linkedin.com/in/nathangoff/