



# Inside the Data: Highlights from our 2023 Staffing Industry Benchmark Study

Eric Gregg, CEO & Founder of ClearlyRated



Your all-in-one client experience and online reputation management platform



Measure the client experience.  
Build online reputation.  
Differentiate on service quality.

**Thank you to our industry research partner and 2024 Best of Staffing® sponsor!**



## What we'll cover today

- Staffing industry NPS benchmarks
- 2023 Staffing Buyer Study highlights
- 2023 Staffing Candidate Study highlights
- Survey Response Rate research

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

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



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

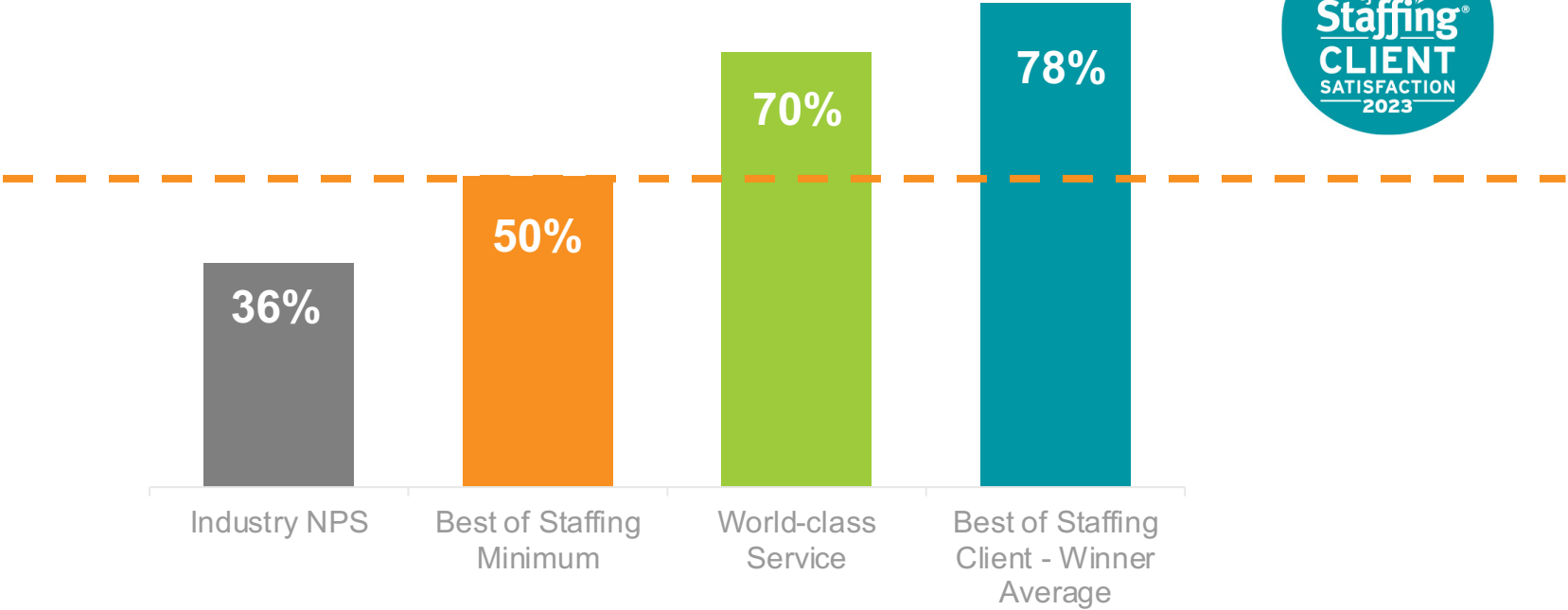
# 2023 Service Industry Benchmark Study

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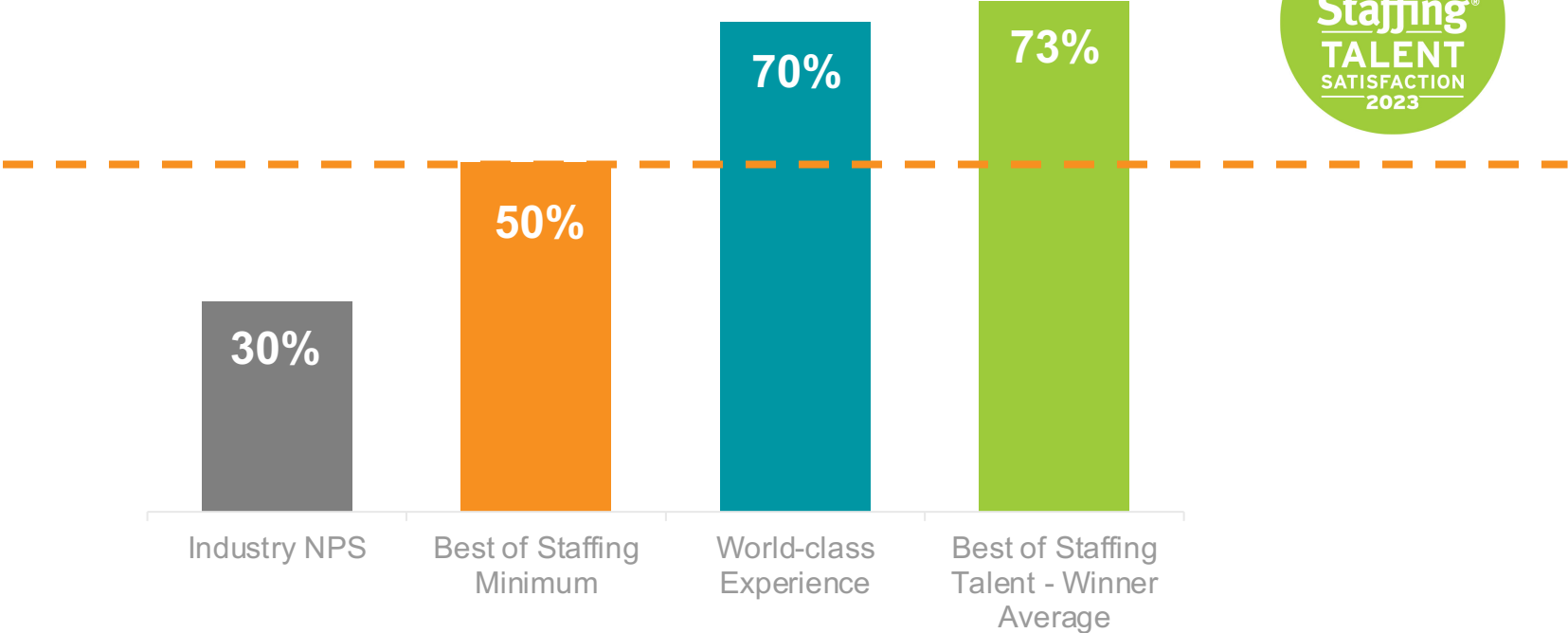
## The Data

- Conducted annually by ClearlyRated
- 2023 Study fielded August – September 2023
- The larger study surveyed 1,215 buyers & users of B2B services
  - **351 HR leaders and hiring managers who use staffing firms**
- Additionally, **915 job candidates** were surveyed
  - **288 actively on assignment or placed within the past year**
- Purposes:
  - Establish current service industry benchmarks for the industries we serve.
  - Examine key topical areas of interest to B2B buyers.

# Best of Staffing—Client winners versus the industry

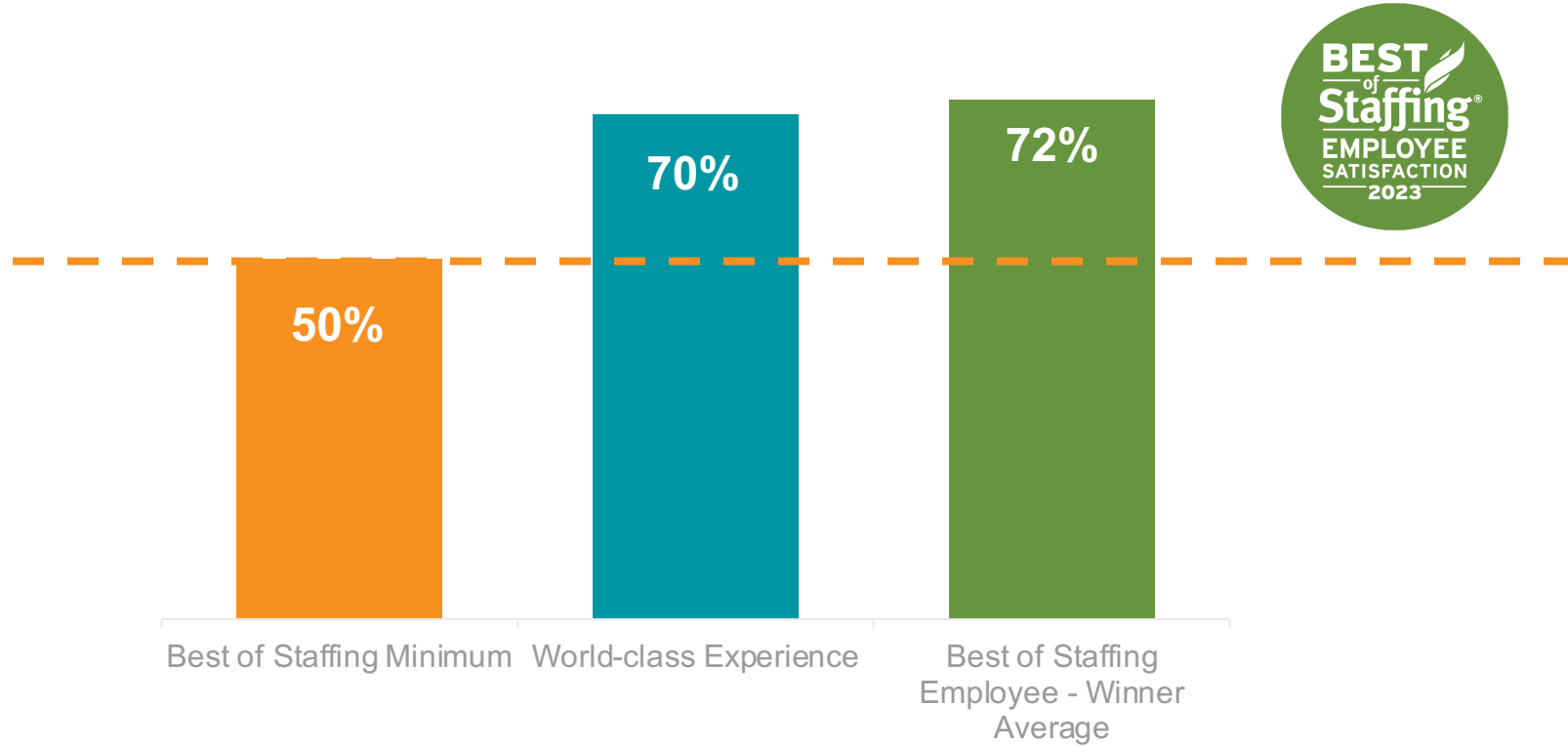


# Best of Staffing—Talent winners versus the industry





# Best of Staffing—Employee winners versus the industry



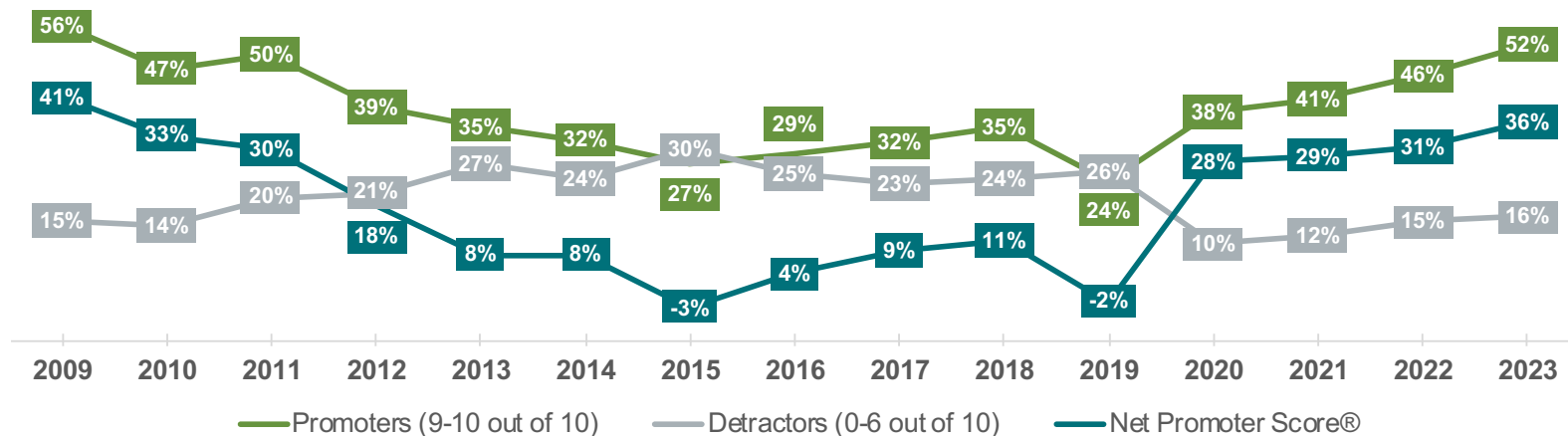
A photograph of three professionals in a modern office setting, overlaid with a semi-transparent green filter. On the left, a man in a suit stands and looks towards the center. In the middle, a woman in a light blue shirt stands with her arms crossed, looking at the man. On the right, a woman in a patterned shirt sits in a chair, looking up and smiling. The background shows office desks, chairs, and large windows.

# 2023 Staffing Buyer Study Highlights

# 2023 Staffing Buyer Study Highlights:

## Staffing Client NPS up to 36% in 2023, up 5 points from 2022

Clients: Likelihood to Recommend Working with Current Staffing Firm



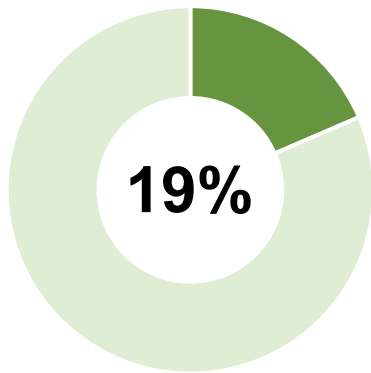
**36%**

2023  
Staffing  
Industry  
NPS  
Benchmark

**+5**

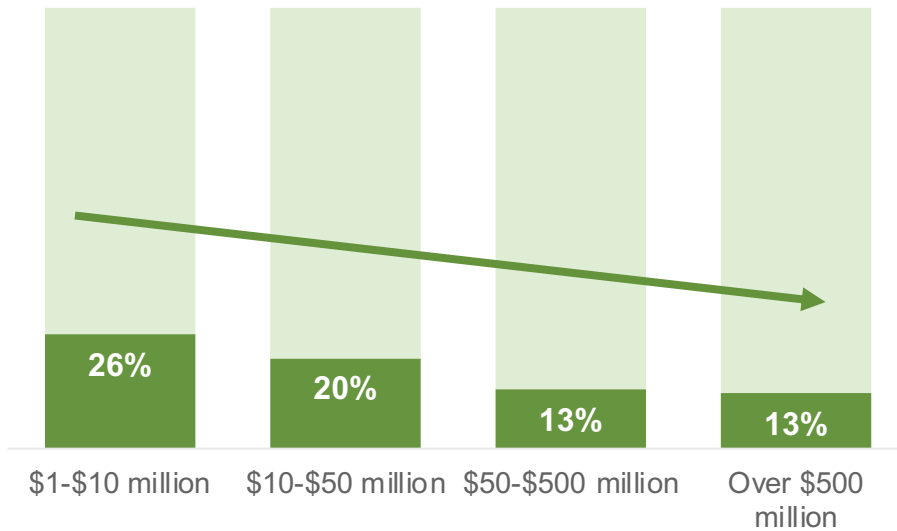
points vs.  
2022

## 2023 Staffing Buyer Study Highlights: Clients are not overly loyal to their staffing firm(s)



Only 19% of clients are committed to their primary staffing firm -> **81% are open to exploring other options**

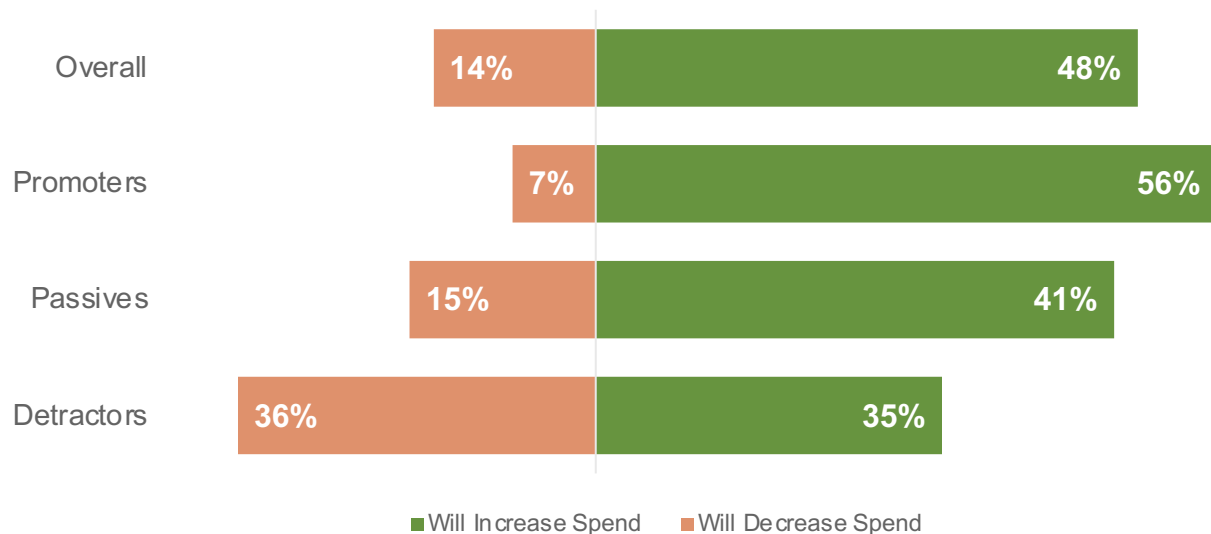
% Fully Committed to Primary Staffing Firm, by Client Organization Size



# 2023 Staffing Buyer Study Highlights:

## Satisfaction significantly impacts projected spend

Expected Change in Spend with Primary Staffing Firm, by Satisfaction with Firm



Net Plan to Increase Spend:

**33%** all clients

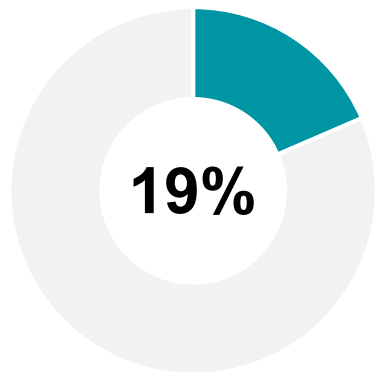
**48%** Promoters

**26%** Passives

**-1%** Detractors

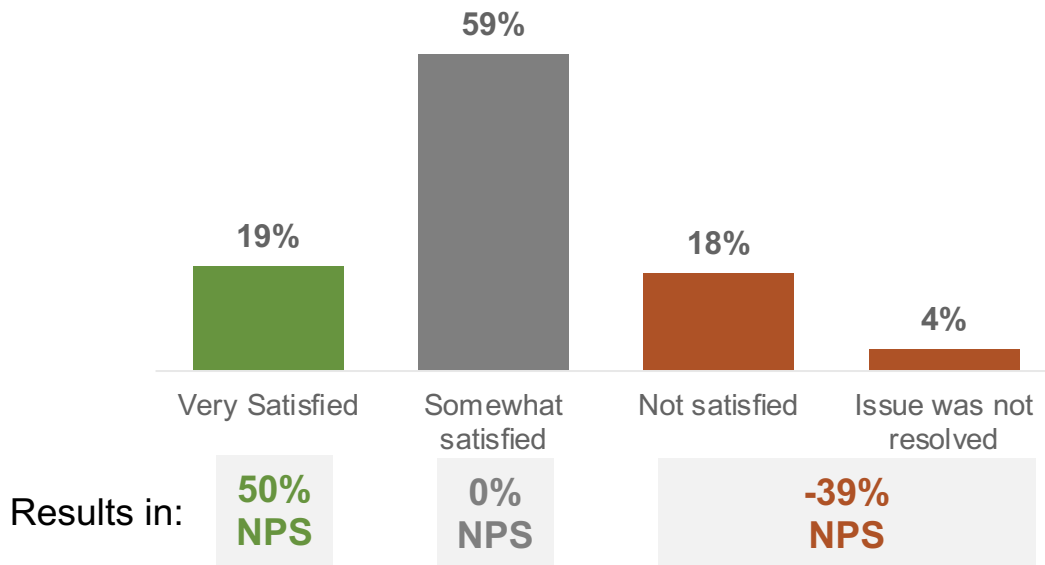
# 2023 Staffing Buyer Study Highlights:

## Service issue resolution swings client NPS dramatically



19% of clients have experienced a service issue with their primary staffing firm

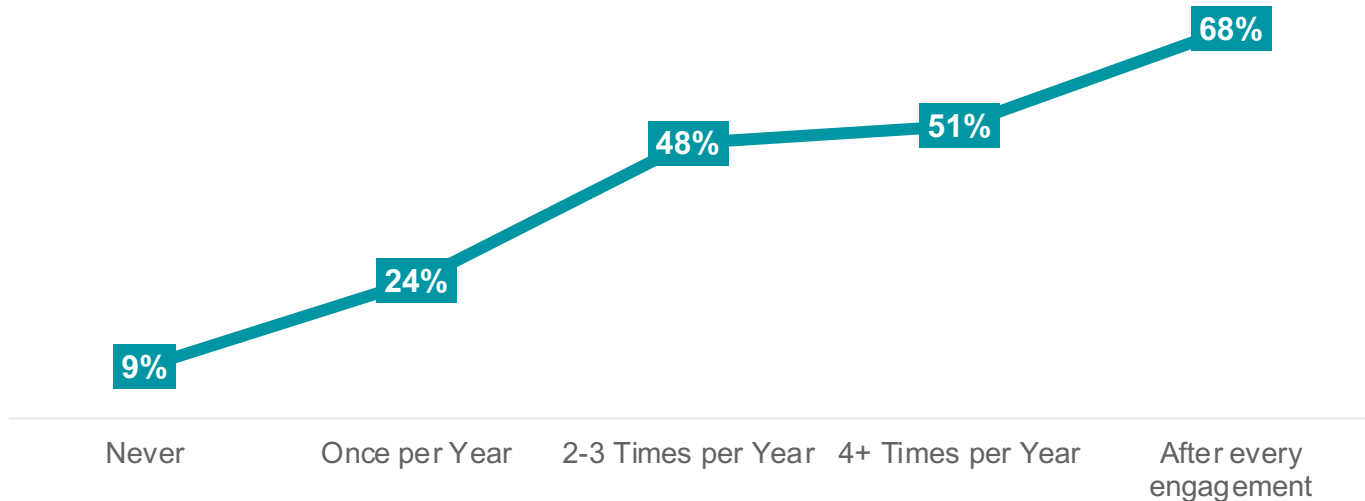
### Satisfaction with Issue Resolution



# 2023 Staffing Buyer Study Highlights:

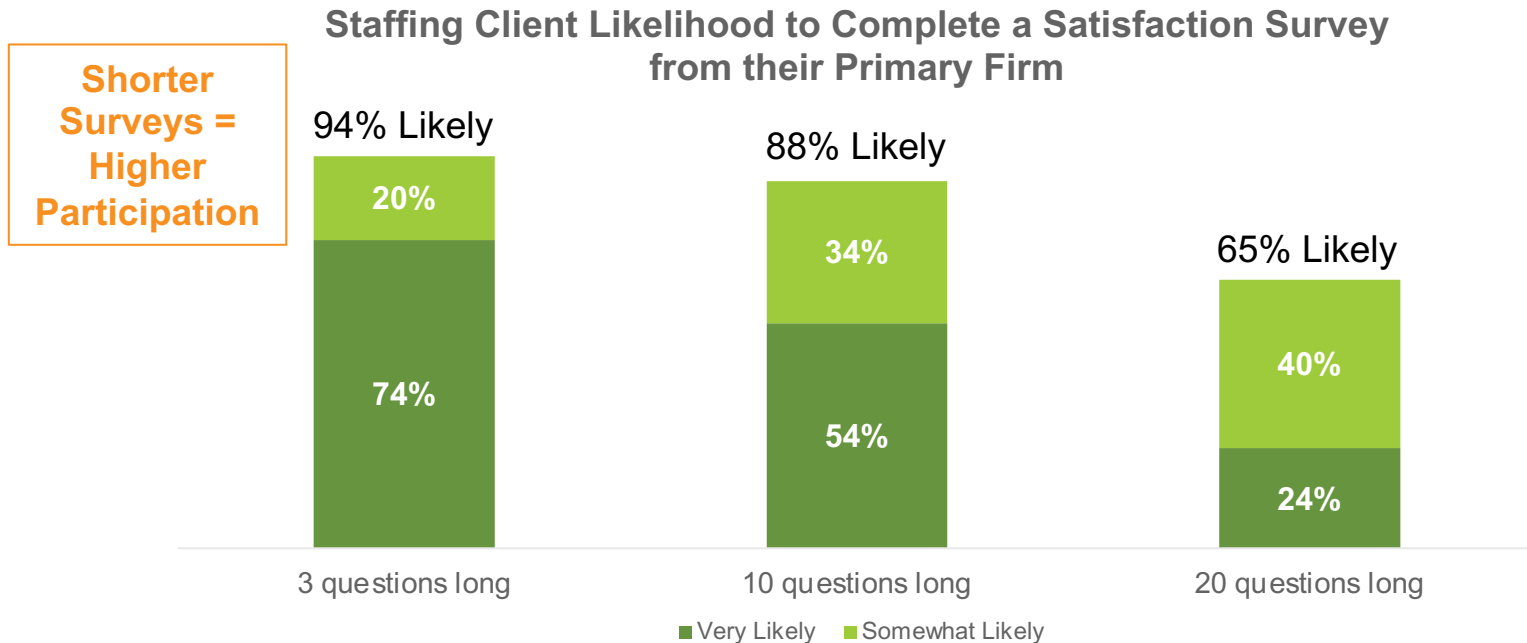
## More regular survey cadence correlates with higher satisfaction

Staffing Client NPS by Frequency with which They are Surveyed by Their Primary Staffing Firm



# 2023 Staffing Buyer Study Highlights:

## Clients want to complete surveys from their staffing firm

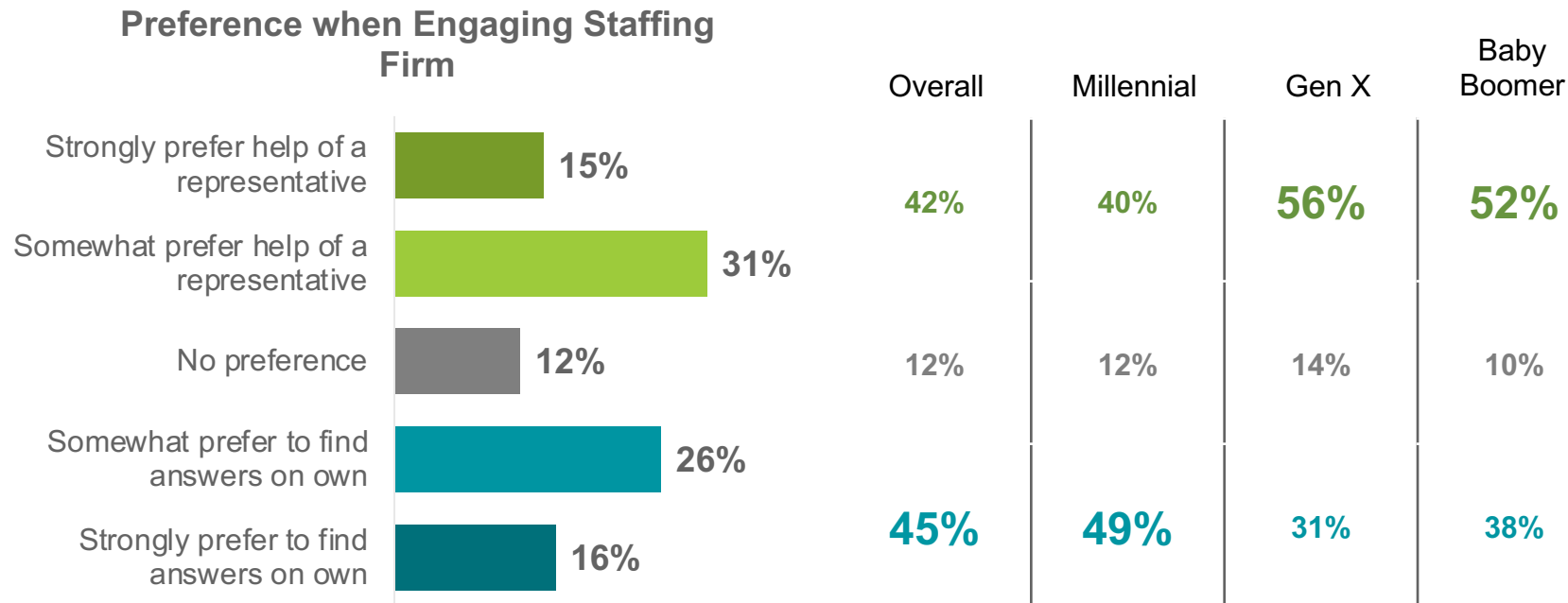




## 2023 Staffing Buyer Study Highlights: Client Drivers of NPS - Understanding needs has most impact

	% Always	% Not Always	NPS if "Always"	NPS if "Not Always"	NPS "Impact"
The firm _____ has a thorough understanding of my needs	63%	37%	54%	5%	+49%
The firm _____ delivers within the timeframe they say they will	54%	46%	58%	12%	+46%
The firm's services are _____ a good value, given the cost	54%	46%	56%	13%	+43%
The firm _____ delivers high quality, error-free work	58%	42%	53%	13%	+40%
The firm is _____ proactive in their approach to helping me	64%	36%	49%	17%	+32%
Contacts at the firm _____ return my phone calls and emails within 24 hours	68%	32%	46%	15%	+31%

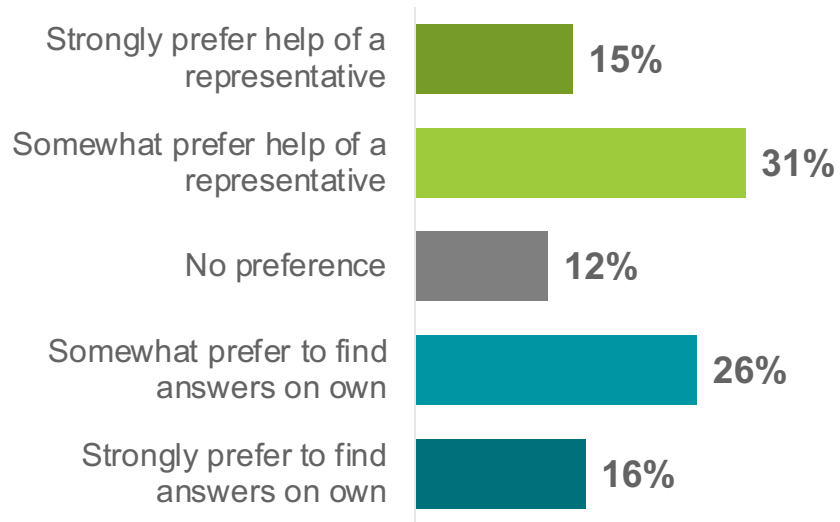
# 2023 Staffing Buyer Study Highlights: Younger clients tend to prefer to “self serve”



# 2023 Staffing Buyer Study Highlights:

## But majority want “off-ramps” where there are people to help

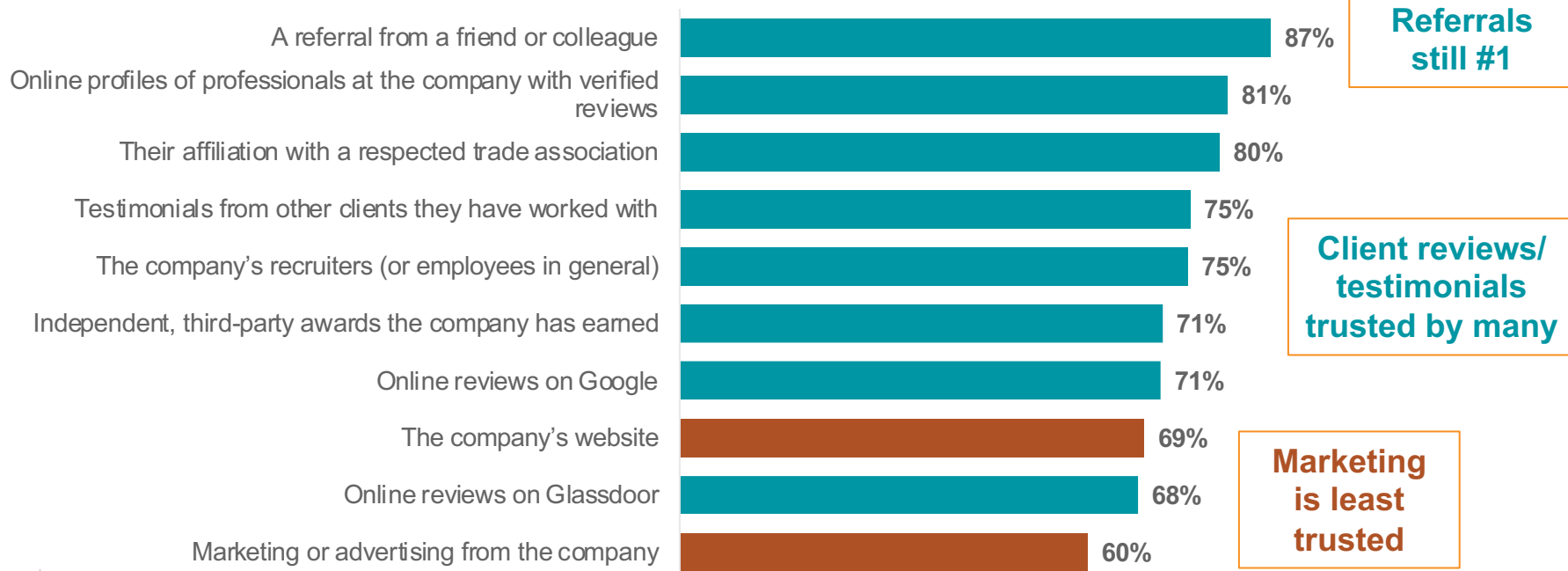
### Preference when Engaging Staffing Firm



# 2023 Staffing Buyer Study Highlights:

## Clients use (and trust) many resources to vet staffing firms

Sources of Information that Buyers Trust when Considering Staffing Firms



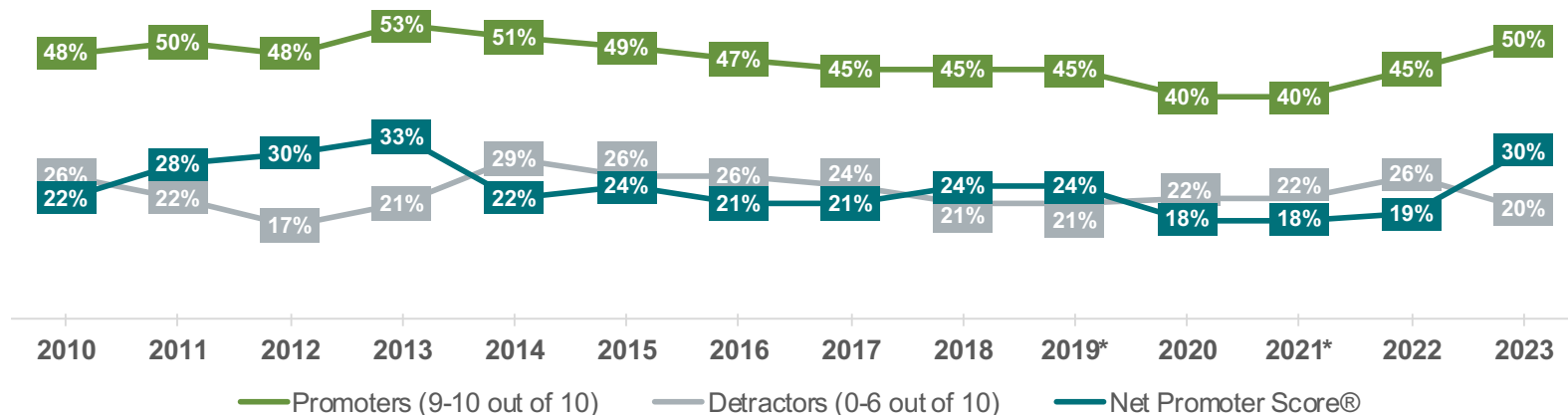
A photograph of three professionals in an office setting, overlaid with a green tint. On the left, a man in a suit stands and looks towards the center. In the middle, a woman in a light blue shirt stands with her arms crossed, looking towards the right. On the right, a woman in a patterned shirt is seated, looking up and smiling. The background shows office desks, chairs, and large windows.

# 2023 Staffing Candidate Study Highlights

# 2023 Staffing Candidate Study Highlights:

## Placed Talent NPS is up to 30% in 2023, from 19% in 2022

Placed Talent: Likelihood to Recommend Working with Current Staffing Firm



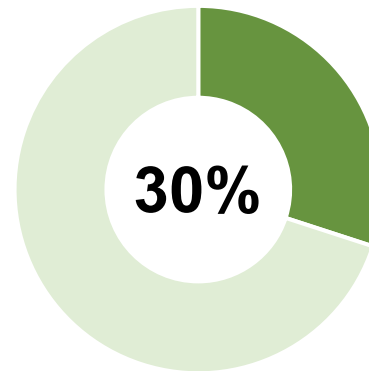
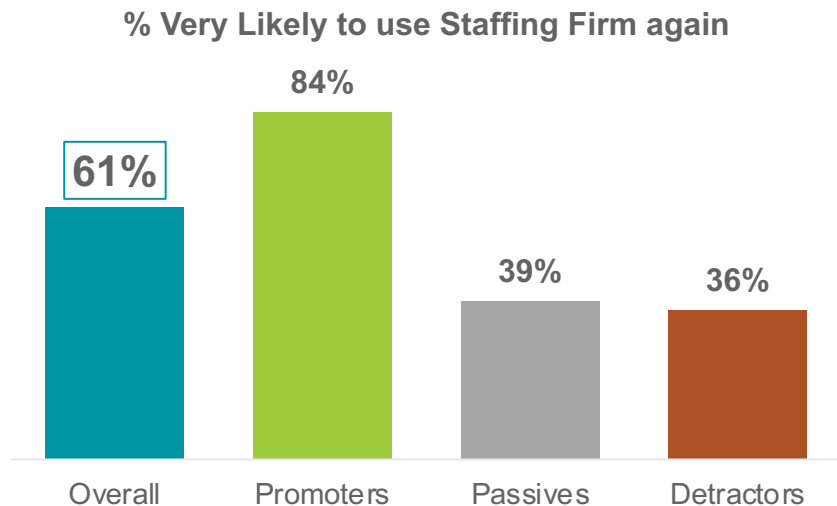
**30%**

2023  
Staffing  
Industry  
NPS  
Benchmark

**+11**

points vs.  
2022

## 2023 Staffing Candidate Study Highlights: Many will likely use their staffing firm again, yet most want to keep their options open

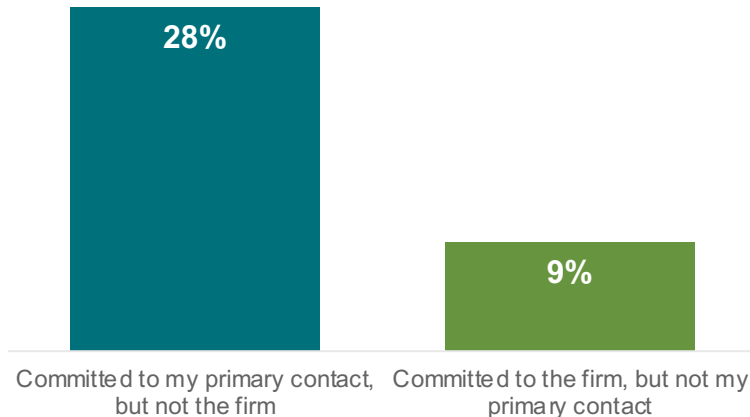


Only 30% of placed candidates are committed to their primary staffing firm ->  
**70% are open to exploring other options or are already using multiple firms**

# 2023 Staffing Candidate Study Highlights:

## Candidates are more loyal to their contacts than the firm itself

Commitment to Staffing firm vs. Primary  
Contact at the firm



Placed candidates are

**3.1X**

More likely to be loyal to  
their primary contacts at  
a staffing firm rather  
than the firm itself

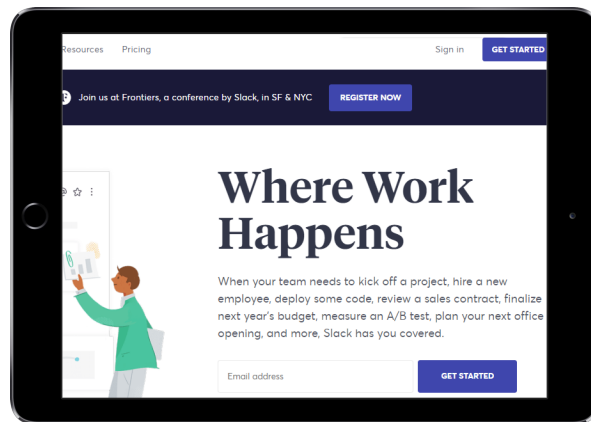


# 2023 Staffing Candidate Study Highlights:

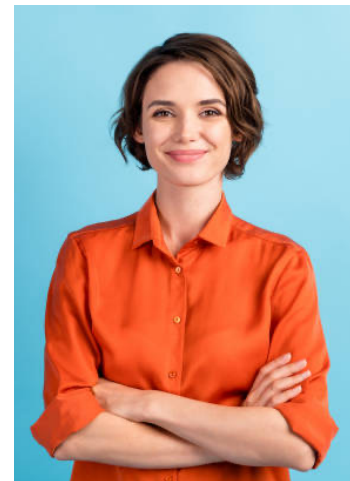
## Remember that your brand is the experience you deliver



YOUR LOGO



YOUR WEBSITE

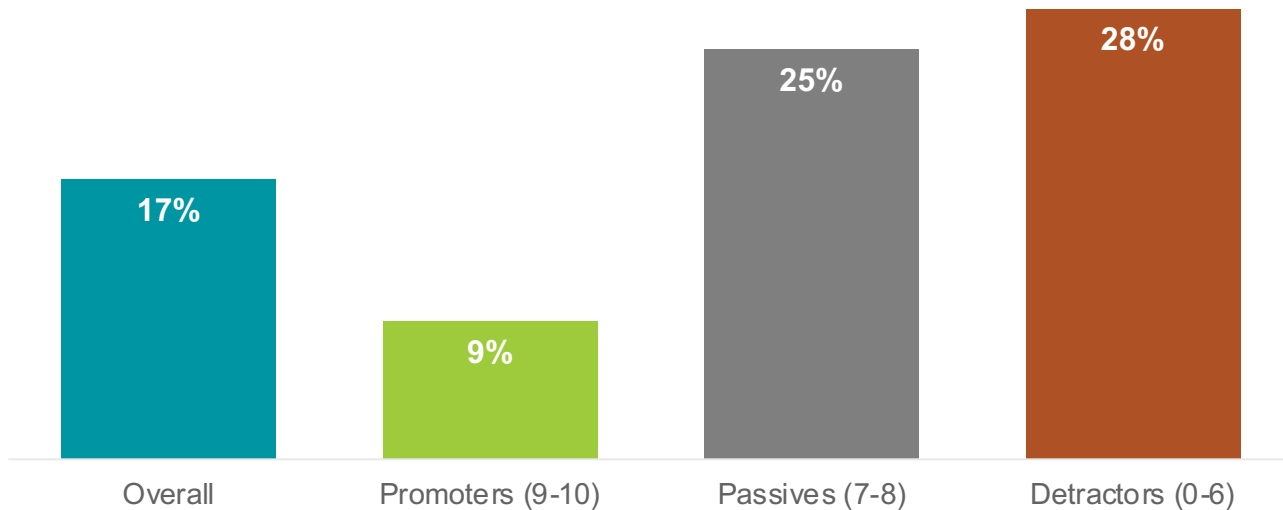


YOUR BRAND

# 2023 Staffing Candidate Study Highlights:

## Detractors are less satisfied with the frequency of contact

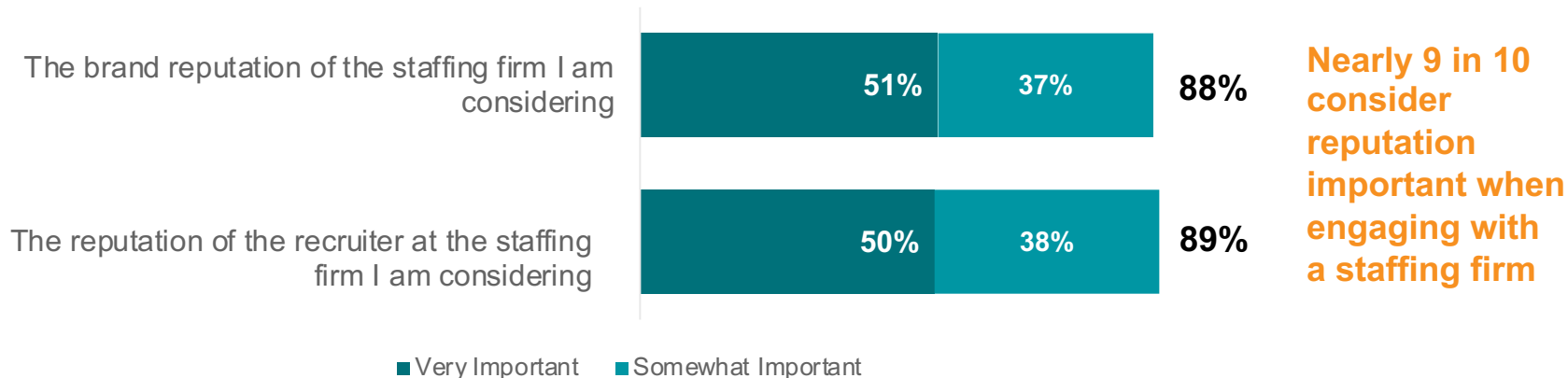
% of Job Candidates that Rate the Contact they Receive from their Primary Firm as "Too Infrequent"



# 2023 Staffing Candidate Study Highlights:

## Firm (and recruiter) reputation matters to job seekers

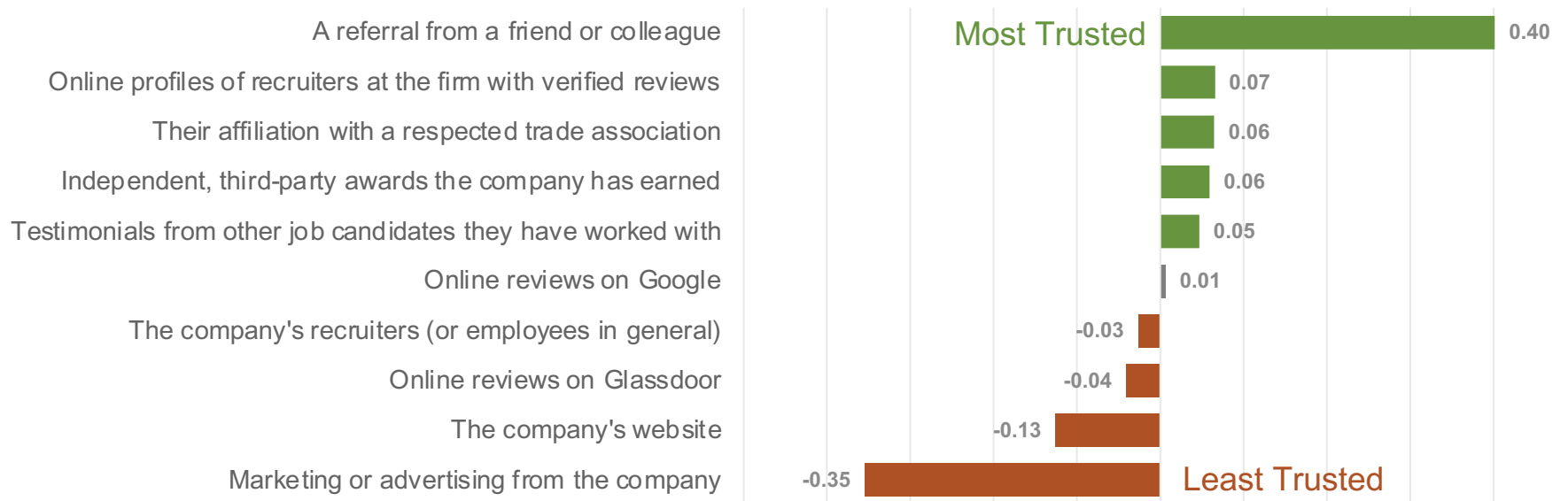
### Importance of Reputation to Job Seekers



# 2023 Staffing Candidate Study Highlights:

## Referrals are by far the most trusted when gauging firm quality

### Job Candidate trust in Sources of Information on Staffing Firm



Note: Respondents were asked to rank random selections of the above sources as *most* and *least* trusted. The scale above reflects "utility" for each source of information. Higher positive scores mean that source of information was trusted *most* more often than trusted *least*, and the opposite is true for negative scores.

A photograph of three people in a modern office setting, overlaid with a semi-transparent green filter. On the left, a man in a suit stands and looks towards the center. In the middle, a woman in a light blue shirt stands with her arms crossed. On the right, a woman in a patterned shirt sits in a chair, looking up and smiling. The background shows office desks, chairs, and large windows.

# Survey Response Rate Research

# Survey Response Rate Research

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## The Data

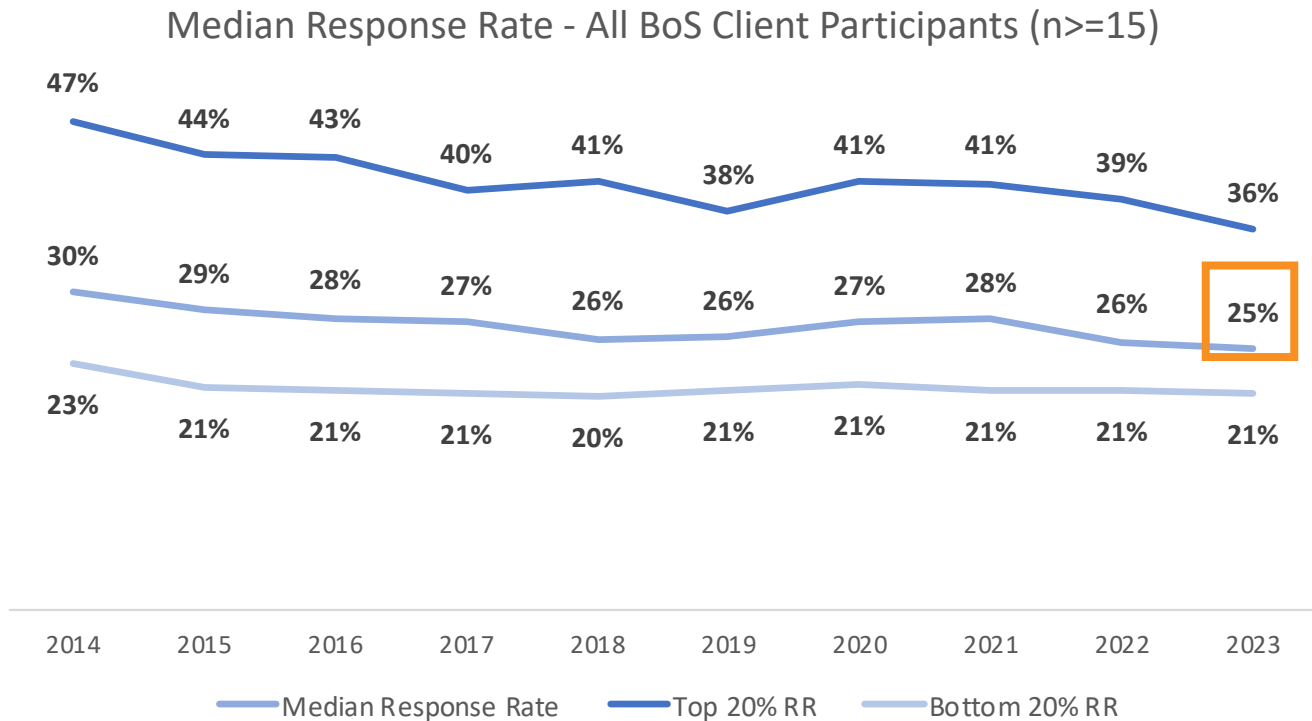
- **NEW** data analysis of over 12,000 client survey responses from 102 Best of Staffing brands in 2021.
- Additional analyses of Best of Staffing client data from 2013 to 2023 for longer-term trends.
- The ClearlyRated analytics team set out to answer frequent client questions about response rate:

What is an acceptable survey response rate?

Is it possible to predict the overall response rate based on Day 1 response rate?

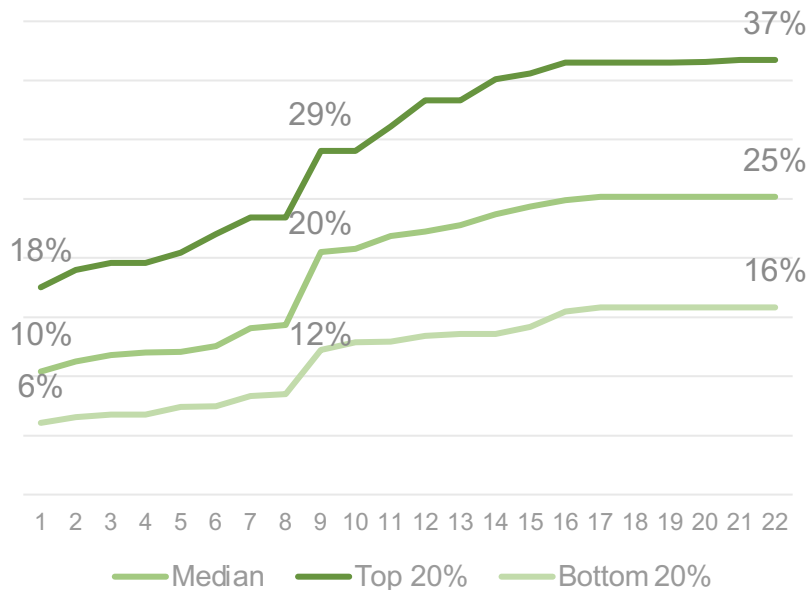
How do I increase NPS survey response rate?

# Median NPS survey response rate for Best of Staffing clients is 25%

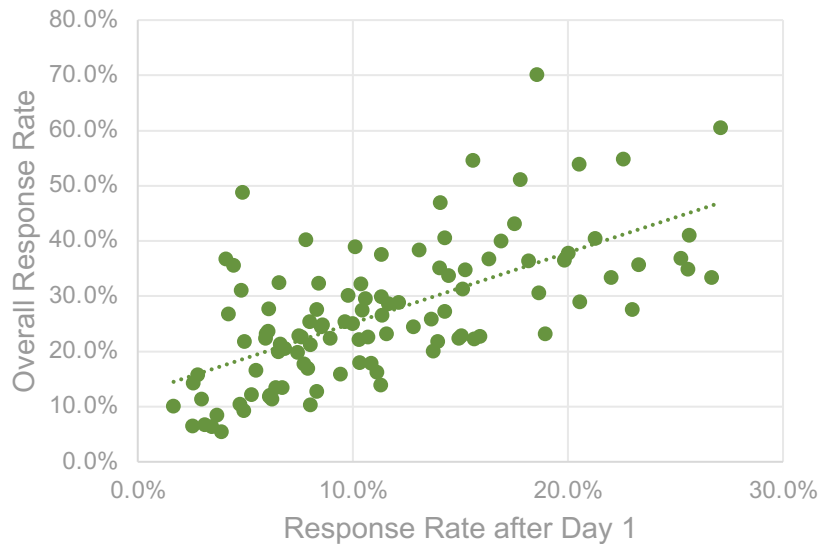


# Day 1 response rate is a predictor of overall response rate

Cumulative RR by Day (final n>=15)

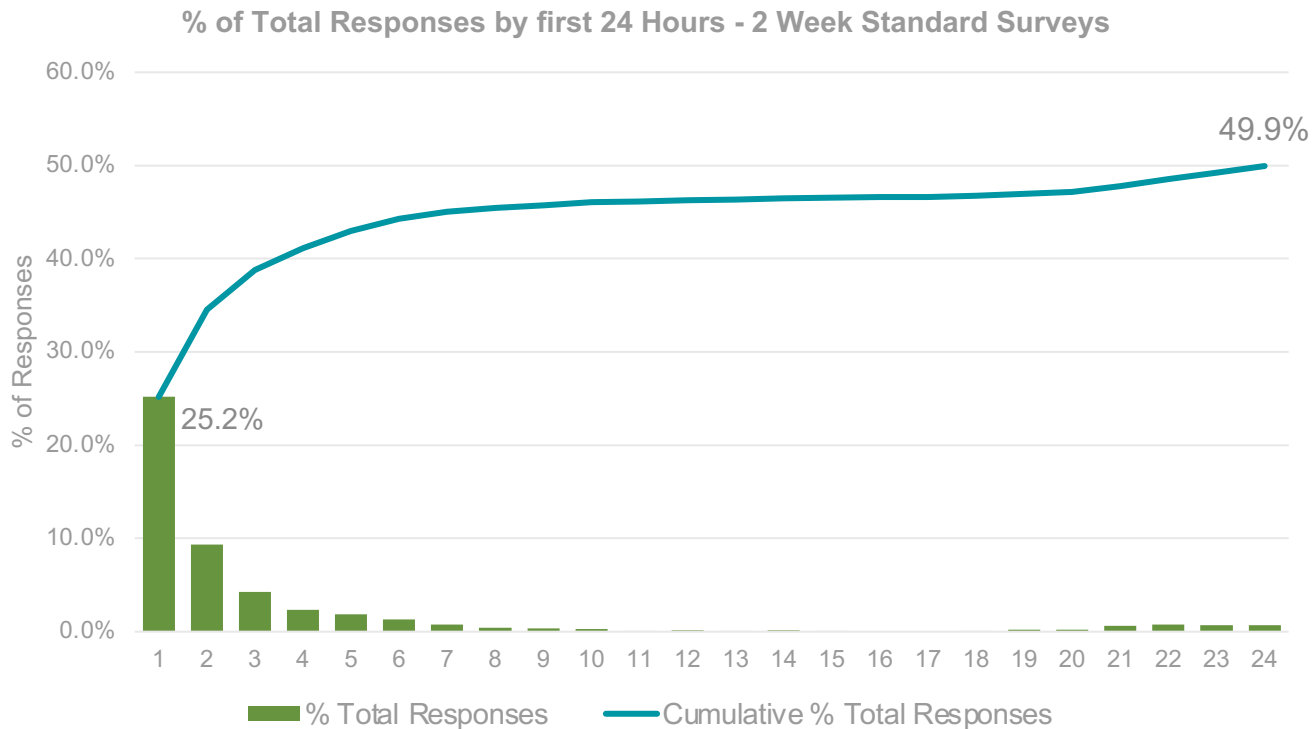


Response Rate Day 1 vs. Overall Response Rate (n>=15)



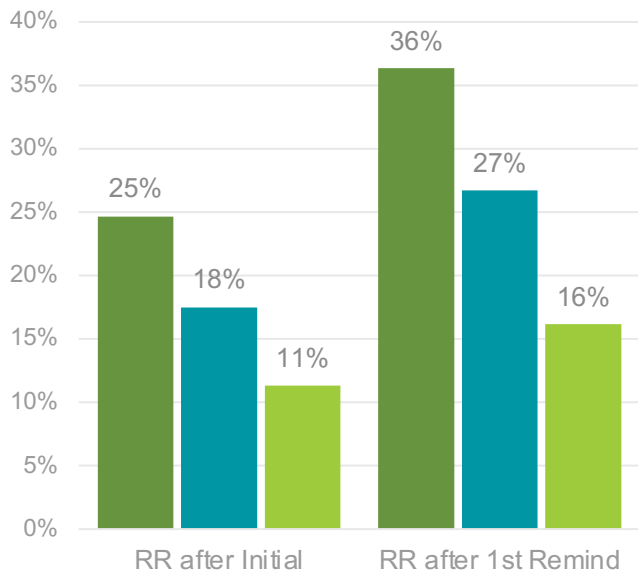


# For standard surveys, Hour 1 gathers 25% of all responses



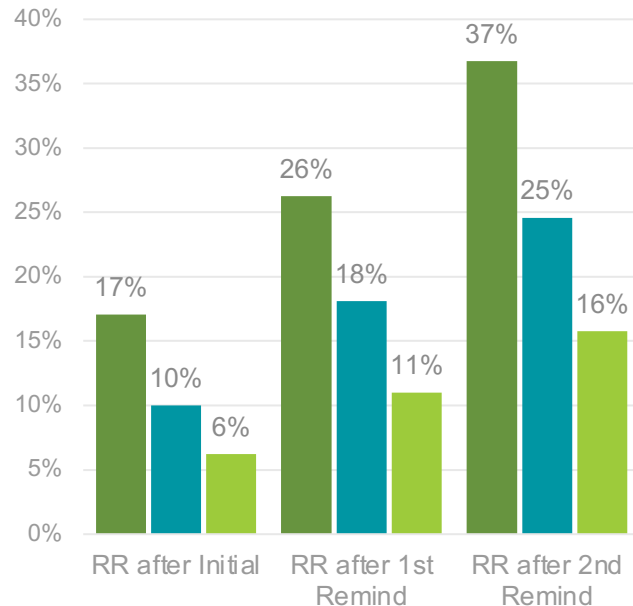
# Survey reminders are critical to increasing response rate

## Impact of 1 Reminder



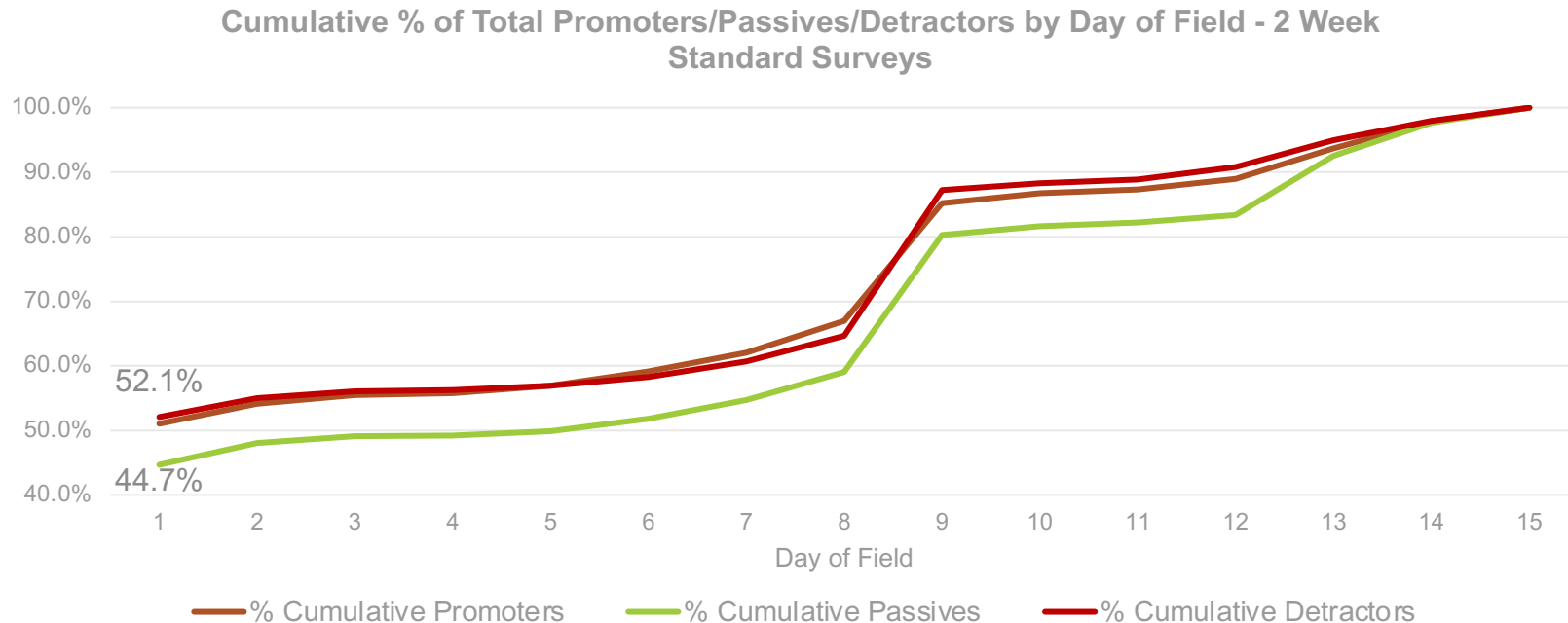
■ top 20% ■ median RR ■ bottom 20%

## Impact of 2 Reminders



■ top 20% ■ median RR ■ bottom 20%

# Passives are most likely to procrastinate their response



# Questions?



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