



What is Best of Staffing®?

Presented by Eric Gregg
CEO & Founder, Inavero

October 4th, 2018



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TRUST

is the bridge between
consideration and **selection**.

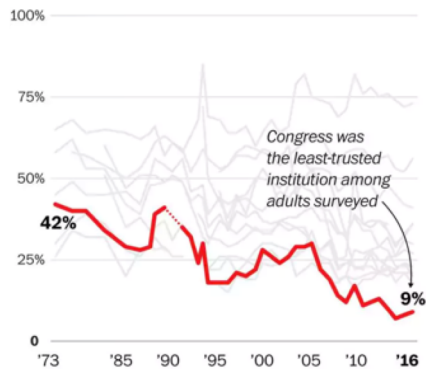


CONSIDERED

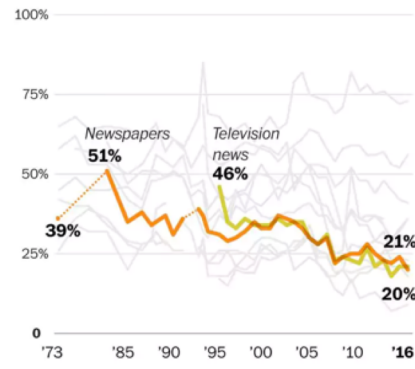
SELECTED

Trust is at a historically low level

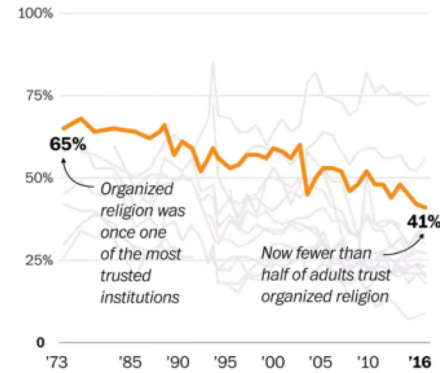
Congress



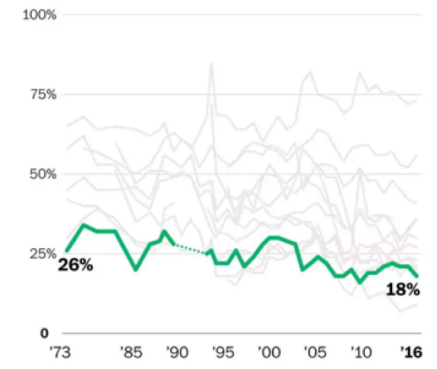
Media



The church or organized religion



Big business



SOURCE: Gallup Organization



Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.

Yet, trust in individuals has never been higher



"I reactivated in spring 2011, filled out all the forms, etc. 9 months later, not one peep. I know, you're probably thinking 'Yeah but maybe you are a weak candidate.' Maybe, but I did well with them in the past, have lots of experience, willing to do any job, etc. etc."



Mark S.
Portland, OR
👤 6 friends
★ 8 reviews

1998

Don't get into strangers' cars.
Don't meet people from the internet.

Don't let someone you don't know into
your house.

Don't trust the advice of strangers.

Literally summon strangers from
the internet to get into their car.

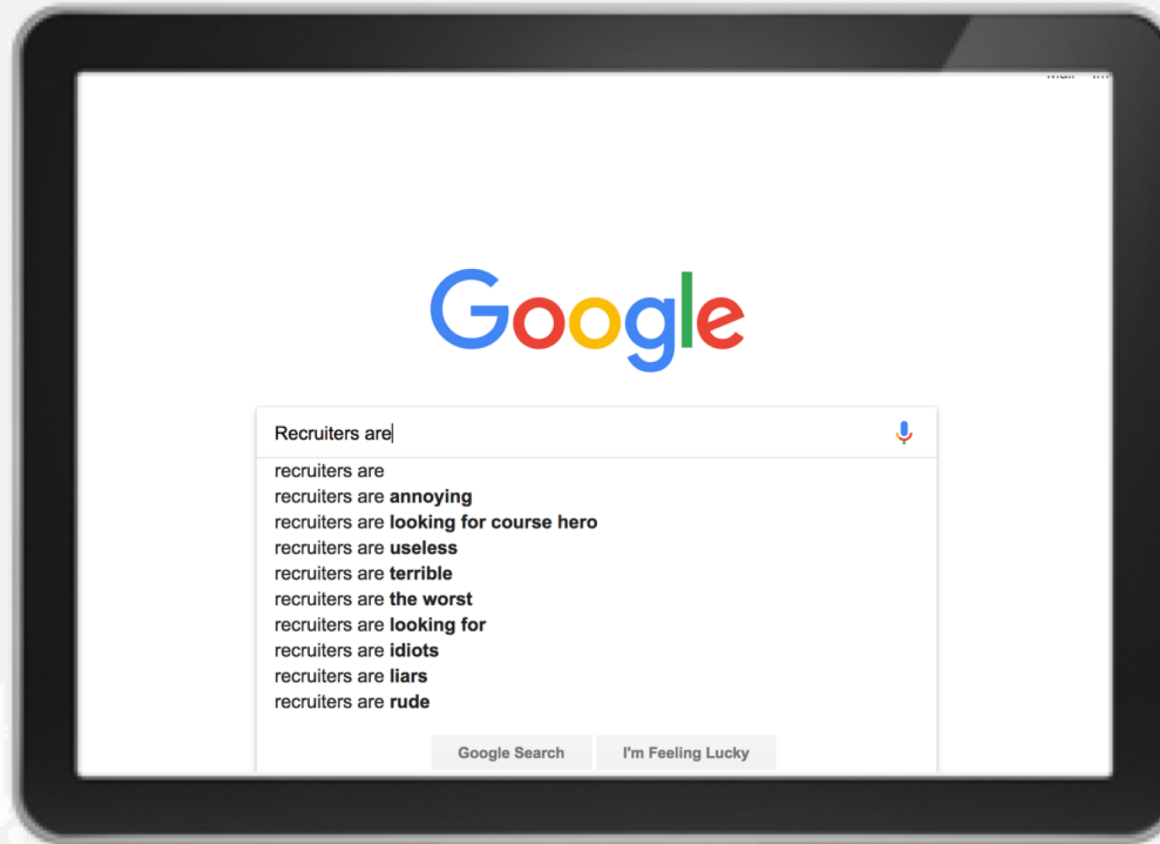
Invite someone you've never met
to live in one of your rooms.

Only trust the advice of strangers.

2018



Our industry
suffers from a
negative
reputation,
especially with
candidates



What do we do?

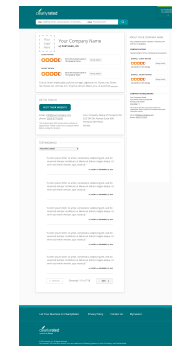
Simple, Actionable Client & Talent Surveys



Credible 3rd Party Award



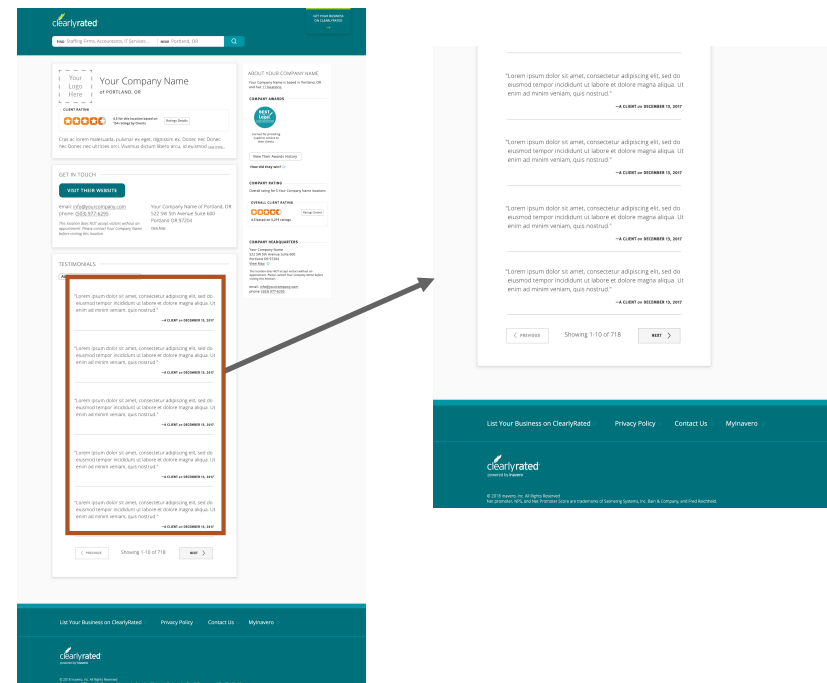
Ratings & Reviews Driven Directory



Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.

How will you benefit from Best of Staffing®?

- Hear what your clients think.
- Get fresh testimonials.
- Identify referral prospects.
- Pinpoint service wins and issues.
- Earn the Best of Staffing® Award.
- Improve your online reputation with ClearlyRated.com.



“Hi, we’re your Best of Staffing team.”



Lauren



Ryen



Zita



Emilie



Bridget



Cris



Mike



Kevin



Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.

Thank you, 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:



**Thank you
to our partner.**

Inavero is proud to serve as
ASA's official satisfaction
survey partner since 2007.



PARTNER

American Staffing Association

Net Promoter® Methodology



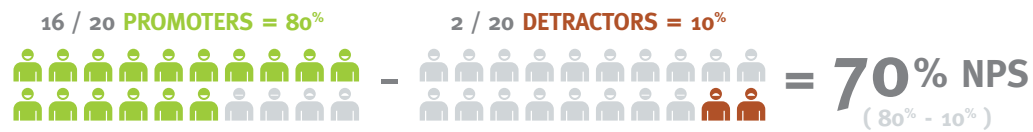
Promoters (give a rating of 9-10)



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

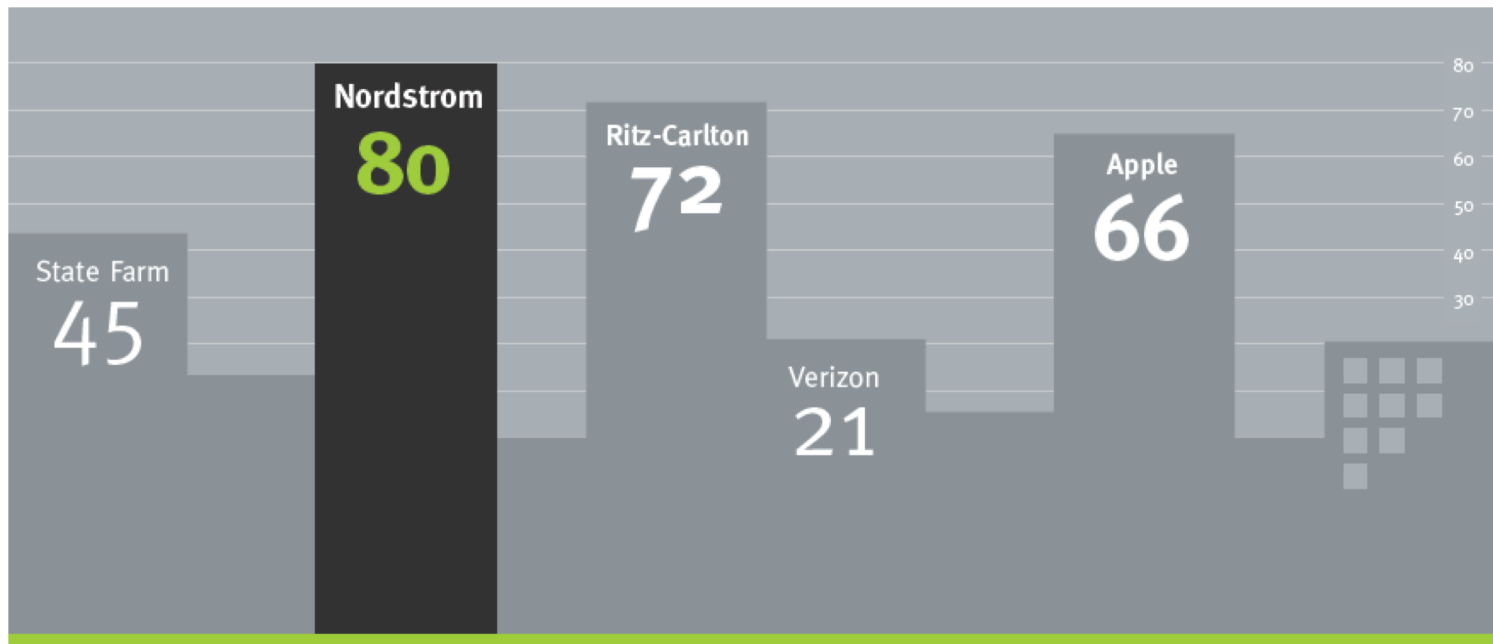


Detractors (give a rating of 0-6)

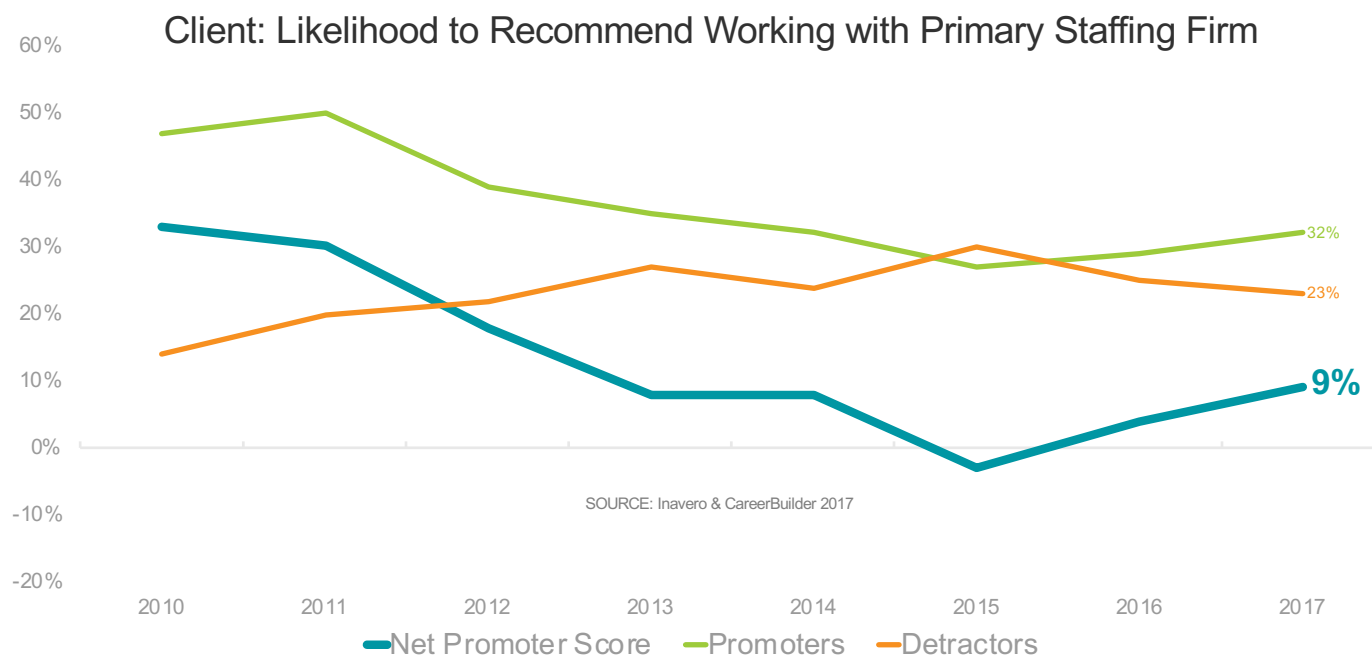


Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.

What's a good Net Promoter Score?



Client Satisfaction Trending



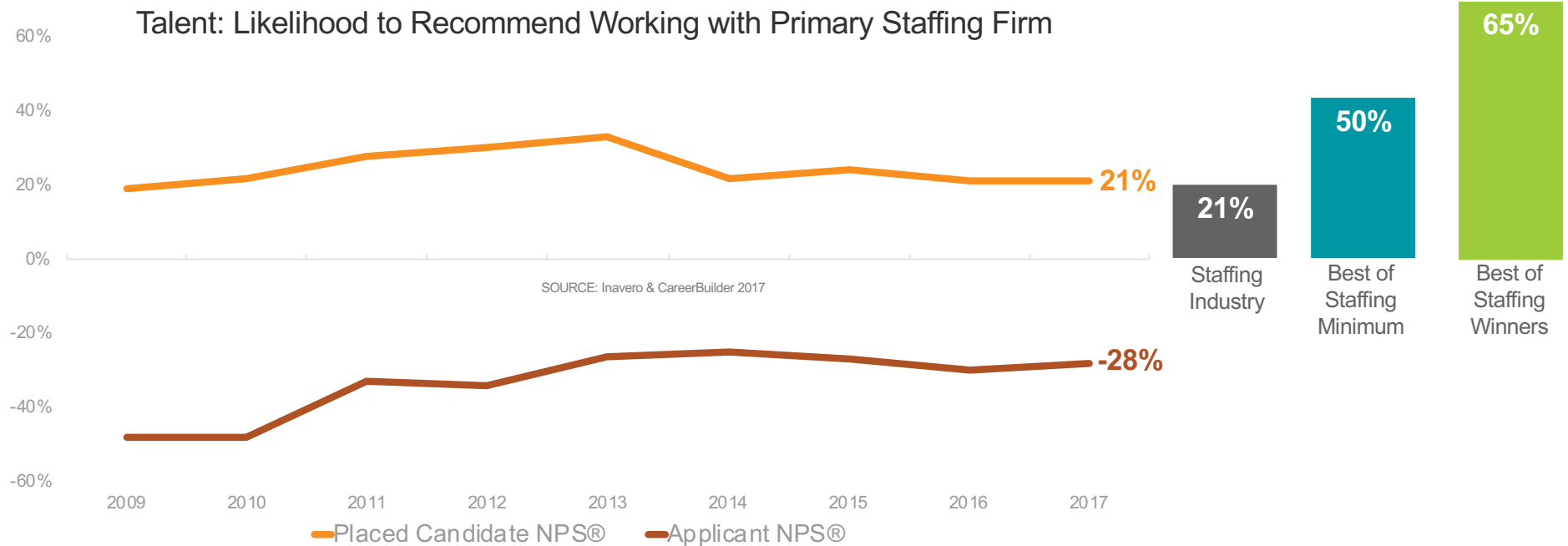
Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.

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).

Talent Satisfaction Trending



Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.

The **cost** of talent 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.

5 Reasons to Embrace Detractors (rather than fear them)

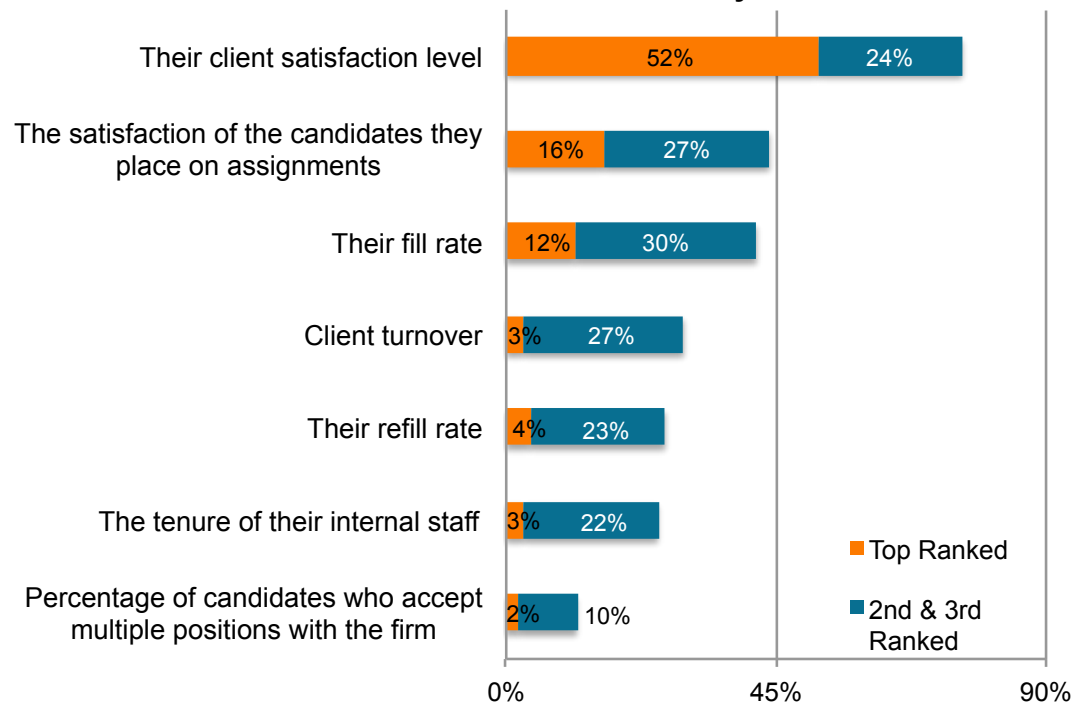


1. Detractors are being open, honest, and are making themselves available as a resource to help you create positive change in your business.
2. They are providing you a chance to “make it right” rather than posting a negative review on a public forum.
3. The Service Recovery Paradox suggests you have the opportunity to win MORE loyalty with detractors than you do with clients who haven’t experienced an issue.
4. You have one more opportunity to leave them with a memorable, remarkable impression of your firm.
5. Detractors are just one aspect of your NPS program. Best-in-class providers receive 3 or more shout-outs for every 1 detractor, so take time to celebrate as you work to build a better business!

**Prospective clients
care about client
satisfaction nearly
4x more than any
other metric when
selecting a firm to
work with**



Clients: Most Important Metrics in Perception of Staffing Firm Quality

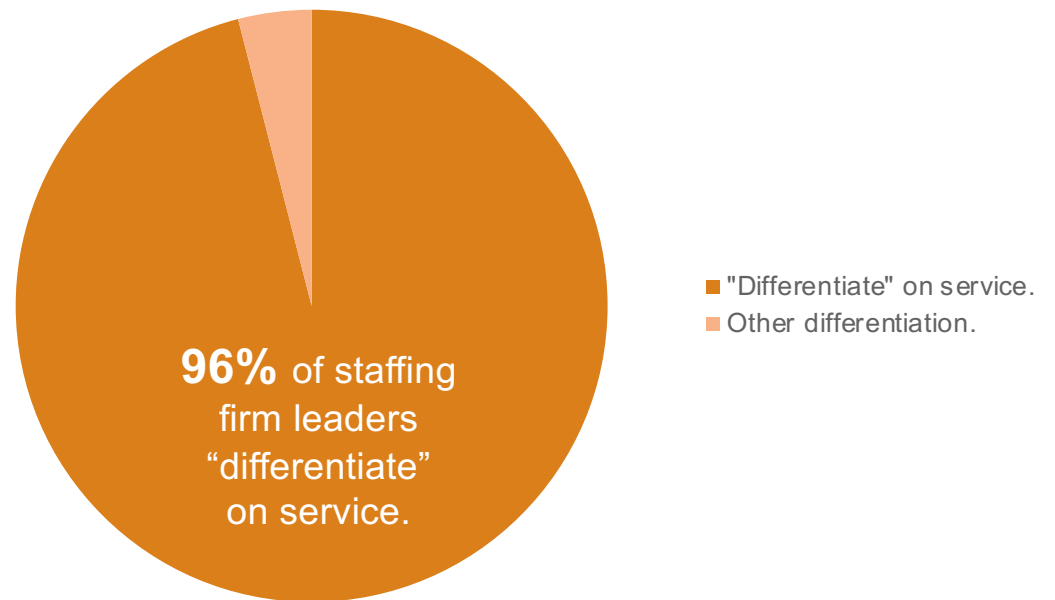


SOURCE: Inavero & CareerBuilder

**When
“differentiation”
isn’t all that
different.**



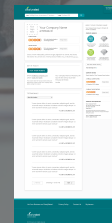
Differentiation Strategy – According to Staffing Firm Leaders



SOURCE: Inavero & CareerBuilder



1. Get staffing firms the *information* needed to provide consistently remarkable service to clients and talent.
2. Give firms an award to *differentiate* those with exceptional service quality – The Best of Staffing Award.
3. Create tools to help award winner tell their story.



Service providers lack tangible evidence of their self-stated source of differentiation

Anonymous Firm A

"Our differentiation, we live here, we recruit here, and we build our client relationships here."

or...



Anonymous Firm B

"Both clients and candidates often recommend other clients or people to us. We strive to achieve long-lasting relationships that create value and mutual benefit."

Service providers lack tangible evidence of their self-stated source of differentiation

Anonymous Firm A

"Our differentiation, we live here, we recruit here, and we build our client relationships here."

or...



Anonymous Firm B

"Both clients and candidates often recommend other clients or people to us. We strive to achieve long-lasting relationships that create value and mutual benefit."



Client Rating
★★★★☆
4.3 based on 425 reviews

Testimonials

"Their knowledge goes beyond Staffing. They are truly the experts in my industry when it comes to IT professionals."

Aerospace



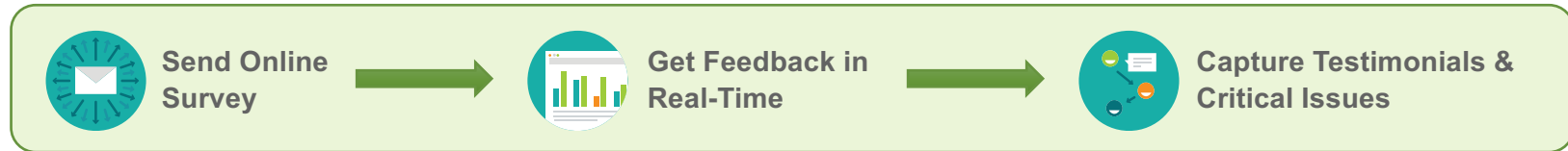
Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.



How Best of Staffing® Works



How Best of Staffing® works...



INTERNAL PATH



Get real-time email alerts

Hold team accountable – manage issues through resolution (assign, update, track)



Retain key accounts and celebrate super star employees internally

EXTERNAL PATH

Earn Best of Staffing® Award



Tell your story with star ratings and testimonials on ClearlyRated.com

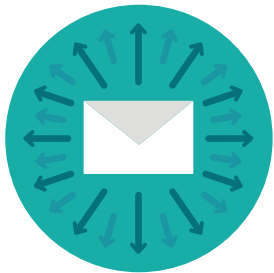


Winners market their award to increase interest among buyers, job seekers, and peers





Initial email invitation sent to recipient



Dear [fname],

Your opinion is important to us. Please help us improve by completing a quick, [x]* question survey on your recent experiences with our firm.

Based on your most recent experience, how likely are you to recommend [Brand] to a friend or colleague?

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

(0 – Not at all likely and 10 – Extremely likely)

(Please note: If you have problems loading the survey, you may also copy the entire link into your web browser.)

For your time, you will be entered into a drawing for a [x]* debit card upon submitting the survey. If you are unable to accept a corporate gift, [brand] will make a charitable contribution in your honor. Arrangement for either a donation or delivery of your prize will be made once the winner has been selected and notified. By taking time to share a few thoughts with us on your experience, you are helping us discover ways to improve the service we provide you.

Thank you in advance for your time.

Sincerely,

[email_signature_name]

[email_signature_title]

This survey was sent to you by Inavero on behalf of [Brand]. If you have any questions or problems with the survey, please contact Inavero at 800-921-2640, or by email at survey@inavero.com

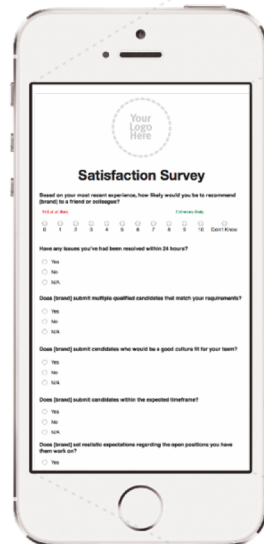
Please read our [Privacy Policy](#) and [Official Drawing Rules](#). To unsubscribe from all future surveys conducted by Inavero, please click here: [\[unsubscribe\]](#)

Incentives are optional



8-Question Survey

Client Survey



Net Promoter Score (NPS) question

NPS Driver Questions

Satisfaction Survey

Based on your most recent experience, how likely would you be to recommend [brand] 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 within 24 hours?

☐ Yes
☐ No
☐ N/A

Does [brand] submit multiple qualified candidates that match your requirements?

☐ Yes
☐ No
☐ N/A

Does [brand] submit candidates who would be a good culture fit for your team?

☐ Yes
☐ No
☐ N/A

Does [brand] submit candidates within the expected timeframe?

☐ Yes
☐ No
☐ N/A

Does [brand] set realistic expectations regarding the open positions you have them work on?

☐ Yes
☐ No
☐ N/A

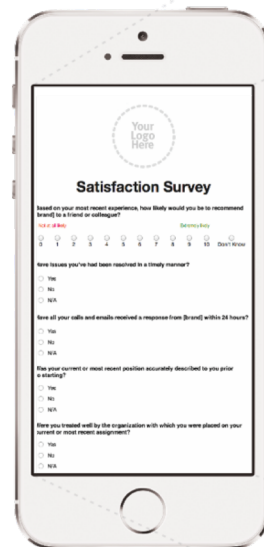
What is the primary reason behind the rating you provided?

What, if anything could [brand] do differently to increase the value you receive working with them?

Submit Survey

7-Question Survey

Talent Survey



Net Promoter
Score (NPS)
question

NPS Driver
Questions

Satisfaction Survey

Based on your most recent experience, how likely would you be to recommend [brand] 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 issues you've had been resolved in a timely manner?

☐ Yes
☐ No
☐ N/A

Have all your calls and emails received a response from [brand] 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 rating you provided?

What, if anything could [brand] do differently to increase the value you receive working with them?

Submit Survey

Who to survey...

PREPARING YOUR CONTACT LIST

You must include billed
clients from 3 consecutive
months between May and
October 2018

RESPONSE RATE REQUIREMENTS

You must have at least
15 responses and a 20%
response rate, or a
minimum of 250
responses.



How to use responses to grow your business

MYINAVERO

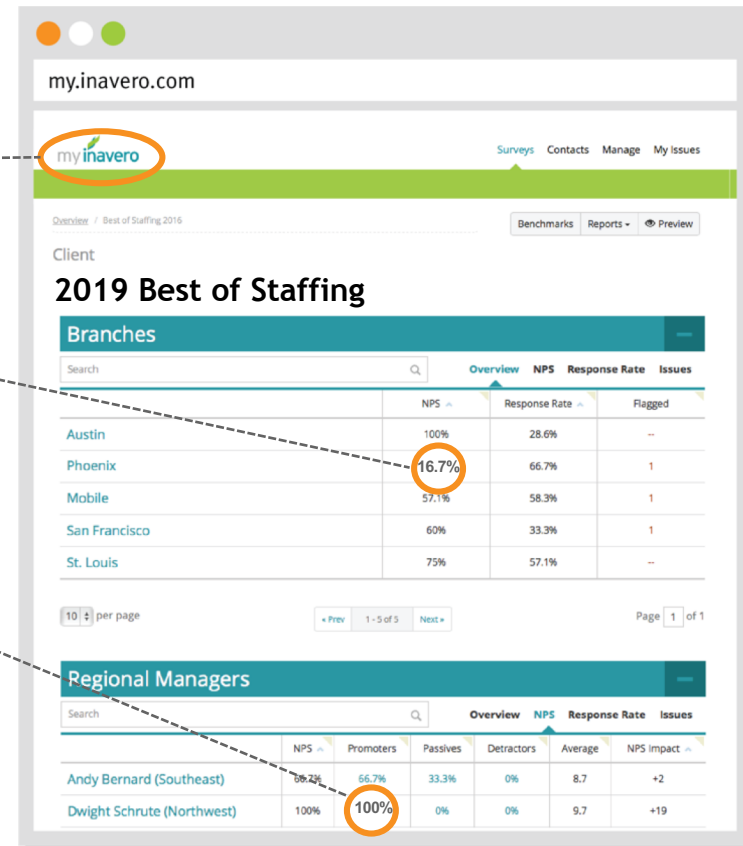
Your online dashboard of survey responses

PINPOINT SERVICE ISSUES

Why is Phoenix's satisfaction score so low? What's happening here?

REWARD TOP PERFORMERS

Dwight is doing a really great job! Recognize in next staff meeting.



How to use responses to grow your business

GET REFERRAL PROSPECTS

These guys are happy clients.
Ask for referrals.

GET FRESH TESTIMONIALS

Great testimonial. Post this
on your website ASAP.



The screenshot displays the my.inavero.com dashboard. At the top, there's a navigation bar with "Surveys", "Contacts", "Manage", and "My Issues". Below this, a section titled "Client" shows "2019 Best of Staffing". A "Responses" table lists feedback from James Bush and George Kennedy, both with NPS scores of 10. A "Testimonials" table below shows a quote from George Lincoln. A callout box highlights a testimonial from Eliza Clinton.

NPS	Respondent	Response	Date	Flagged	Trend
10	James Bush <small>Outsourcing</small>	"Great team to work with - highly professional."	Sep 9, 2016		
10	George Kennedy <small>Plan Air</small>	"Outstanding service and value." "Professional, expert, great customer service."	Sep 10, 2016		

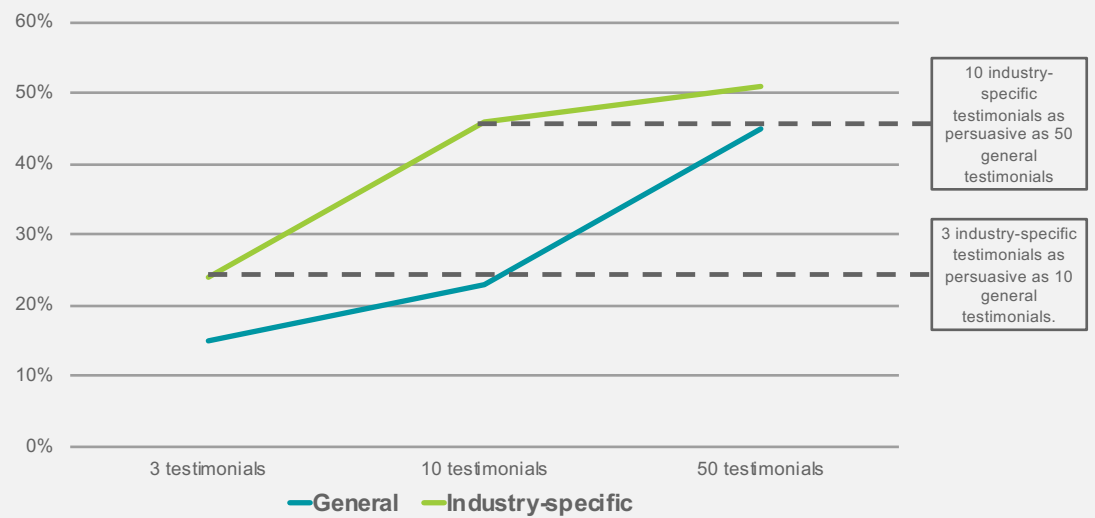
Respondent	Response	Date
George Lincoln <small>Plan Air</small>	Professional, expert, great customer service.	Sep 12, 2016
Eliza Clinton <small>Tower Records</small>	Everybody is always helpful and truthful in their efforts and information. I always walk away or get off the phone with a feeling of resolution.	Sep 8, 2013

Testimonials Tip!

Share them like reviews.



% of Prospects 'Much More Likely' to Consider Firm



SOURCE: Inavero's 2018 B2B Industry Benchmark Study

Monitor real-time alerts for fast resolution

Contact Information
and Respondent
Details

NPS, Comments &
Loyalty Driver
Answers

New Detractor Response!

Jane Nixon No Change

Reporting Units: Brand: XYZ Networks
Branch: Seattle
Account Manager: Jim Halpert
Recruiter: Darryl Philbin
Company: Pan Am

Email: jane.nixon@demoemail.com
Phone: 261-045-4208
Company: Pan Am
Tags: None
Survey Type: End of Assignment

Based on your most recent experience, how likely is it that you would recommend XYZ Networks to a friend or colleague?
3

What is the primary reason behind the rating you provided?
I was completely disregarded at the end of my assignment and couldn't get anyone to call me back, even though we had a great working relationship throughout the past 6 months.

What is one thing we could be doing differently to increase the value of our services to you?
Treat your people better. I will tell everyone not to use you!

XYZ Networks typically responds to any issues or questions I have within 24 hours.
No

Prior to the end of my assignment, someone at XYZ Networks reached out to discuss other opportunities.
No

XYZ Networks communicated well with me throughout the course of my assignment.
Yes

I received performance feedback from XYZ Networks throughout the course of my assignment.
Yes

Choose a resolution after following up:
[Resolution in Progress](#) | [Can't Resolve](#) | [Not an Issue](#) | [Resolved](#) | [Escalate](#)

SET ISSUE STATUS
Resolution in Progress

ASSIGN ISSUE
 Select a user

ADD ISSUE FOLLOWERS (RECEIVE EMAIL UPDATES)
 Select a user

Type in some notes... (required)

Status updated by Eric Gregg

Update Issue



Recognize employees who go above-and-beyond

“Shout-out” email notifications help your clients and talent celebrate top service providers.

Congratulations, Ryen Salo!

Jennifer Sauselein (jennifers@integritystaffing.com) from Integrity Staffing Solutions gave Ryen Salo the following shout out:

We love Ryen! She goes above and beyond to provide us with the best possible experience. If we could clone her, we would.

Reporting Units:

Brand: Inavero
Business Unit: Staffing
Account Manager: Ryen Salo

Tags:

None

Survey Type:

Client

Why am I getting this email?

Your account is configured to send an email every time a shout out is received. To change this edit your Notification settings under the Account tab.



Push out your testimonials in sales & marketing



Differentiate your marketing & business development efforts with Best of Staffing®

What I used to say:

Lauren is great. She's smart, friendly, responsive and one of our best senior account managers.

What I say now:

Client Rating
★★★★★
4.6 Based on 53 reviews



Lauren

What our clients say...

"Lauren was very helpful with our first-time experience and Inavero did everything they said they would."

"Lauren has been amazing and easy to work with."

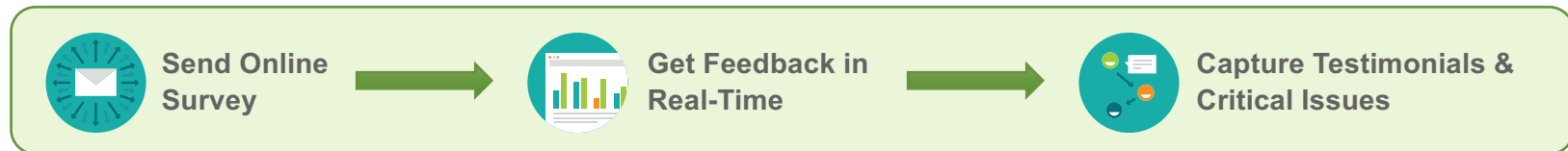
"Lauren is awesome and has an excellent approach to client service! Due to our database, I tend to have a lot of challenges in generating lists for the surveys. She is always more than accommodating and I can't thank her enough!"





How it Works: The Award

How Best of Staffing® works...



INTERNAL PATH



Get real-time email alerts

Hold team accountable – manage issues through resolution (assign, update, track)



Retain key accounts and celebrate super star employees internally

EXTERNAL PATH

Earn Best of Staffing® Award



Tell your story with star ratings and testimonials on ClearlyRated.com



Winners market their award to increase interest among buyers, job seekers, and peers



We validate your data



To determine if you've earned the 2019 Best of Staffing Award you need:

20% response rate AND 15 responses per brand



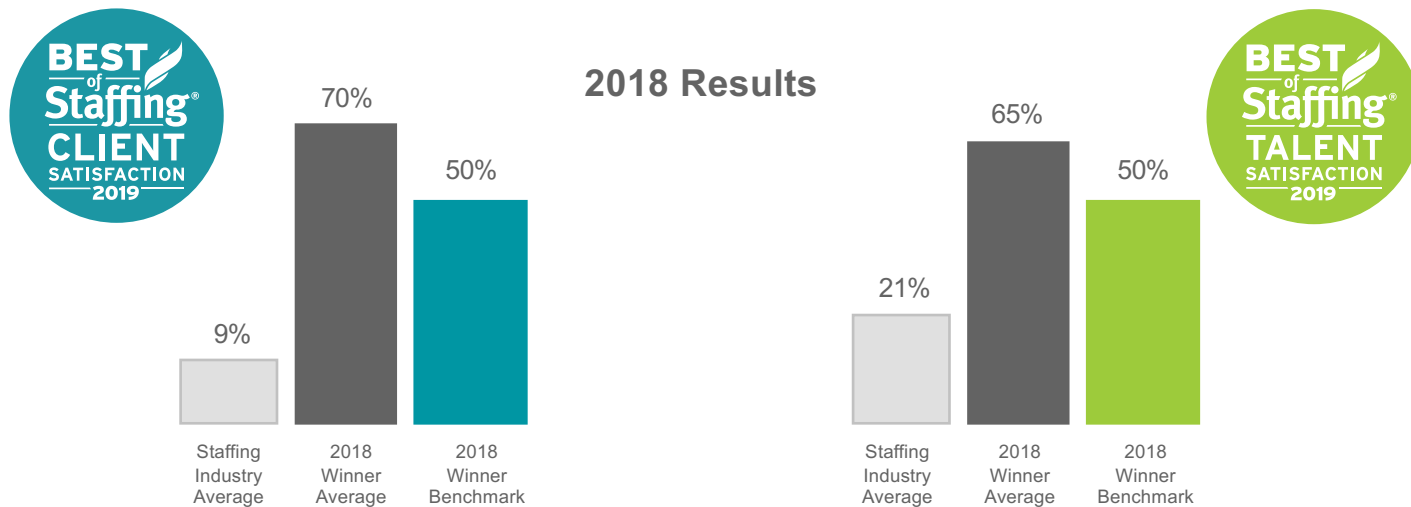
OR

250 total responses



Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.

Inavero awards staffing firms that provide the best service



Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.



**It's time to start building
your online reputation.**



5 reasons you should start your online reputation management strategy tomorrow

UNDERSTANDING ONLINE STAR RATINGS:



1. Getting positive reviews published after you have negative reviews is harder.
2. **1 in 4** of your job candidates are utilizing them as part of their vetting process.
3. **1 in 4** clients who search for your firm online also read reviews.
4. Both are significantly higher amongst Generation Y.
5. Google **LOVES** online reviews.

Need
more
proof?

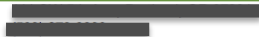


Anywhere Staffing | find better job | advance car...

www.Anywhere Staffing.com

Internet employment resource center representing direct hire and temporary employees.

1.9 ★★★★★ 9 Google reviews · Write a review



Portland, OR Office

Anywhere Staffing Agency -
Portland, OR Office. The ...

Executive Assistant Jobs in ...

Executive Assistant Jobs in Portland,
OR at Anywhere

Career Search

Use Our Advanced Search Engine to
search our Career database ...

Local [redacted] office

Your call will automatically ring
through to the Anywhere office...

Administrative Jobs in Portla...

Administrative Jobs in Portland, OR
a Anywhere Anywhere is...

Career Seekers

Anywhere Logo Career Seekers
Employer Center Apply Today ...

More results from www.Anywhere Staffing.com

Anywhere Staffing Agency- Southwest Portland ... - Yelp

www.yelp.com > Professional Services > Employment Agencies > Yelp, Inc. ▾

★★★★★ Rating: 1 - 4 reviews

4 Reviews of , Anywhere Staffing Agency : "I used ,Anywhere a few years ago when
I had just moved back from college and was looking for a job. After going ...

Anywhere jobs at Careerbuilder.com

www.careerbuilder.com/Jobs/Company/.../... CareerBuilder ▾

Anywhere is now hiring for 1498 jobs. Click to see additional information about this
company and recommended jobs.

Anywhere Employment Services | LinkedIn

www.linkedin.com/company/.../... LinkedIn ▾

Anywhere Employment Services is a full-service employment company. Founded in
1964 and committed to building client for life relationships, ,Anywhere .

Anywhere Careers and Employment | Indeed.com

www.indeed.com/cmp/.../... Indeed.com ▾

★★★★★ Rating: 3.7 - 442 reviews

Research and review Anywhere jobs. Learn more about a career with Anywhere,
including all recent jobs, hiring trends, salaries, work environment and more.



Anywhere Staffing Services

Follow

Recent posts



Two Great Email Tips for Job Seekers from
Anywhere [redacted] 30 minutes ago



Anywhere Staffing

Directions

Write a review

Address: [redacted]

Phone: [redacted]

Hours: Open today · 7:30 am – 5:30 pm

Reviews

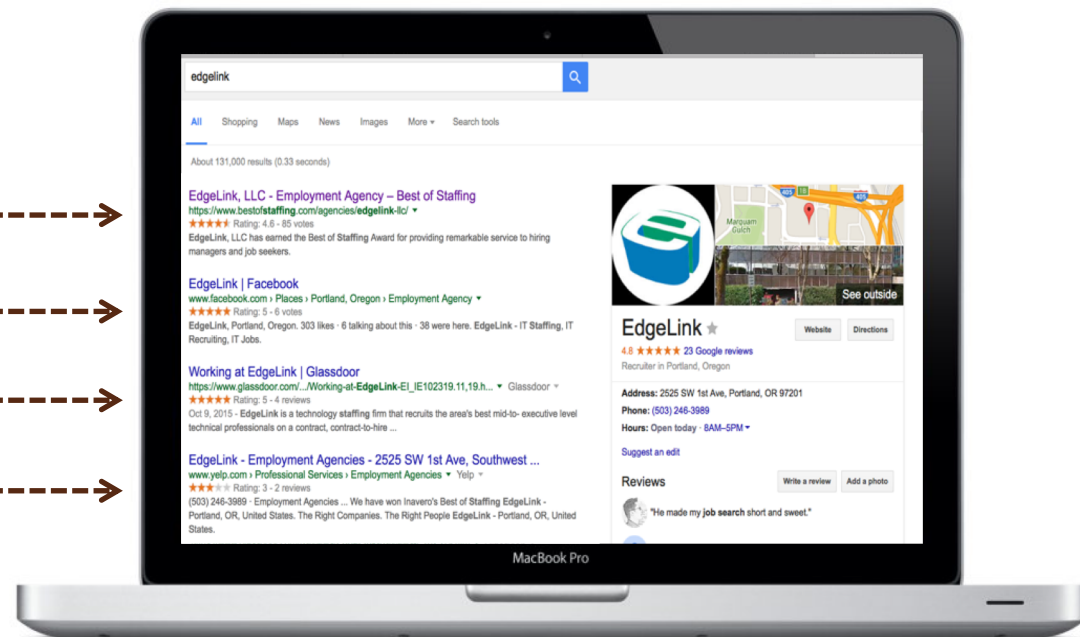
1.9 ★★★★★ 9 Google reviews

More reviews: insiderpages.com, citysearch.com, zip.pro

People also search for



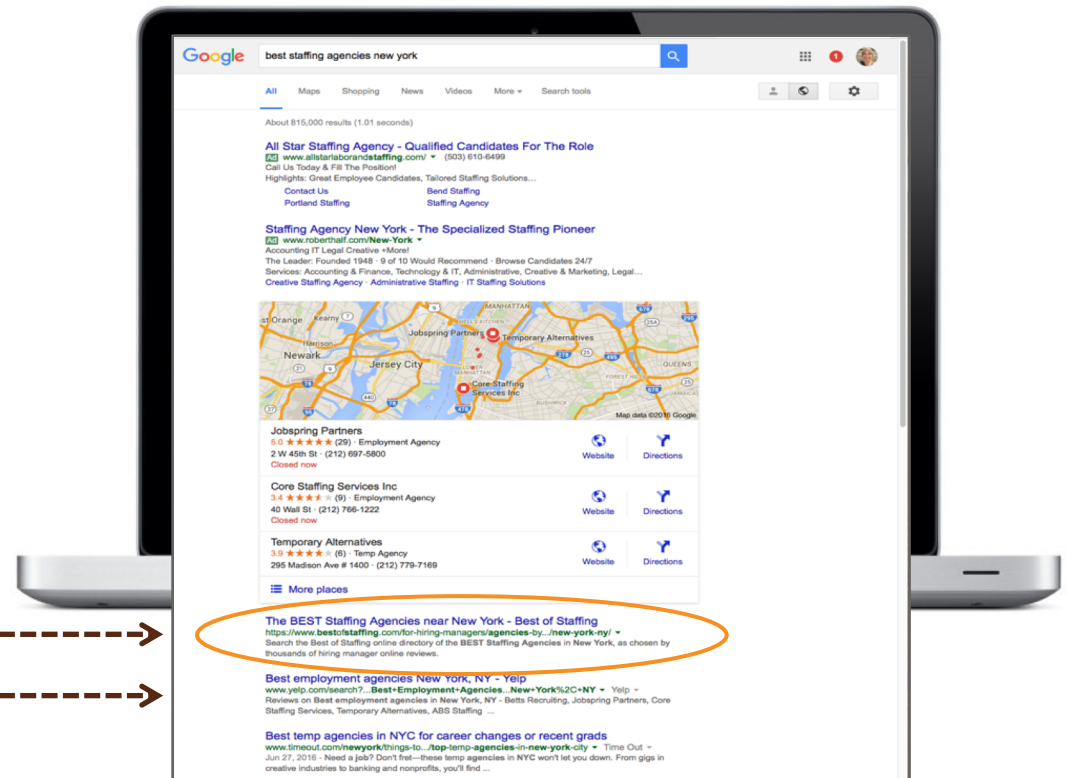
Stars in your agency specific Google search



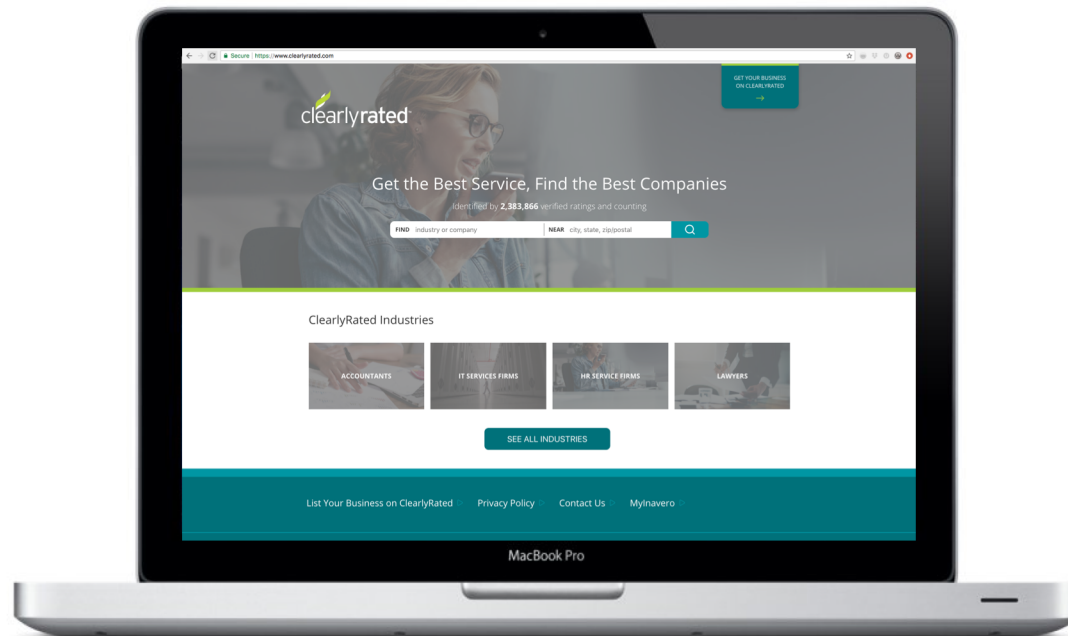
Organic search pages

For example:

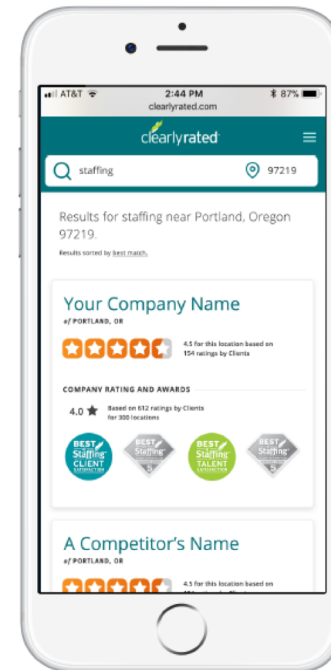
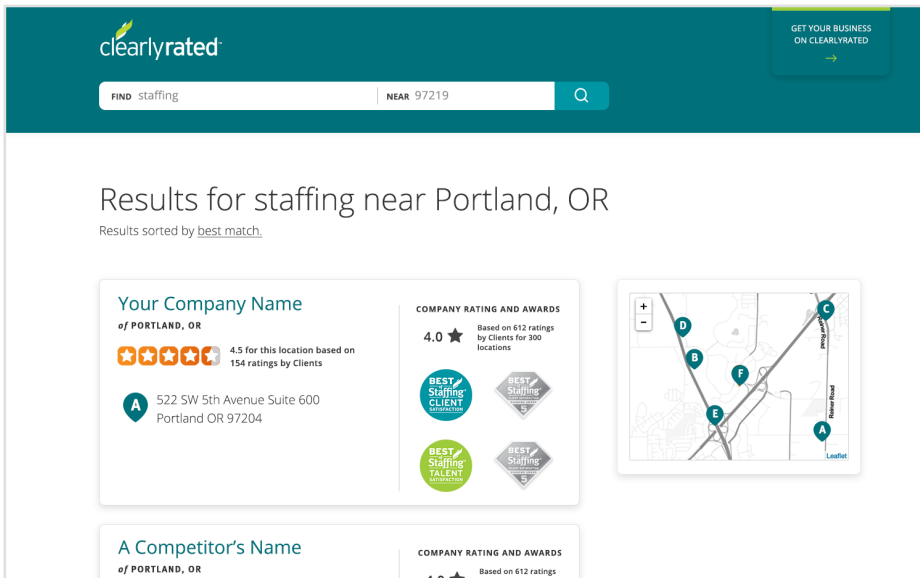
“Best Staffing Firms New York”



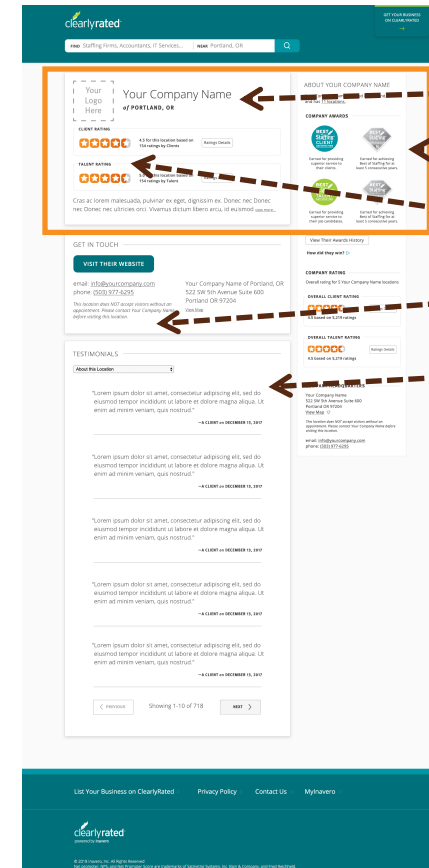
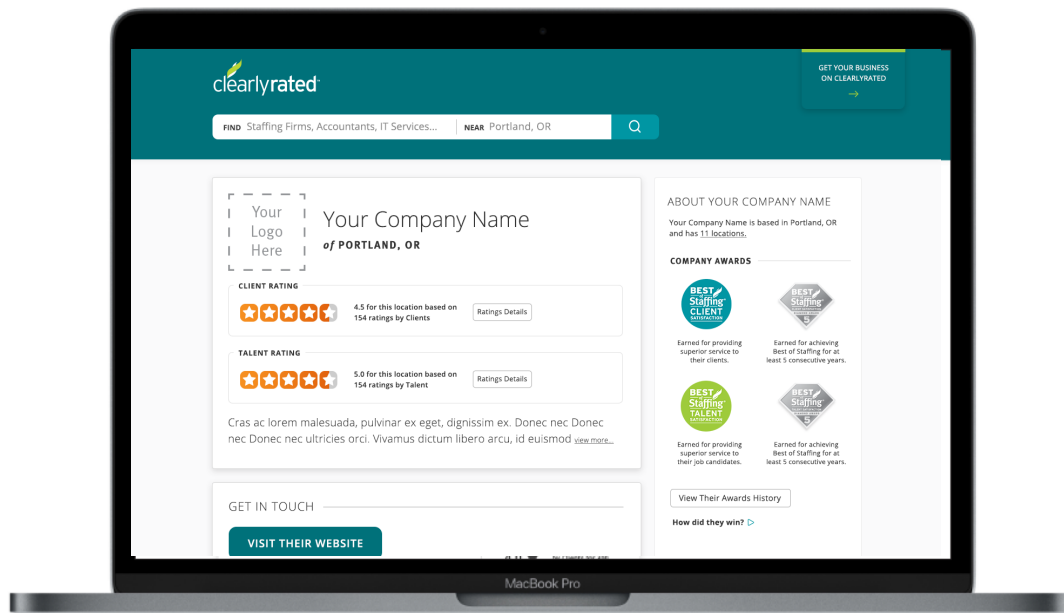
ClearlyRated.com directs hiring managers & job seekers to you



ClearlyRated.com gets you positive ratings & testimonials online



Your ClearlyRated.com Profile Page



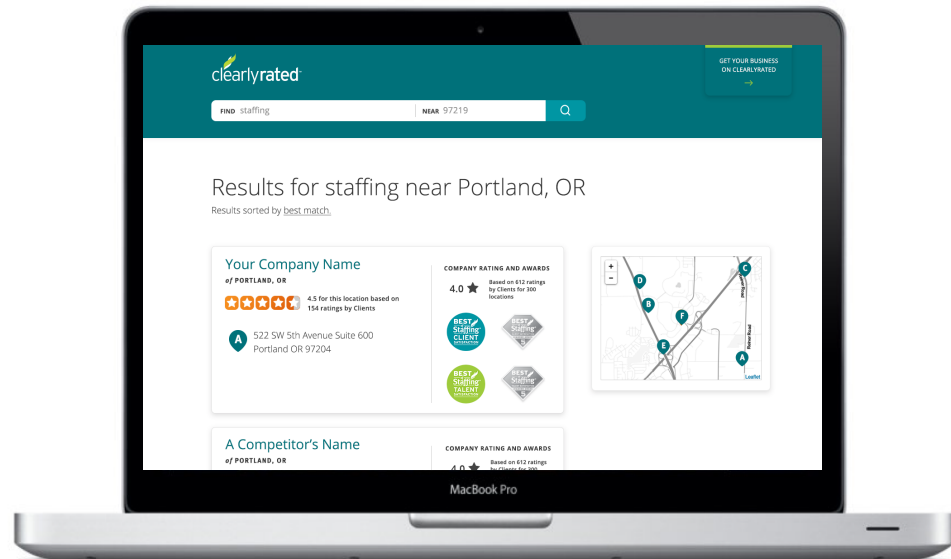
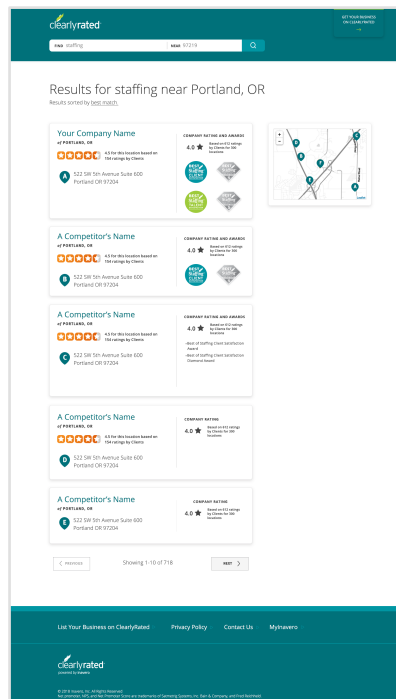
**Amplify the voices
of your clients and
talent.**



Best of Staffing® winners link back to their profile page:

- On their website – **62%**
- On social media – **54%**
- In their email signatures – **51%**
- In press releases – **36%**
- In job postings – **28%**
- On online review sites – **25%**

ClearlyRated.com gets you better online search results





What are the benefits?

What are the benefits?

Measure satisfaction.

- Uncover client and talent NPS® at the branch, AM, and recruiter-level.
- Easily identify and efficiently address client and candidate service issues.
- Gather testimonials and shoutouts from clients and talent who love you.

Build online reputation.

- Build “Google juice” and SEO points with a survey-fueled profile on ClearlyRated.com.
- Star ratings and testimonials from clients and talent populate on your firm’s ClearlyRated.com profile.
- Get found by prospects and candidates in your area, empower clients and talent to help tell your story of service excellence.

Differentiate on service quality.

- Stand out from the competition with star ratings and testimonials on ClearlyRated.com.
- Eligible firms win the 2019 Best of Staffing award and can credibly validate their differentiation.
- Best of Staffing winners receive marketing resources from Inavero to help showcase their service excellence.



What are the benefits?



Winner Resources

	Basic	Premium	Plus	Enterprise
NPS® Drivers Satisfaction Survey (Up to 8 questions)	✓	✓	✓	✓
Real-time access to survey results	Anonymous Responses	Full Access	Full Access	Full Access
Access to captured testimonials & ShoutOuts (Internal Recognition)		✓	✓	✓
Get real-time email alerts to identify service issues		✓	✓	✓
Issue resolution tracking			✓	✓
Get NPS® and response rate by office, account managers, and/or recruiters.			✓	✓
Get NPS by client company			✓	✓
Additional questions (up to 10 total)				✓
ClearlyRated.com Directory, Profile Page	✓	✓	✓	✓
ClearlyRated.com Directory, Branch location search	1 location	1 location	All Registered Locations	All Registered Locations
ClearlyRated.com Directory, Sector Search	1 sector	1 sector	3 sector	Unlimited Sectors
Best of Staffing Marketing Guide <ul style="list-style-type: none"> • Social Media tools • Press release template 		✓	✓	✓
 Award logo		✓	✓	✓

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.



Key dates to remember...

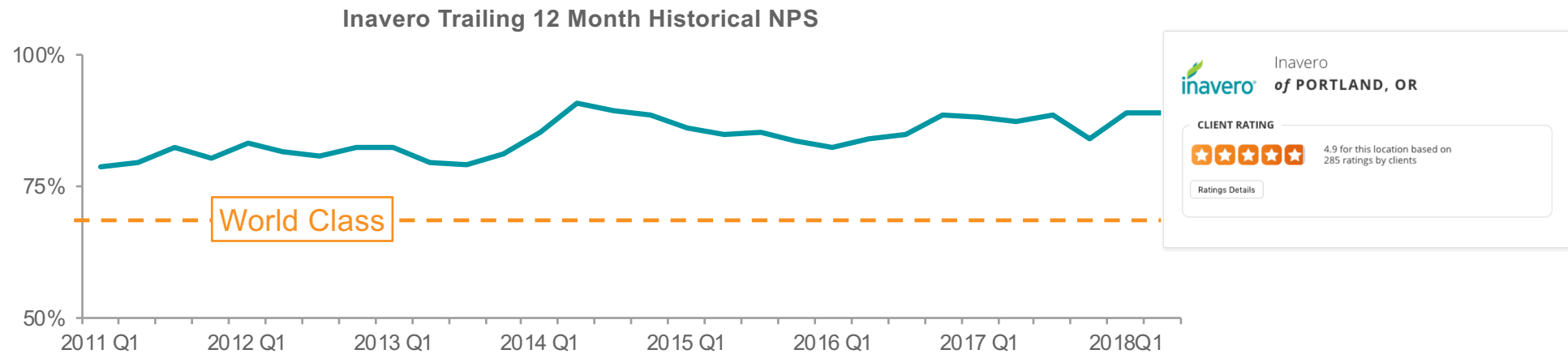
- Sign-up deadline is **October 18th**
- Contact list due – November 7th
- Initial Send – Week of December 3rd

**2019 Best of Staffing Award winners announcement
February 2019**



Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.

We practice what we preach!



"Exceptional program, trustworthy data, validated results, and wonderful service from account reps."

Staci Johnson
Roth Staffing

"Great product that continues to evolve, and the entire Inavero team, at every level, certainly walks the talk."

Karen Waldrop
Staffmark

"It helps to tell our story as a vendor and show the improvements we have made in our business based."

Wendy Kennah
Procom



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additional testimonials from Inavero clients at [ClearlyRated.com](#)



Questions?

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