



# Customer Experience Reimagined

How Best of Staffing® Drives Growth for Staffing Firms

Eric Gregg, CEO & Founder of ClearlyRated



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Gold Sponsor

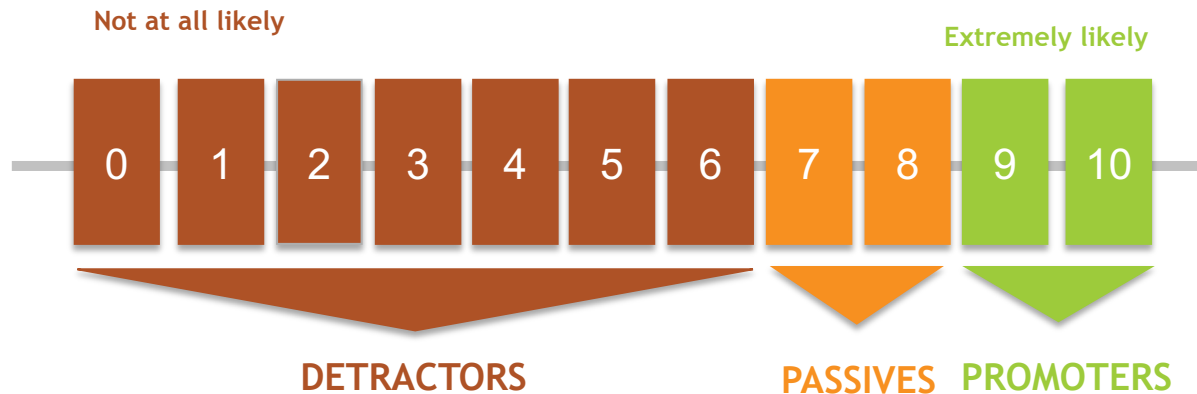


# CX Reimagined Agenda

- **A primer on Net Promoter® Score (NPS®)** — what it is, and why we use it
- **The Best of Staffing award** — what it is, and how it's earned
- **Beyond the award** — financial and operational benefits of Best of Staffing
- **Focus on the feedback** — the 80/20 concept and why it works

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

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



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

# The future of CX is responsive, always on, and transparent

clearlyrated®  
NPS Software

past

MEASURE & DIAGNOSE

internal

future

GO-TO-MARKET

external

Ask

Analyze

Act

Most Cx



Reimagined Cx



**Appreciate**  
internal employees



- ✓ Scores by recruiter and account manager
- ✓ Shout-out recognition
- ✓ Testimonials

**Amplify**  
service wins



- ✓ Client + Talent testimonials
- ✓ Identify referral prospects
- ✓ Enhanced online ratings

**Enhance**  
online reputation



- ✓ Ratings + testimonials at ClearlyRated.com
- ✓ 1<sup>st</sup> page Google brand search 77% of time
- ✓ Improvement to existing ratings

**Acquire**  
new business



- ✓ Strong ratings online
- ✓ Sales enablement
- ✓ Social proof

# CX Measurement Maturity Model



## Elevating

- Weekly/event triggered feedback.
- CX-centered organization. Company core value.
- Social proof centered marketing, sales, renewals.

## Expecting

- Monthly/weekly feedback at key stages of journey.
- Service 'stars' are celebrated internally.
- Scores are leveraged internally and externally.

## Sharing

- Semi-annual or more often.
- Customer-facing employees see feedback.
- Feedback driving process and investment.

## Measuring

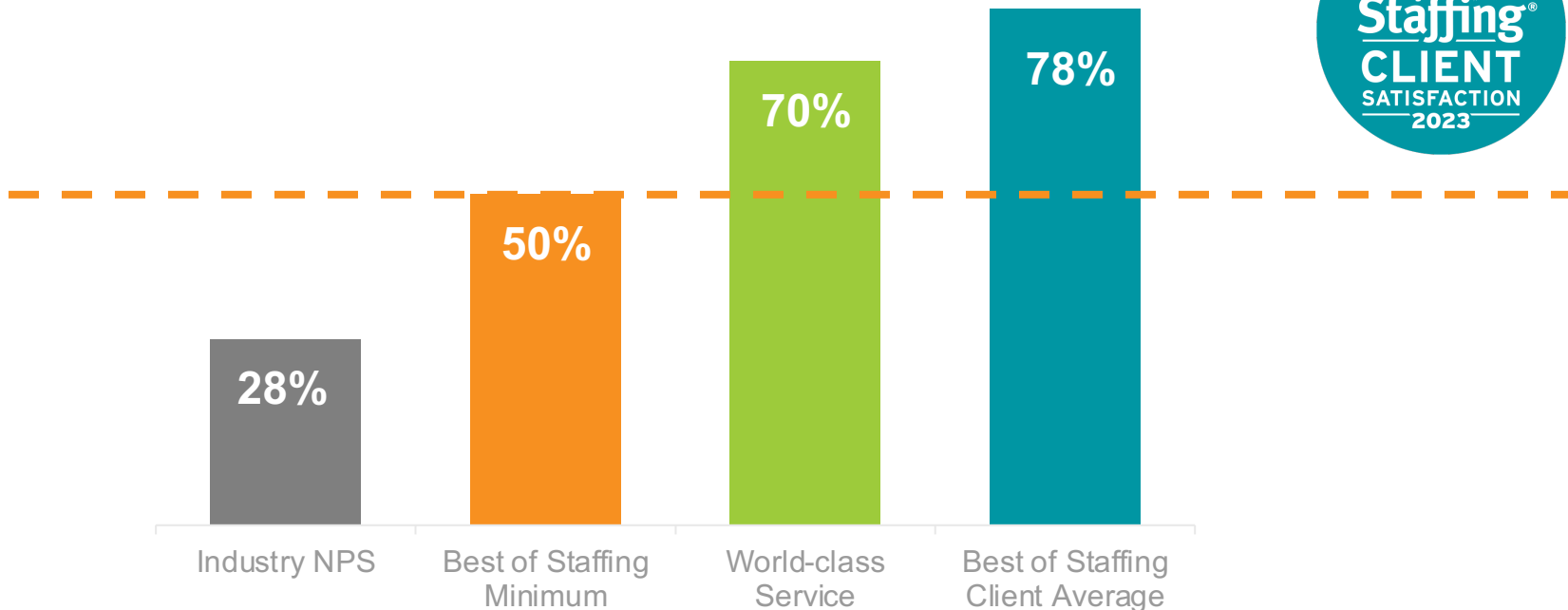
- Annual or semi-annual survey cadence.
- Reporting at leadership level only.
- Focus on macro areas of improvement.



## How firms earn Best of Staffing

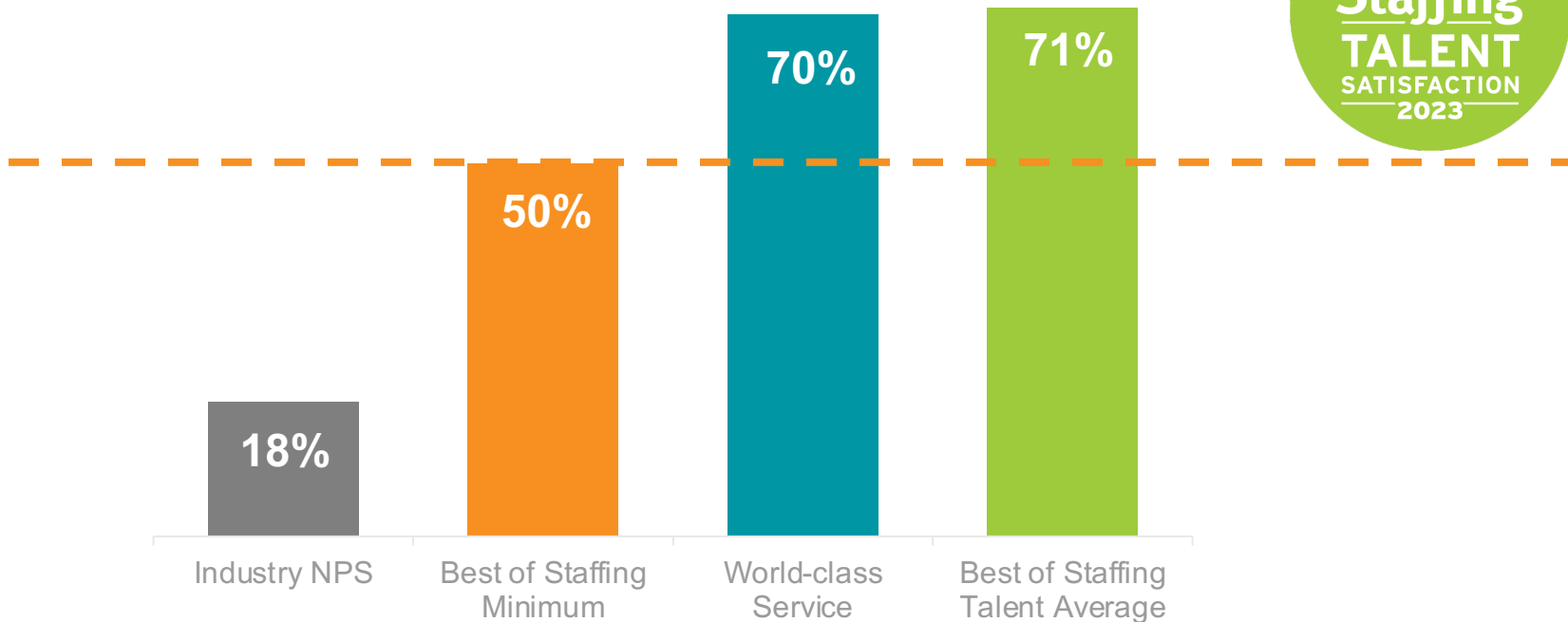


# Best of Staffing—Client winners versus the industry

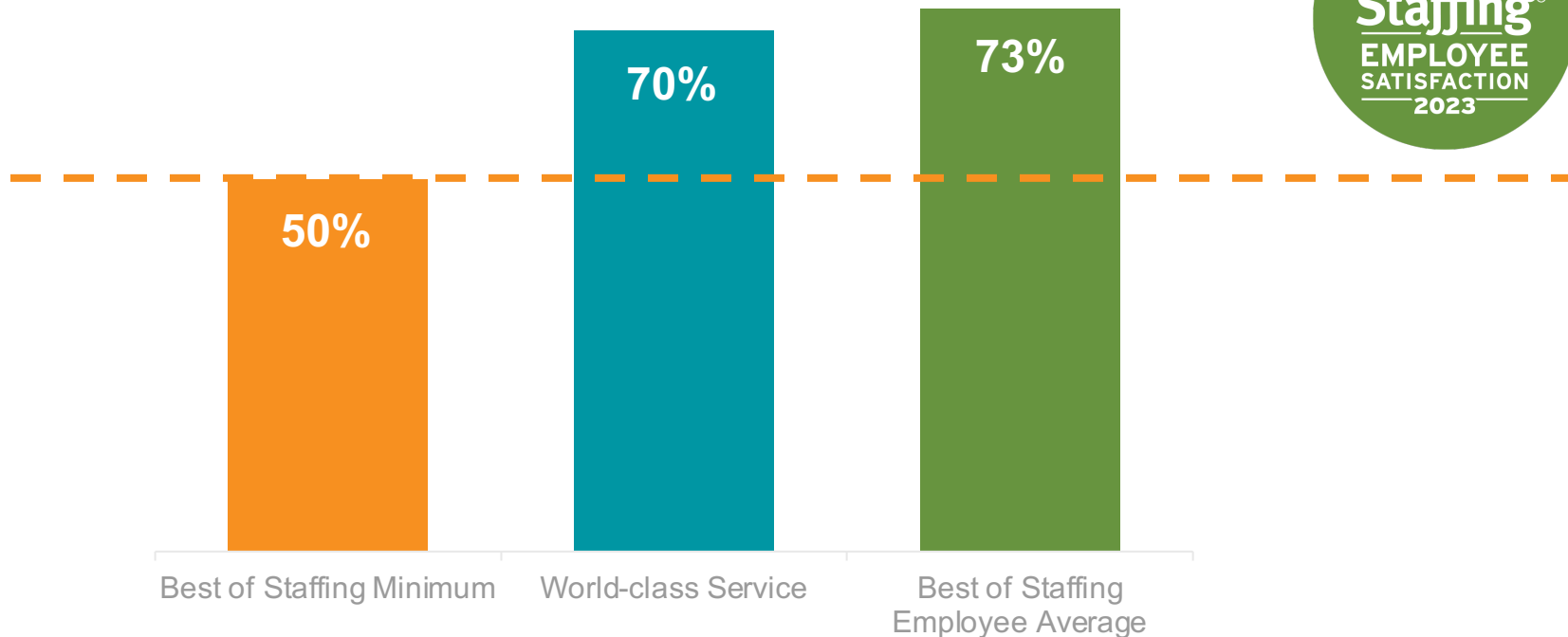




# Best of Staffing—Talent winners versus the industry



# Best of Staffing—Employee winners versus the industry



# How to Earn Best of Staffing

- Survey a list of **100% of the clients** who were billed for services and/or **100% of talent** who were placed on assignment, at least once, during a three month (minimum) to twelve month (maximum) consecutive period.
- Firms must receive **at least a 20% response rate AND at least 15 responses**, or a **minimum of 250 responses**.
- Firms must **earn a 50% Net Promoter® Score** (or higher) for client, placed talent, and/or internal employee satisfaction.

**A look at the  
Best of Staffing  
program**





## Best of Staffing delivers:

- Real-time feedback from your clients, placed talent, and internal employees.
- Benchmarking to help you measure service performance against the industry.
- Critical opportunities to identify (and get ahead of) at-risk revenue.
- New insight into account expansion and referral opportunities.
- Approved testimonials from your happiest stakeholders.
- A chance for clients and placed talent to recognize star performers on your team.
- Indexed client and placed talent ratings to improve the reputation of your brand online.
- Key marketing resources (and templates!) to help your firm share your proof of service.

👉 **And now delivers even more with the biggest update in ClearlyRated's history**

# Amplifying testimonials, reviews, referrals, and more

## New Amplify features:

- Enhanced testimonial capture
- External reviews on third-party sites like Google, Glassdoor, and Indeed\*
- Request referrals from your respondents, directly from your existing referral page\*

## Upcoming enhancements:

- Testimonial and Shout Out spelling/grammar auto-correct
- Advanced Website Widgets (Testimonials, 'Best of' Awards)

# 8-Question Survey

## Client

Ask the questions that will be most valuable and actionable for your team.



### 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

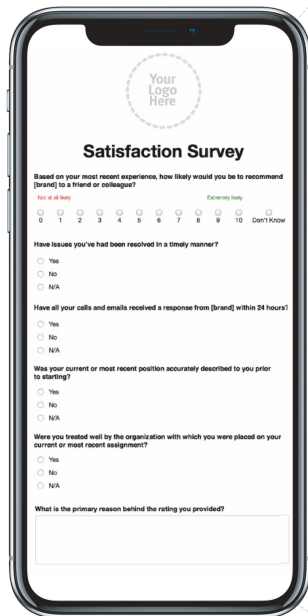
Net Promoter Score (NPS) question

NPS Driver Questions

# 7-Question Survey

## Talent

Ask the questions that will be most valuable and actionable for your team.



A smartphone displaying the survey interface. The screen shows a placeholder for a logo, the title 'Satisfaction Survey', and the first question about recommending the brand. The rating scale is visible with 11 points from 0 to 10, and 'Don't Know' at the end. Below the scale are three multiple-choice questions with 'Yes', 'No', and 'N/A' options. The last question is an open-ended text box for the primary reason behind the rating.

### 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

Net Promoter Score (NPS) question

NPS Driver Questions



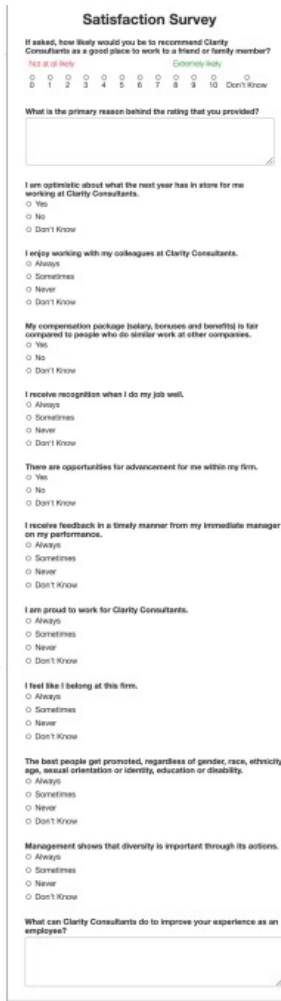
# 13-question survey

## Internal Employee

Ask the questions that will be most valuable and actionable for your team.



The image shows a smartphone screen displaying the survey interface. At the top, there is a circular placeholder for a logo with the text "Your Logo Here". Below this is the title "Satisfaction Survey". The first question is: "If asked, how likely would you be to recommend Clarity Consultants as a good place to work to a friend or family member?". It includes a rating scale from 0 to 10, with "Not at all likely" at 0 and "Completely likely" at 10. Below the scale is a text box for the primary reason behind the rating. The subsequent questions are: "I am optimistic about what the next year has in store for me working at Clarity Consultants.", "I enjoy working with my colleagues at Clarity Consultants.", "My compensation package (salary, bonuses and benefits) is fair compared to people who do similar work at other companies.", "I receive recognition when I do my job well.", and "There are opportunities for advancement for me within my firm." Each question has three radio button options: "Yes", "No", and "Don't Know".



The image shows a desktop view of the survey form. It starts with the title "Satisfaction Survey". The first question is: "If asked, how likely would you be to recommend Clarity Consultants as a good place to work to a friend or family member?". It includes a rating scale from 0 to 10, with "Not at all likely" at 0 and "Completely likely" at 10. Below the scale is a text box for the primary reason behind the rating. The subsequent questions are: "I am optimistic about what the next year has in store for me working at Clarity Consultants.", "I enjoy working with my colleagues at Clarity Consultants.", "My compensation package (salary, bonuses and benefits) is fair compared to people who do similar work at other companies.", "I receive recognition when I do my job well.", and "There are opportunities for advancement for me within my firm." Each question has three radio button options: "Yes", "No", and "Don't Know". The final question is: "What can Clarity Consultants do to improve your experience as an employee?", followed by a text box for the answer.

Net Promoter Score (NPS) question

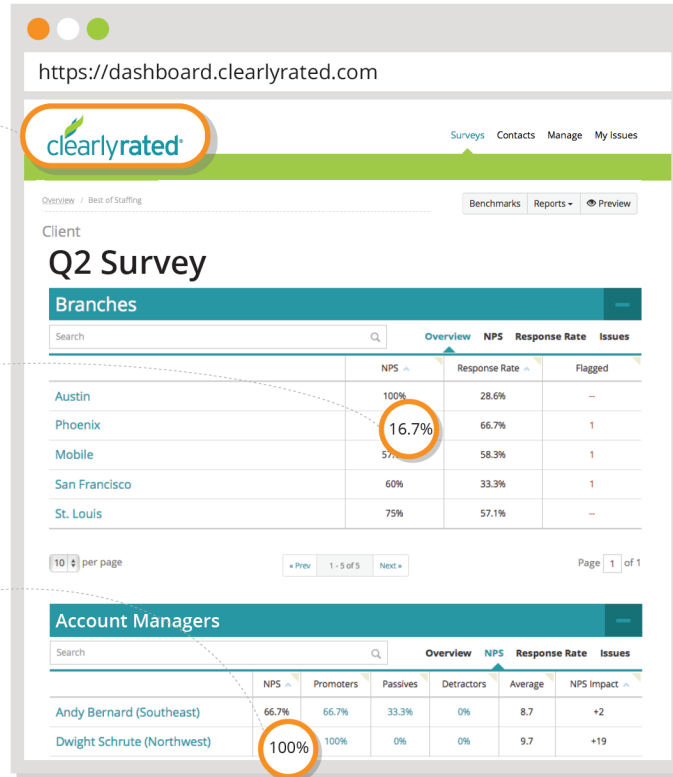
NPS Driver Questions

# Dashboard provides aggregate and segmented views:

**CLEARLYRATED DASHBOARD**  
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.



Plus/Enterprise reporting package shown.

# Dashboard provides aggregate and segmented views:

## CLEARLYRATED DASHBOARD

Your online dashboard of survey responses.

## GET REFERRAL PROSPECTS

These guys are happy customers. Ask for referrals.

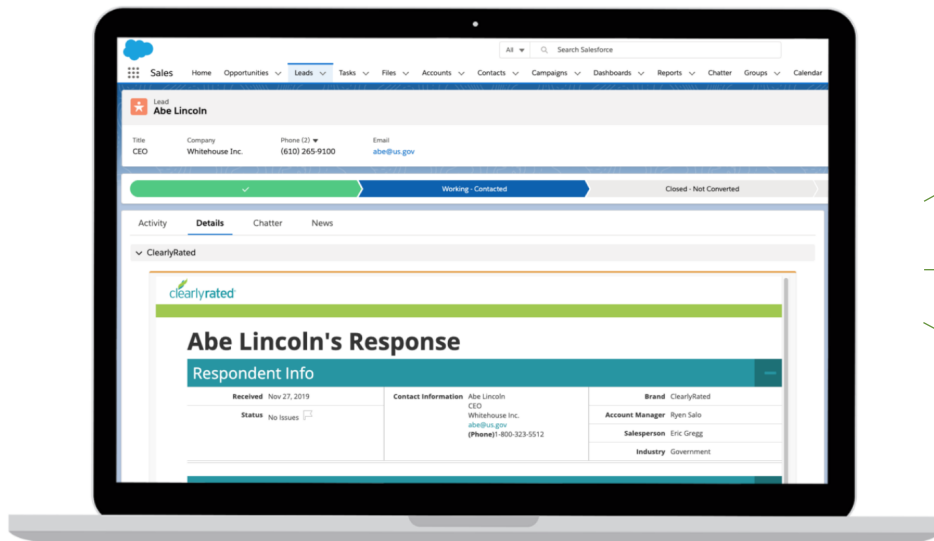
## GET FRESH TESTIMONIALS

Great testimonial. Post this on your website ASAP!

The screenshot displays the ClearlyRated dashboard interface. At the top, the URL 'https://dashboard.clearlyrated.com' is visible. The dashboard features a navigation bar with links for 'Surveys', 'Contacts', 'Manage', and 'My Issues'. Below this, the 'Overview / Best of Staffing' section is shown, along with buttons for 'Benchmarks', 'Reports', and 'Preview'. The main content area is titled 'Client Q2 Survey' and includes a 'Responses' section with a search bar. A table lists survey responses with columns for NPS, Respondent, Response, Date, Flagged, and Trend. Two responses are highlighted with orange circles: James Bush (NPS 10) and George Kennedy (NPS 10). Below the responses table is a 'Testimonials' section with a table listing testimonials from George Lincoln and Eliza Clinton. A callout box highlights a testimonial from Eliza Clinton: 'Everybody is always helpful and truthful in their efforts and information. I always walk away or actually get off the phone feeling like the things have been resolved.'

Plus/Enterprise reporting package shown.

# Integrations provide contact-level views in your native CRM / ATS:



Microsoft  
Dynamics 365



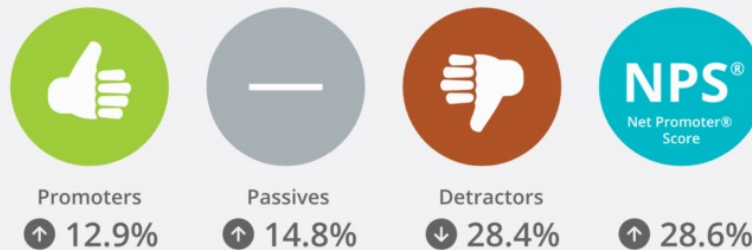
# Automated survey sends through Bullhorn ATS supercharges Talent Engagement survey programs



Monday		
7:00 AM PDT	🕒 Survey Open	May 4, 2020
8:00 AM PDT	📧 Automated Data Pull	May 4, 2020
11:00 AM PDT	✉️ Bullhorn Send Onboarding	May 4, 2020 <a href="#">Invite Preview</a>
11:00 AM PDT	✉️ Bullhorn Send Mid Assignment	May 4, 2020 <a href="#">Invite Preview</a>
11:00 AM PDT	✉️ Bullhorn Send End of Assignment	May 4, 2020 <a href="#">Invite Preview</a>
Tuesday		
8:00 AM PDT	📧 Automated Data Pull	May 4, 2020
11:00 AM PDT	✉️ Bullhorn Send Onboarding	May 4, 2020 <a href="#">Invite Preview</a>
11:00 AM PDT	✉️ Bullhorn Send Mid Assignment	May 4, 2020 <a href="#">Invite Preview</a>
11:00 AM PDT	✉️ Bullhorn Send End of Assignment	May 4, 2020 <a href="#">Invite Preview</a>
Wednesday		
8:00 AM PDT	📧 Automated Data Pull	May 4, 2020
11:00 AM PDT	✉️ Bullhorn Send Onboarding	May 4, 2020 <a href="#">Invite Preview</a>
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11:00 AM PDT	✉️ Bullhorn Send End of Assignment	May 4, 2020 <a href="#">Invite Preview</a>

## NPS Impact of Talent Engagement Program

Average first-year results of ClearlyRated clients who switch from one annual survey to an ongoing Talent Engagement program



## Triage is Necessary

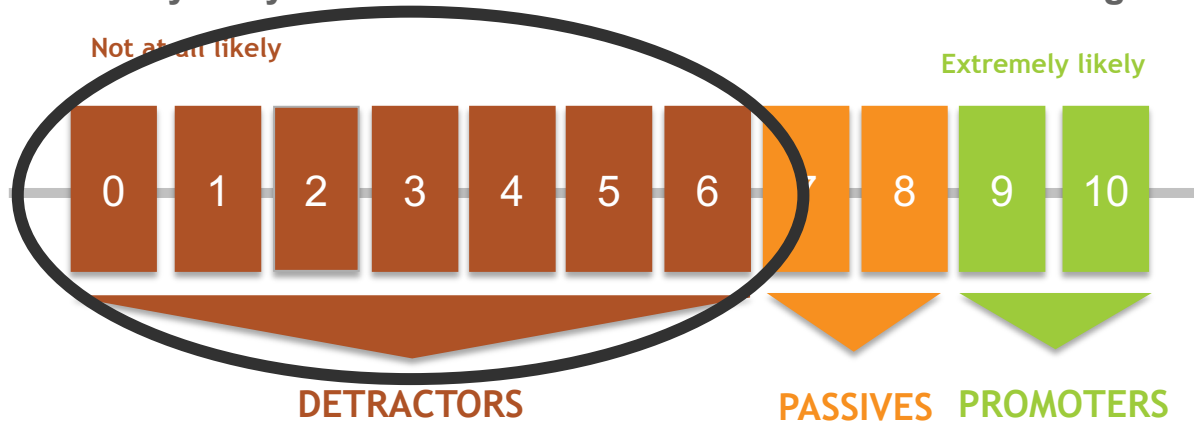
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Wrecks happen – it is the recovery that matters most



# Detractors are offering you a lifeline, providing the opportunity to save at-risk revenue

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



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

# Detractor Notifications: a native feature that alerts you to at-risk clients and talent

**Jane Doe****Detractor Response!**

Director:

Eric Gregg · Nathan Goff

Email:

[janedoe@email.com](mailto:janedoe@email.com)

Phone:

555-123-4567

Company:

ABC Company

Tags:

Portland, Industrial, Top 100

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

6

What is the primary reason behind the rating you provided?

Nathan wasn't as responsive as he has in the past.

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

No Response Provided

Choose a resolution after following up:

[Resolution in Progress](#) | [Can't Resolve](#) | [Not an Issue](#) | [Resolved](#) | [Escalate](#)



# NPS Financial Impact Report

## Accounts At Risk

3

Detractor Accounts

\$90K

Likely Revenue Loss

**Take Action:** convert 2 of your Detractor accounts to Promoters or Passives to retain \$60K in potential revenue.

Click the numbers above to download a list of the accounts.

## Accounts To Watch

2

Former Promoter  
Now Passive Accounts

\$60K

Potential Revenue Loss

**Take Action:** converting 50% of these Passive accounts back to Promoter accounts reduces your potential revenue loss by \$30K.

Click the numbers above to download a list of the accounts.

## Talent At Risk

16

Talent Detractors

\$58K

Talent Gross Margin At Risk

Of the 16 Detractors, 2 are new Detractors that were formerly Passives or Promoters. Assuming \$3,600 in gross margin per placement this represents \$7K in gross margin at risk.

**Take Action:** Detractor Talent are 2X more likely to be fired by the client for performance and 1.8X more likely to quit. Reduction of your Detractor Talent by 25% represents \$14K in gross margin at less risk.

Click the numbers above to download a list of the accounts.

## Accounts To Grow

127

Promoter Accounts

\$763K

Revenue Expansion  
Opportunities

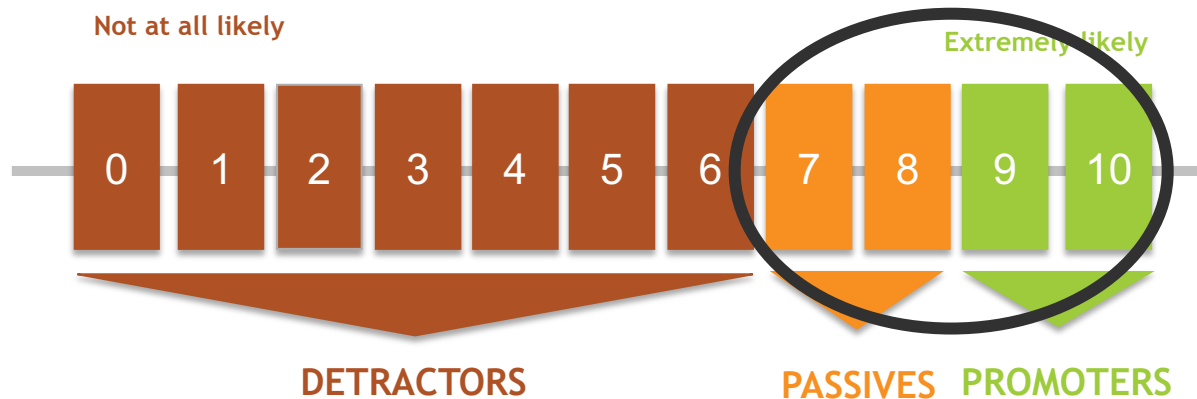
Of the 127 Promoter accounts, 12 were newly recovered Promoter accounts (formerly Passive or Detractor), which avoided \$359K in potential revenue loss through churn and reduced spend.

**Take Action:** Promoters on average increase their spend by 8% in the next year. If you make that happen for only a quarter of your Promoters you could net \$191K in revenue expansion.

Click the numbers above to download a list of the accounts.

# Look to Promoters for additional business, and work with Passives to expand loyalty

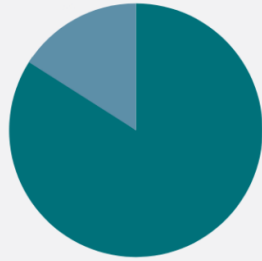
How likely are you to recommend our firm to a friend or colleague?



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

# Testimonials carry high strategic value for your buyers

## Buyer Sentiment: B2B Purchasing



**84%**

trust testimonials.



**9 in 10** say that seeing testimonials from businesses similar to theirs makes an impact on their decision to work with a provider.

Source: ClearlyRated's 2020 B2B Buyer & Client Benchmark Study

# Best of Staffing generates automated, approved testimonials at scale

## Enhanced Testimonial Capture: Promoter experience

**DUNDER MIFFLIN**  
PAPER COMPANY

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

Not at all likely

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

Extremely likely

What do you like best about working with Dunder Mifflin?

The team at Dunder Mifflin are very responsive and a true partner to my business. There is no better company to work with! They go above and beyond and take the time to understand our business so they can serve us to the best of their ability. They are the BEST!



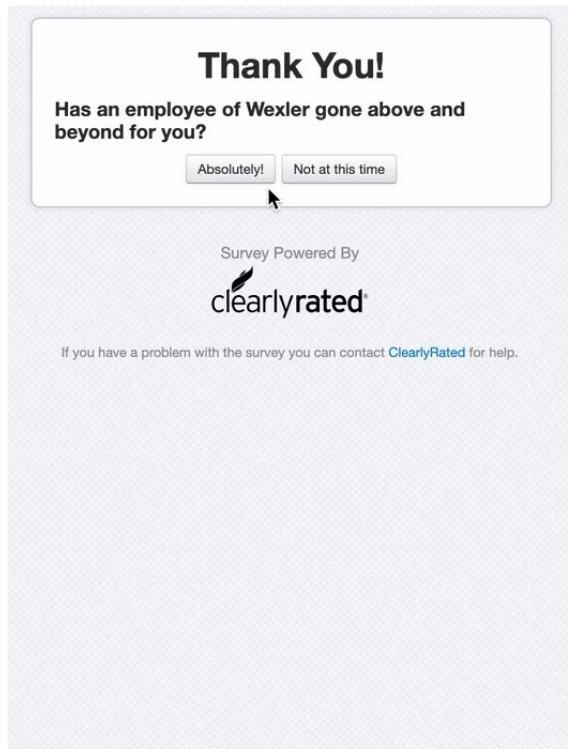
Text for the question that defaults as the testimonial will vary based on answer to the NPS question.

Promoters are automatically invited to share their open-ended feedback as a testimonial.

- **2 in 5 survey completes result in a testimonial.**
- **48% of Promoters elect to share a testimonial with their provider.**



# Shout Outs help firms harness positive feedback to keep employees engaged and motivated



**Thank You!**

Has an employee of Wexler gone above and beyond for you?

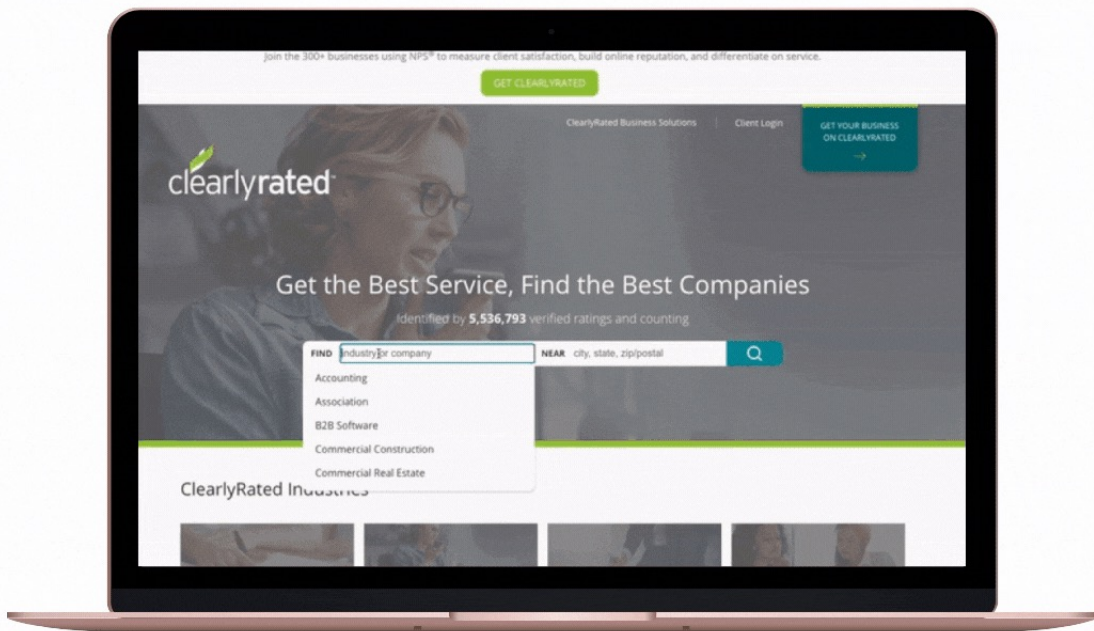
Survey Powered By  
**clearlyrated**

If you have a problem with the survey you can contact [ClearlyRated](#) for help.

Promoters are automatically invited to leave a Shout Out for any firm employees who have gone “above and beyond” for them..

- **40% of Promoters elect to leave a Shout Out**

# Best of Staffing participants are featured alongside client and talent ratings on ClearlyRated.com



- Searchable
- Online ratings
- Social proof

# Online ratings are persuasive resources for buyers and job seekers when considering a staffing firm

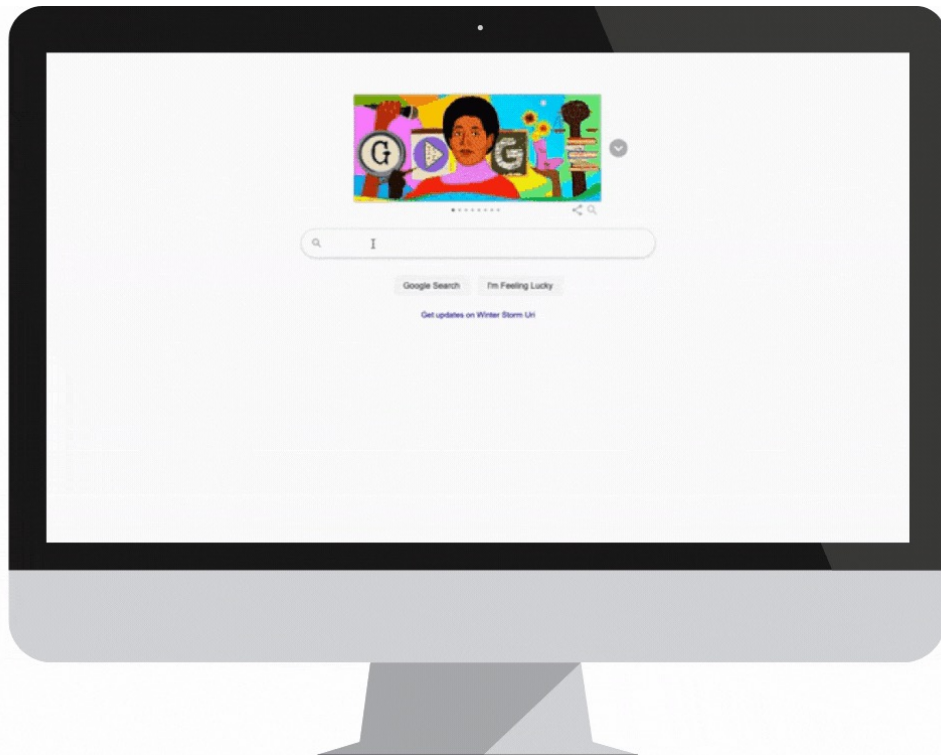


# Best of Staffing firms earn more ratings on average, providing a more accurate reflection of their service





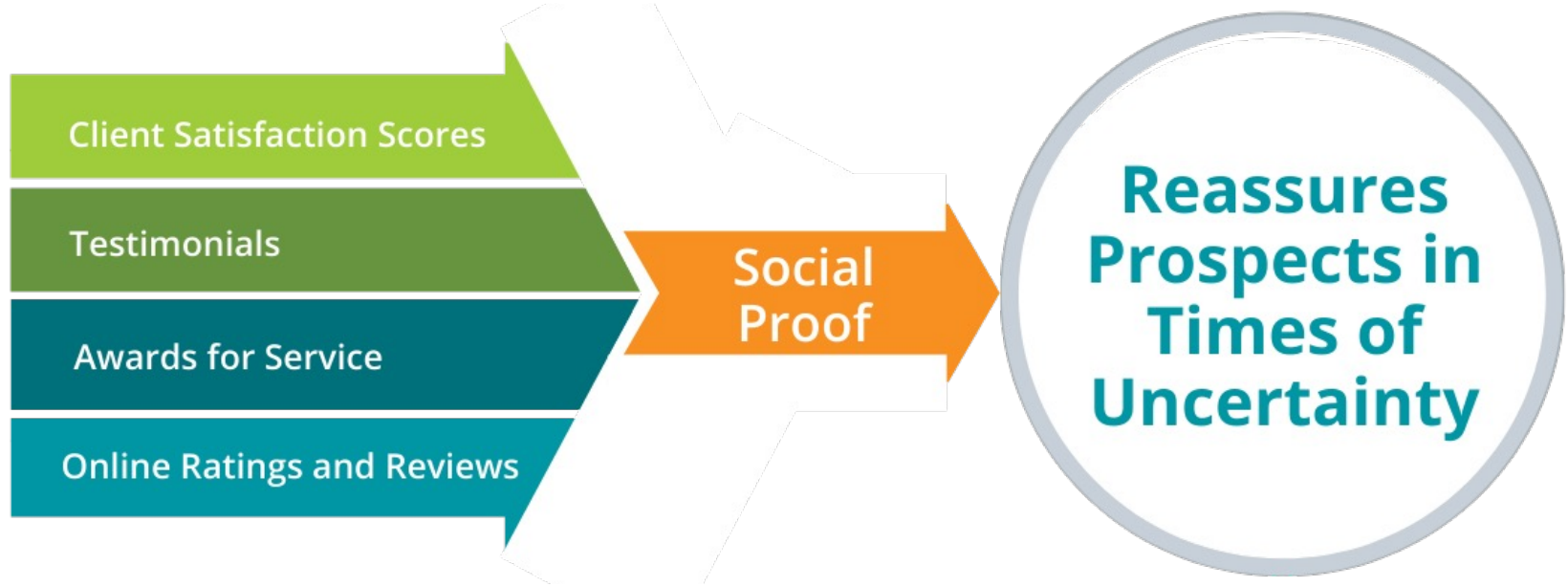
# Star ratings earn valuable real estate in Google's search rankings



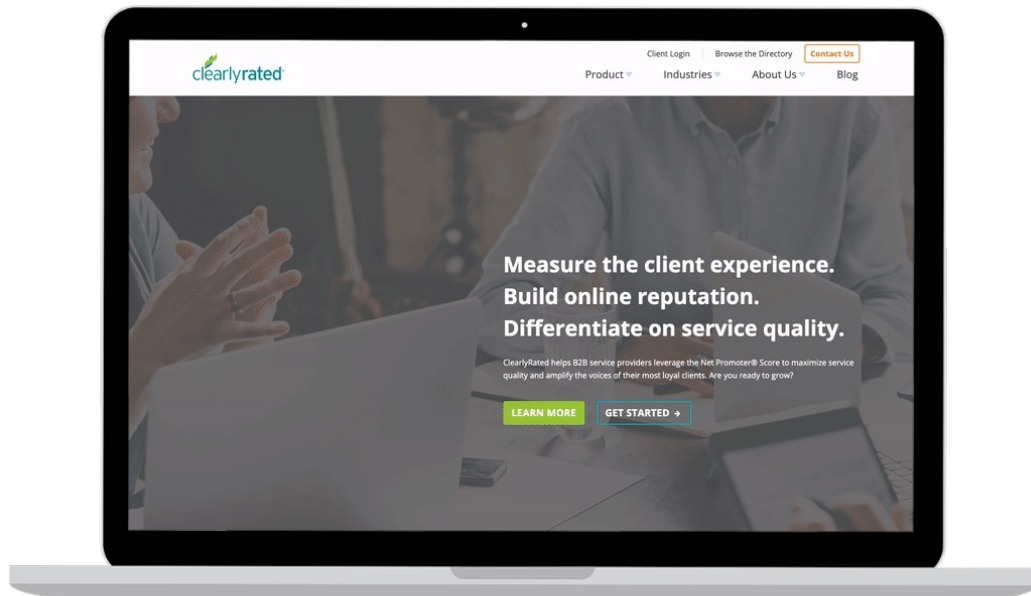
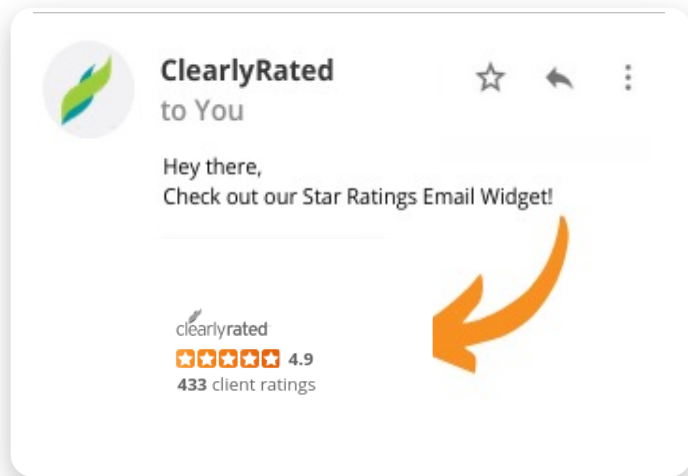
More than **80%** of Best of Staffing participants' ClearlyRated profile pages appear on the **1<sup>st</sup> page** of local Google search results for a given staffing brand.

We offer many resources to help you increase the value of your ClearlyRated.com profile—including **a complimentary SEO Audit!**

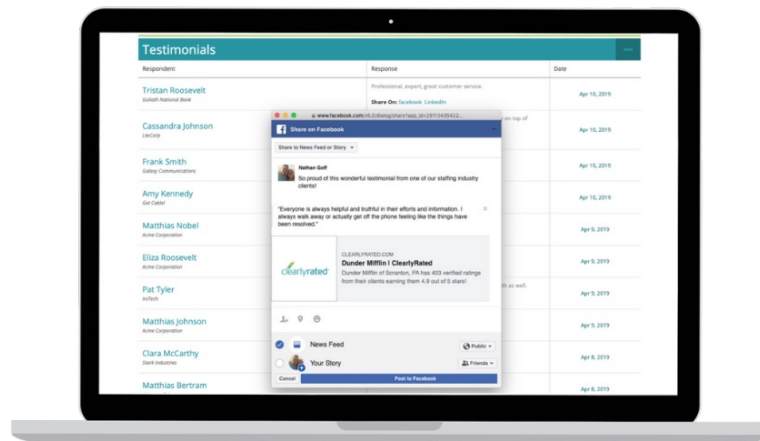
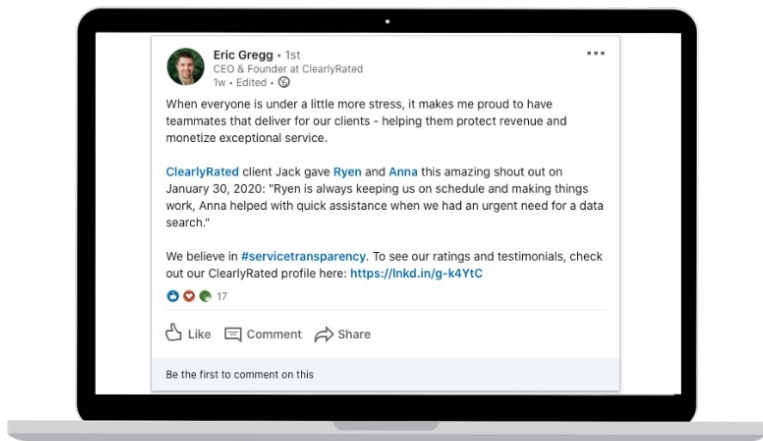
# Proof of service has never been more important



# Show off star ratings on your website and in your email signatures



# Share Testimonials and Shout Outs directly to your social networks





## Focus on the feedback and take action

- Real-time feedback from your clients, placed talent, and internal employees.
- Benchmarking to help you measure service performance against the industry.
- Critical opportunities to identify (and get ahead of) at-risk revenue.
- New insight into account expansion and referral opportunities.
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- A chance for clients and placed talent to recognize star performers on your team.
- Indexed client and placed talent ratings to improve the reputation of your brand online.
- Key marketing resources (and templates) to help your firm share your proof of service.

# 80



80% of your time  
should be spent  
responding to and  
taking action on  
feedback.

/

# 20



20% of your time  
should be spent  
on designing and  
implementing a  
survey.

# Questions?



**Eric Gregg**

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