



The Power of Proof

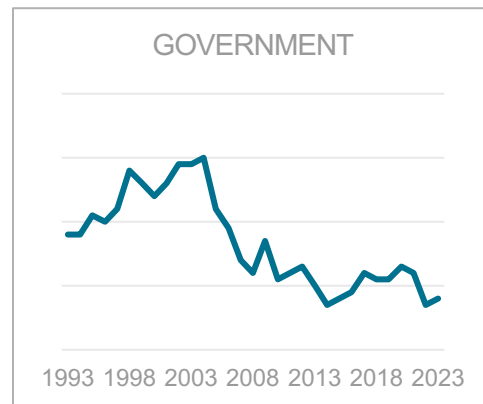
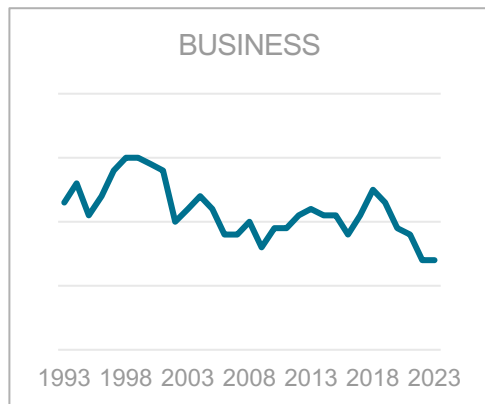
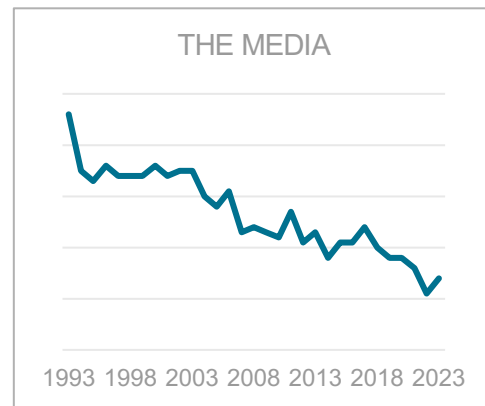
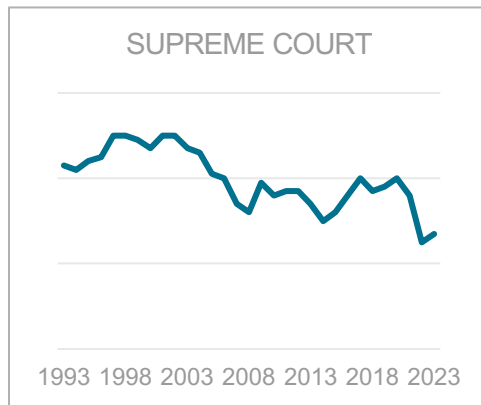
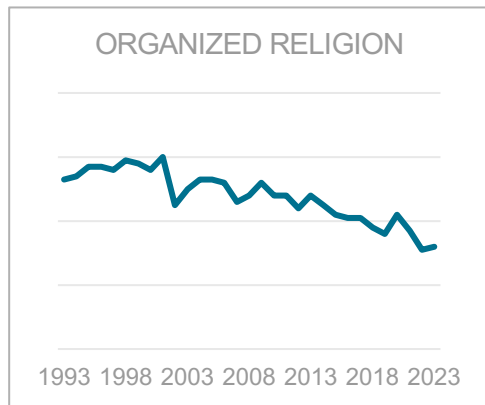
Leveraging Client Feedback to Earn Best of Staffing®

Eric Gregg, CEO & Founder of ClearlyRated



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Our society's trust levels are lowest in 3 decades



Customer expectations have never been higher

86%

of clients say the quality of the customer experience is a top factor in how they choose a professional services firm.

SOURCE: PWC, *The State of the Customer Experience in Professional Services*

98%

of clients expect a response to calls or emails within 24 hours.

SOURCE: ClearlyRated Survey of B2B Buyers

HALF

of clients say they've had a negative customer experience with a professional services firm in the past year.

SOURCE: Forrester, *The Customer Experience: The Key to Winning in the Digital Age*

The cost of mediocre service is high in staffing

Clients who have a negative experience are:

67%

of clients say they have switched professional services firms because of a poor customer experience.

SOURCE: Bain & Company, *The Customer Experience Revolution: How to Create an Exceptional Experience*

25%

less likely to recommend a professional service firm.

SOURCE: Forrester, *The Customer Experience: The Key to Winning in the Digital Age*

73%

of clients are willing to pay more for a better customer experience.

SOURCE: McKinsey, *The Customer Experience Divide*

People will pay for a solution that appears less risky

Imagine you are deciding between two staffing firms. Both seem like a good fit to you. Which would you choose?

FIRM A:

Costs what you budgeted.

38%

FIRM B:

10% over budget, but share high satisfaction scores, 4.6 rating from clients and dozens of testimonials.

62%

All-in-one client experience and online reputation management platform



What we'll cover today:

- **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

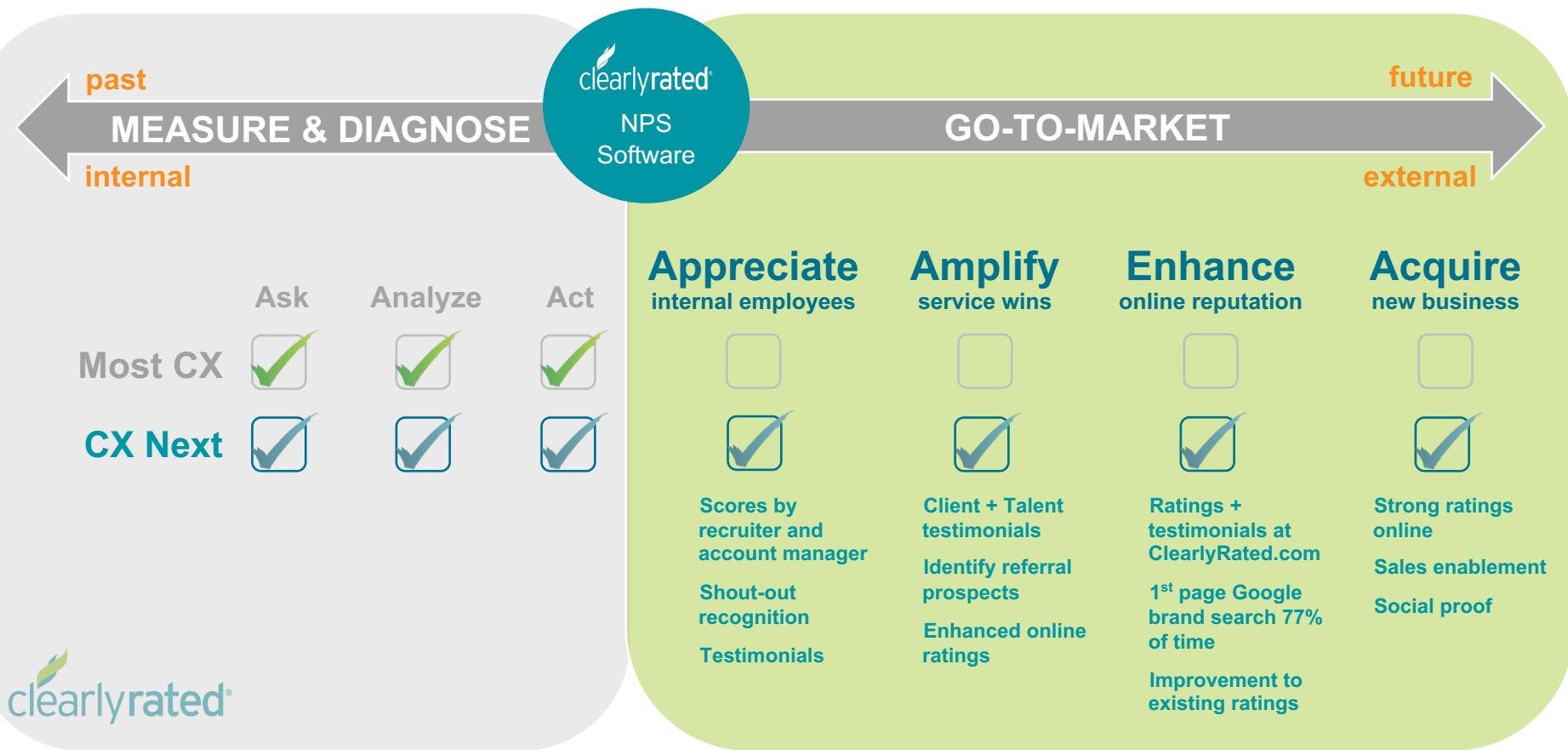
Best of Staffing is powered by Net Promoter® Score (NPS®)

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

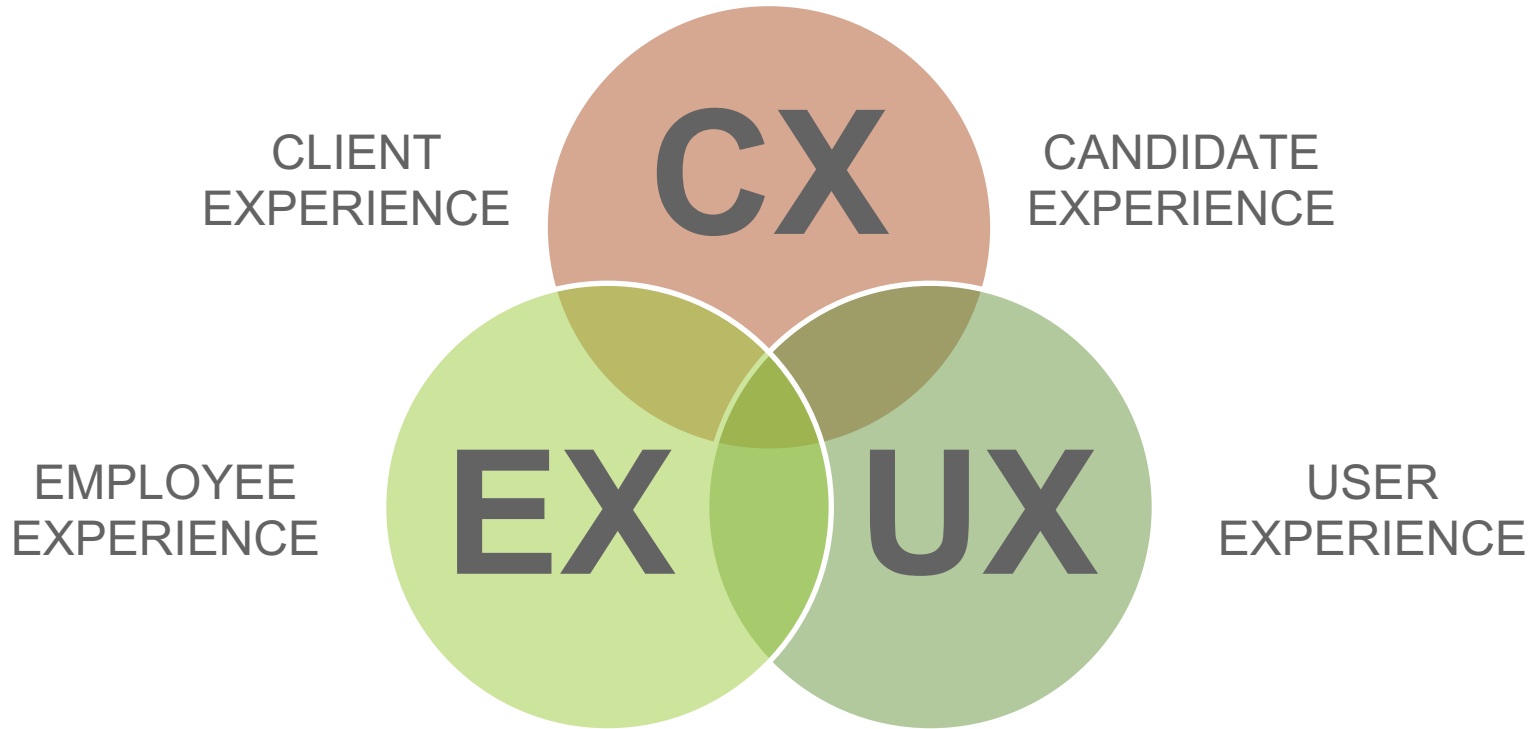


$$\text{Net Promoter® Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

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



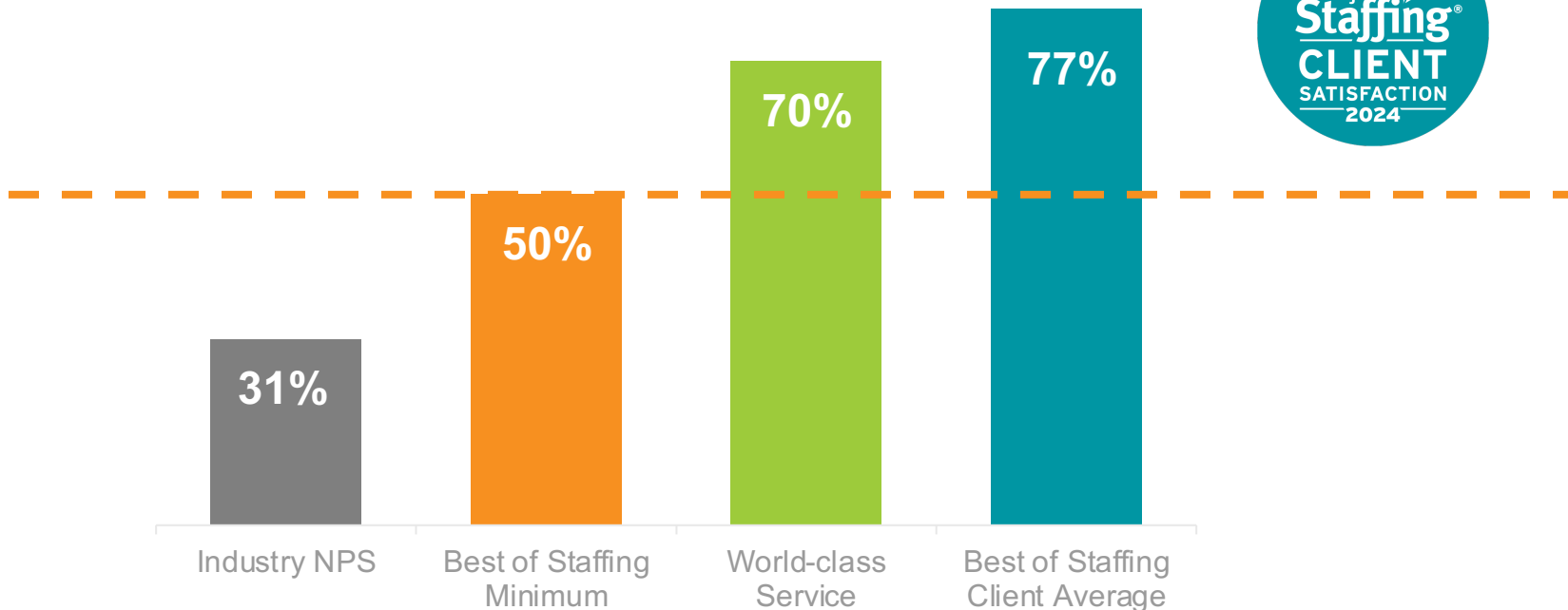
All my X's... CX does not stand alone



How to Earn Best of Staffing



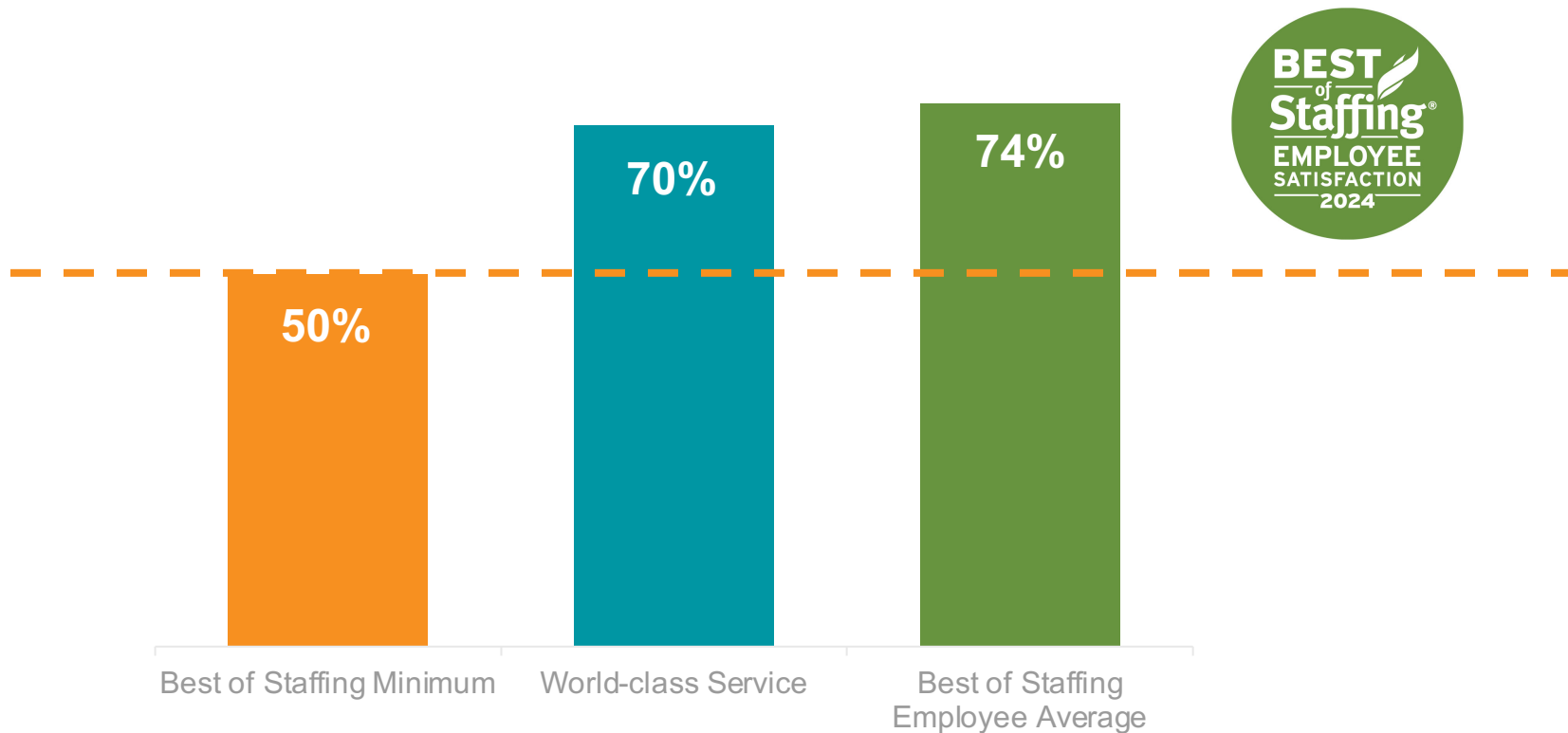
Best of Staffing—Client winners versus the industry



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**.
- Must **earn a 50% Net Promoter® Score** (or higher) for client, placed talent, and/or internal employee satisfaction.

A Look at the ClearlyRated Platform and How it Works





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.

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.

8-Question Survey

Client

Ask the questions that will be most valuable and actionable to 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?

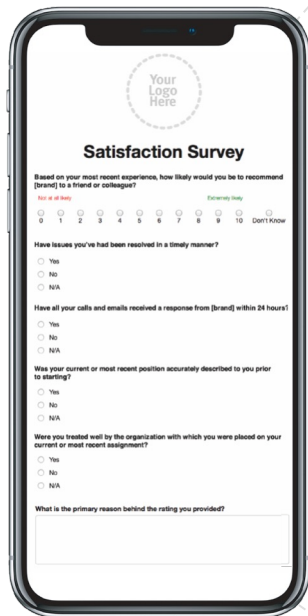
Submit Survey

Net Promoter Score (NPS) question

NPS Driver Questions

7-Question Survey Talent

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



The smartphone screen shows a mobile version of the survey. At the top is a circular logo placeholder labeled "Your Logo Here". Below it is the title "Satisfaction Survey". The first question is "Based on your most recent experience, how likely would you be to recommend [brand] to a friend or colleague?", followed by a 11-point scale from 0 to 10, with "Not at all likely" on the left and "Extremely likely" on the right. The subsequent four questions are identical to those on the desktop version: "Have issues you've had been resolved in a timely manner?", "Have all your calls and emails received a response from [brand] within 24 hours?", "Was your current or most recent position accurately described to you prior to starting?", and "Were you treated well by the organization with which you were placed on your current or most recent assignment?". Each of these four questions has three radio button options: "Yes", "No", and "N/A". The final question is "What is the primary reason behind the rating you provided?", followed by a text input field.

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.



A smartphone screen showing the survey interface. At the top, there is a circular placeholder for a logo labeled "Your Logo Here". Below this is the title "Satisfaction Survey". The first question asks for a recommendation rating on a scale from 0 to 10, with "Not at all likely" at 0 and "Extremely likely" at 10. A text box follows for the primary reason behind the rating. The survey continues with several Likert-scale questions (Always, Sometimes, Never, Don't Know) regarding: optimism about the next year, enjoyment of colleagues, compensation package, recognition, opportunities for advancement, feedback from manager, belonging to the firm, diversity promotion, and management's view on diversity. The last question is an open-ended prompt for improvement suggestions.

A desktop view of the survey form. It includes a title "Satisfaction Survey", a recommendation question with a 0-10 scale, and a text box for reasons. The subsequent questions are identical to the smartphone view, covering topics like company outlook, team enjoyment, compensation, recognition, advancement, feedback, belonging, diversity, and management actions. The form ends with an open-ended question for improvement suggestions.

Net Promoter Score (NPS) question

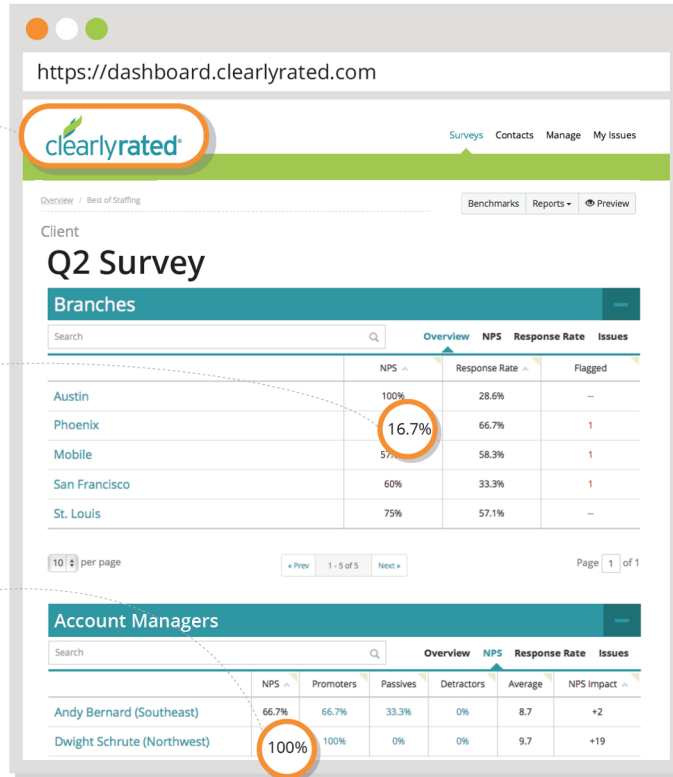
NPS Driver Questions

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 is <https://dashboard.clearlyrated.com>. The navigation bar includes links for Surveys, Contacts, Manage, and My Issues. The main section is titled 'Client Q2 Survey' and features a 'Responses' table. The table has columns for NPS, Respondent, Response, Date, Flagged, and Trend. Two respondents 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 showing testimonials from George Lincoln and Eliza Clinton. A callout box highlights a testimonial from Eliza Clinton.

Overview / Best of Staffing

Benchmarks Reports Preview

Client
Q2 Survey

Responses

Search Responses

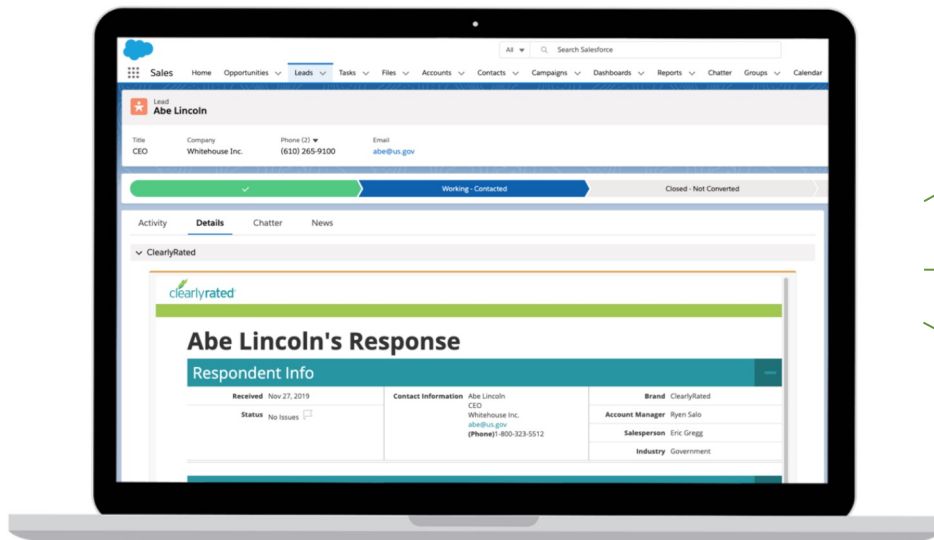
NPS	Respondent	Response	Date	Flagged	Trend
10	James Bush Student	"Great team to work with - highly professional."	Sep 9, 2016		
10	George Kennedy Param	"Outstanding service and value."	Sep 10, 2016		

Testimonials

Respondent	Response	Date
George Lincoln Param	Professional, expert, great customer service.	Sep 12, 2016
Eliza Clinton Tower Records	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:



More info here:
<https://www.clearlyrated.com/solutions/integrations/>



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	Invite Preview
11:00 AM PDT	✉️ Bullhorn Send Mid Assignment	May 4, 2020	Invite Preview
11:00 AM PDT	✉️ Bullhorn Send End of Assignment	May 4, 2020	Invite Preview
Tuesday			
8:00 AM PDT	📡 Automated Data Pull	May 4, 2020	
11:00 AM PDT	✉️ Bullhorn Send Onboarding	May 4, 2020	Invite Preview
11:00 AM PDT	✉️ Bullhorn Send Mid Assignment	May 4, 2020	Invite Preview
11:00 AM PDT	✉️ Bullhorn Send End of Assignment	May 4, 2020	Invite Preview
Wednesday			
8:00 AM PDT	📡 Automated Data Pull	May 4, 2020	
11:00 AM PDT	✉️ Bullhorn Send Onboarding	May 4, 2020	Invite Preview
11:00 AM PDT	✉️ Bullhorn Send Mid Assignment	May 4, 2020	Invite Preview
11:00 AM PDT	✉️ Bullhorn Send End of Assignment	May 4, 2020	Invite Preview

NPS Impact of Talent Engagement Program

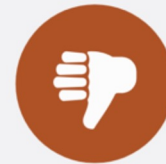
Average first-year results of ClearlyRated clients who switch from one annual survey to an ongoing Talent Engagement program



Promoters
↑ 12.9%



Passives
↑ 14.8%



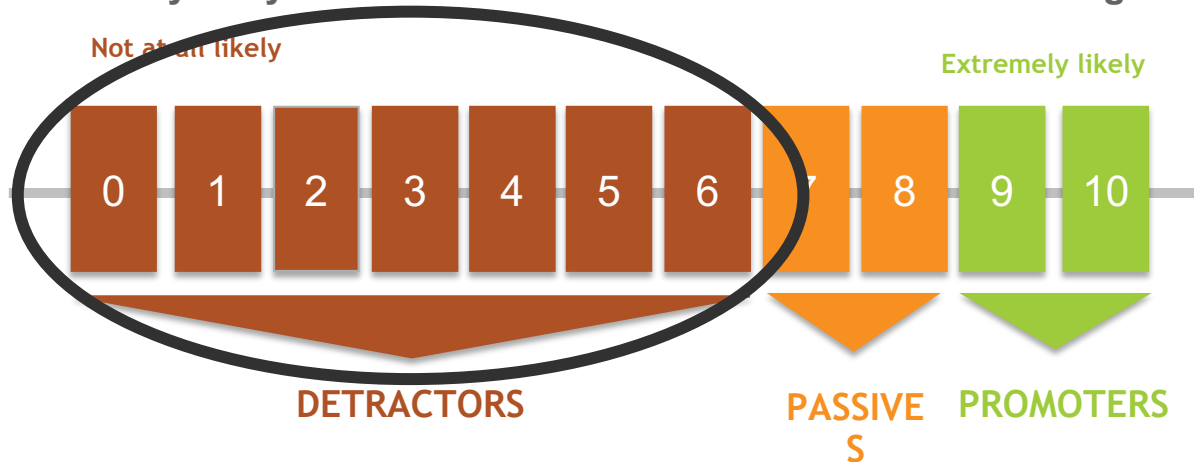
Detractors
↓ 28.4%



↑ 28.6%

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?



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

Triage is Necessary

Wrecks happen – it is the recovery that matters most



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

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

Using survey responses from your account over the past year, your ClearlyRated survey program has identified the following:

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

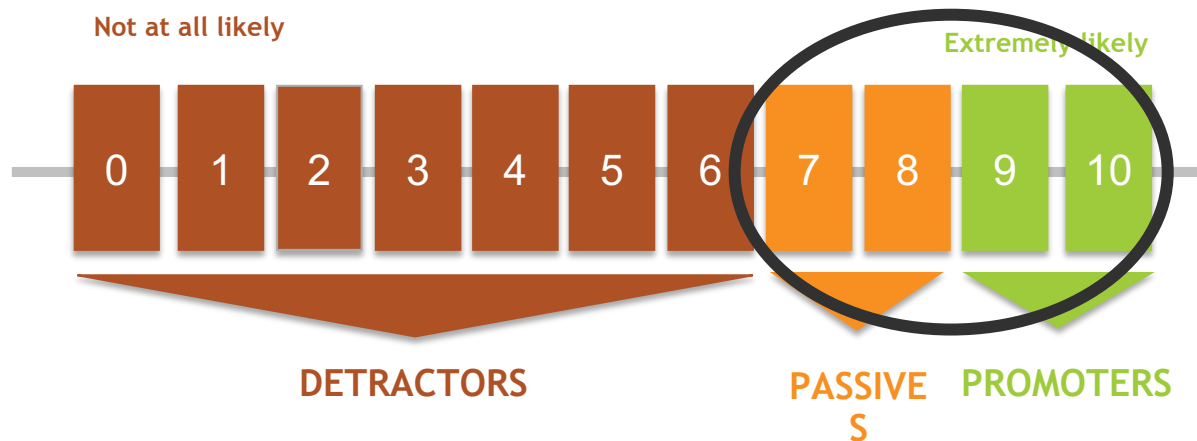
Of the 127 Promoter accounts, 12 were newly recovered Promoter accounts (formerly Passive or Detractor), which avoided \$359K in potential revenue loss through churn and reduced spend.

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

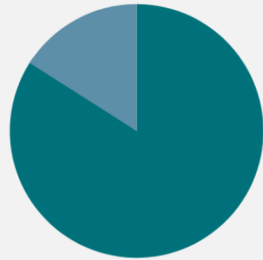
How likely are you to recommend our firm to a friend or colleague?



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

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

Satisfaction Survey

Based on your most recent experience, how likely is it that you would recommend Wexler 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

What is the primary reason behind the rating you provided?

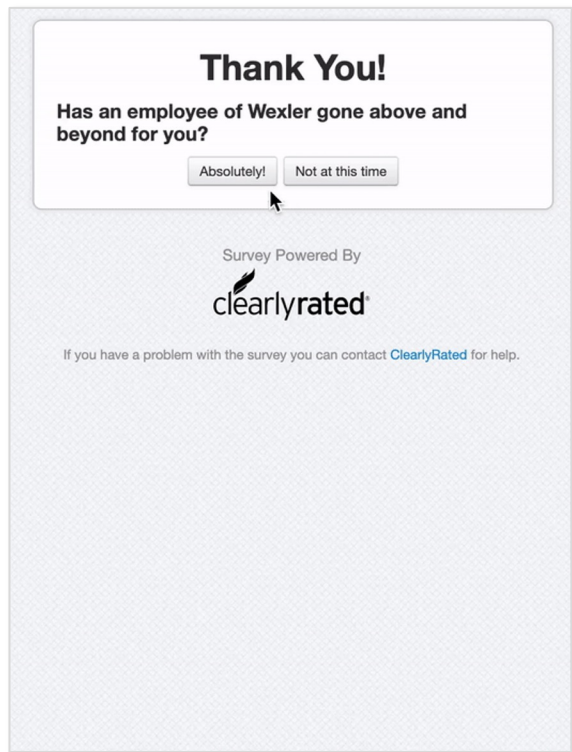
What is one thing we could be doing differently to increase the value of our services to you?

Submit Survey

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?

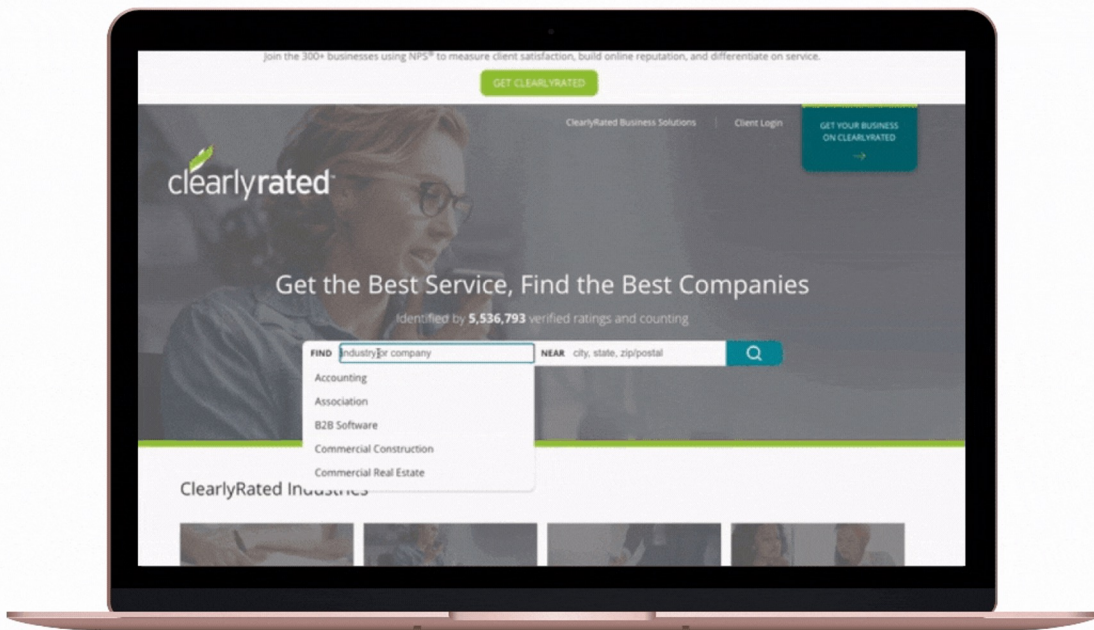
Survey Powered By
clearlyrated

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

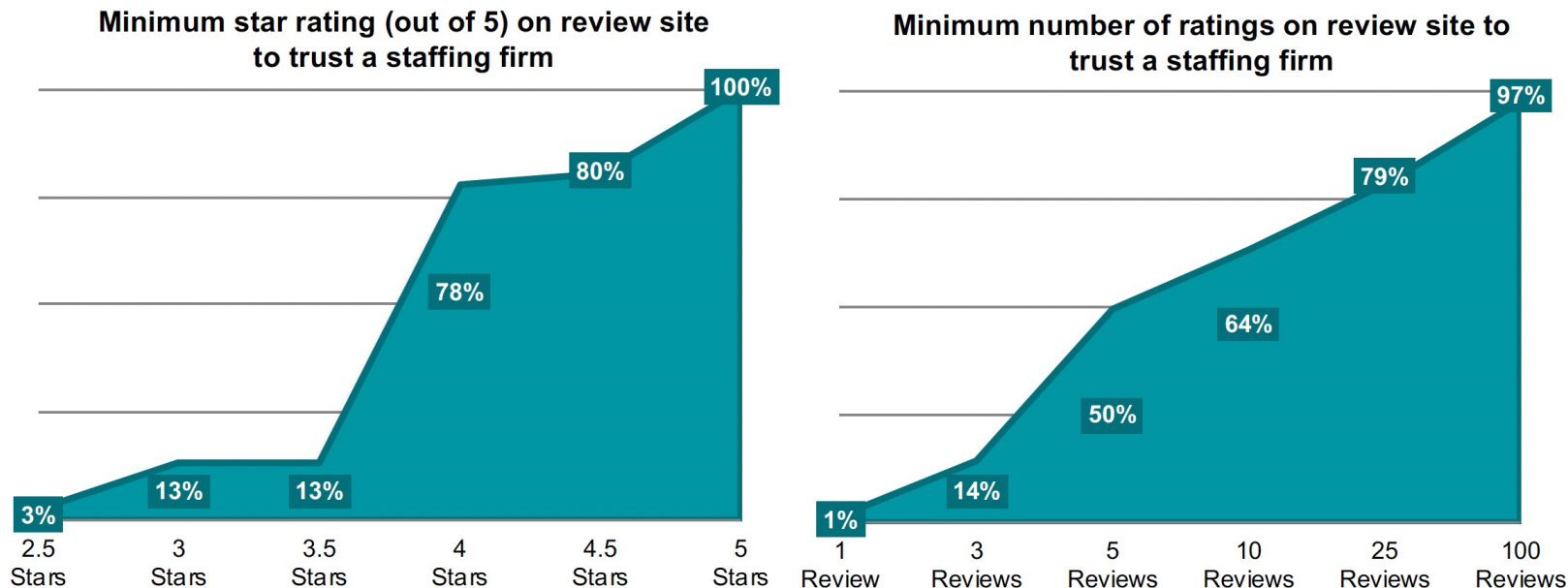
Online ratings are persuasive resources for buyers and job seekers when considering a staffing firm



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

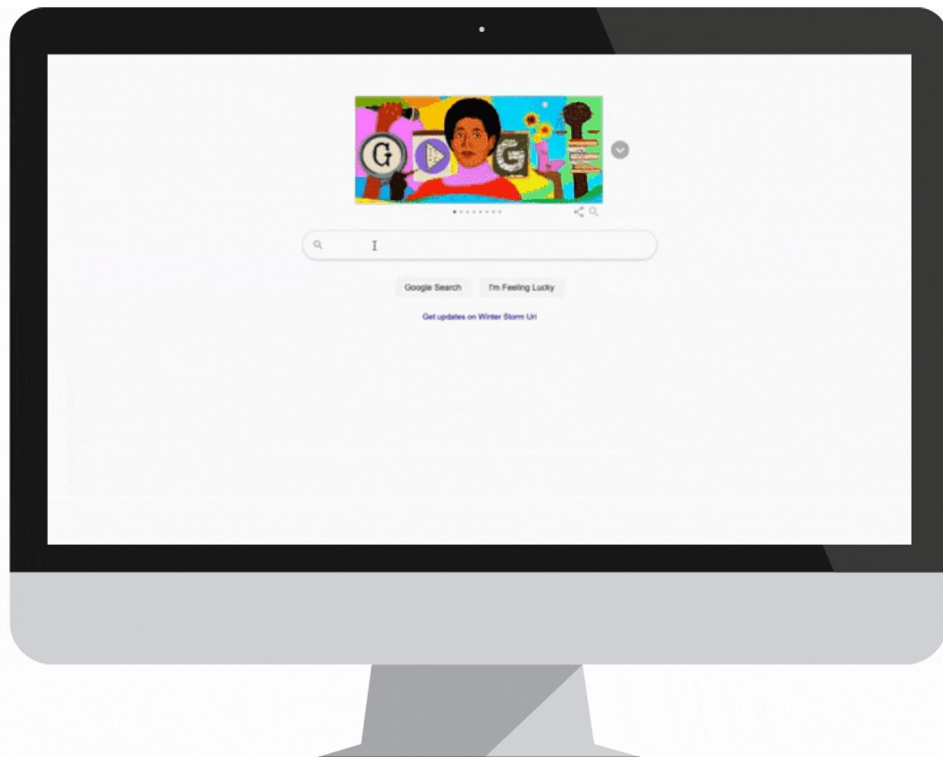


Quality + quantity key to building trust



SOURCE: ClearlyRated & ASA 2020 Job Candidate Sentiment Study

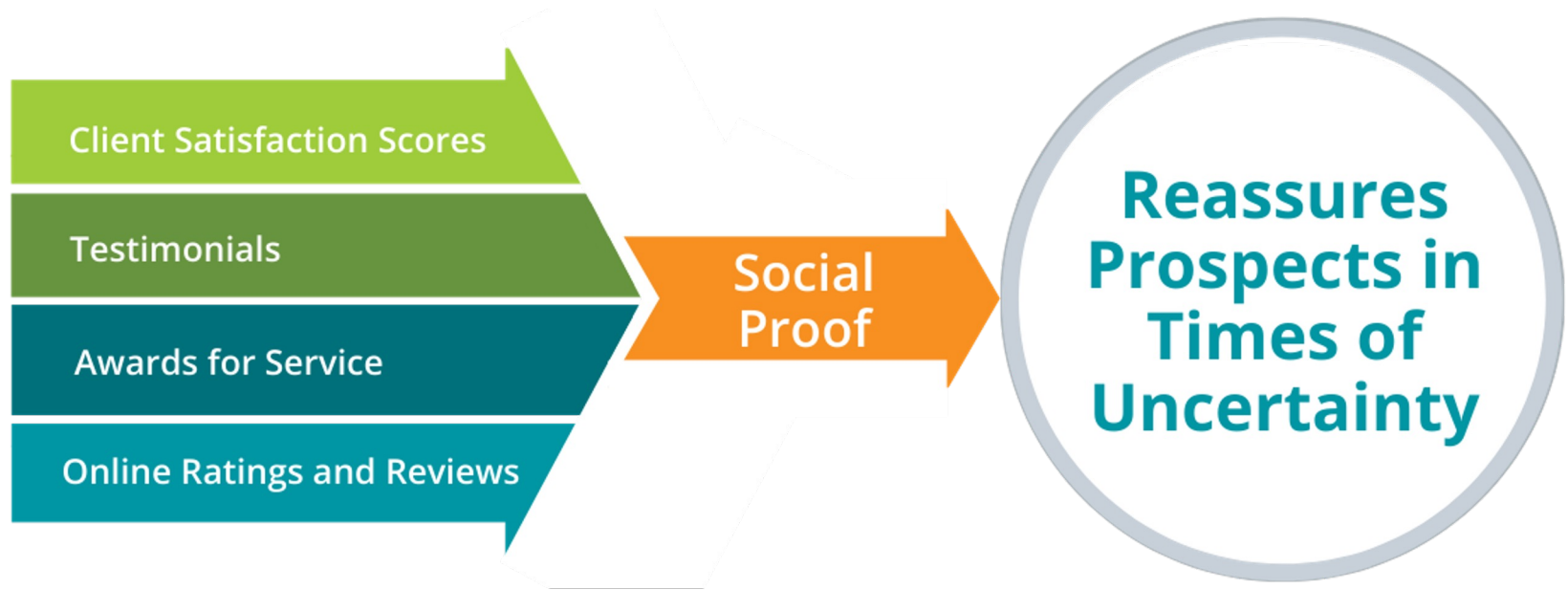
Star ratings earn valuable real estate in Google's search rankings



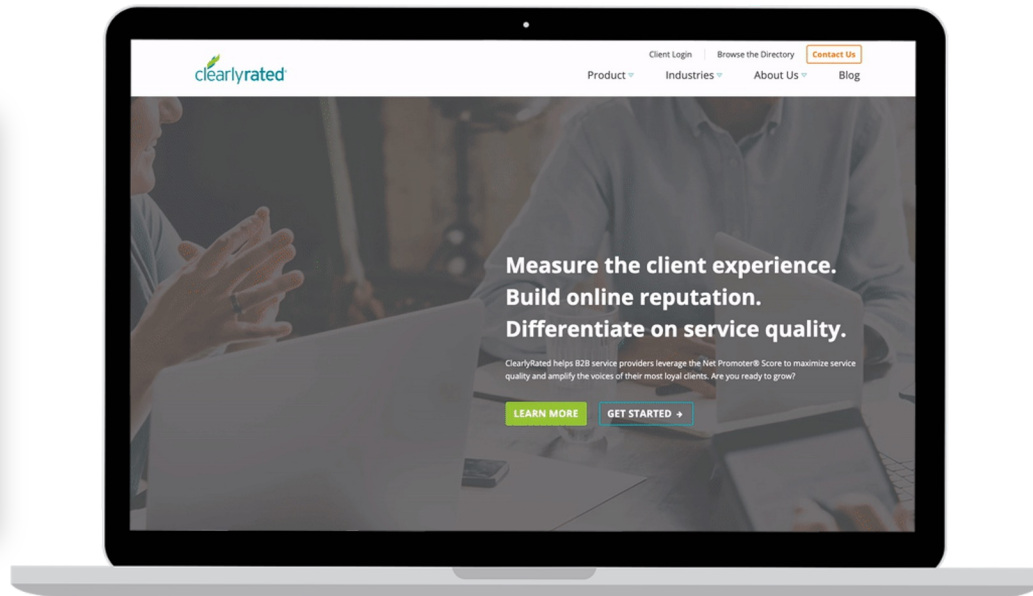
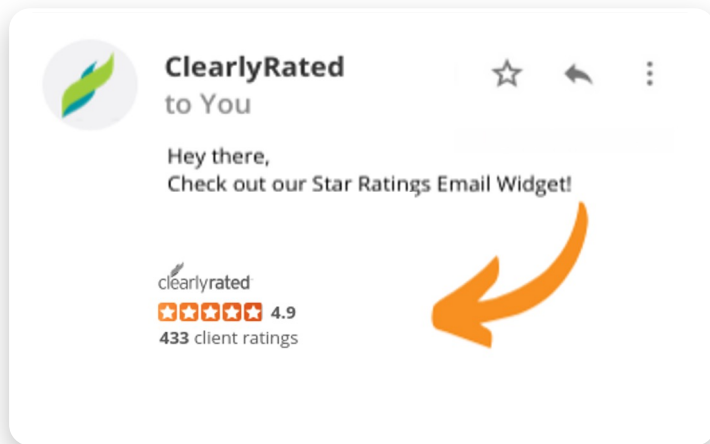
More than **80%** of Best of Staffing participants' ClearlyRated profile pages appear on the **first page** of local Google search results for a given staffing brand.

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

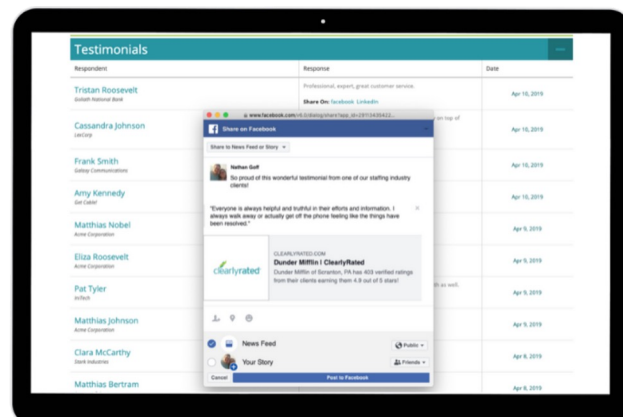
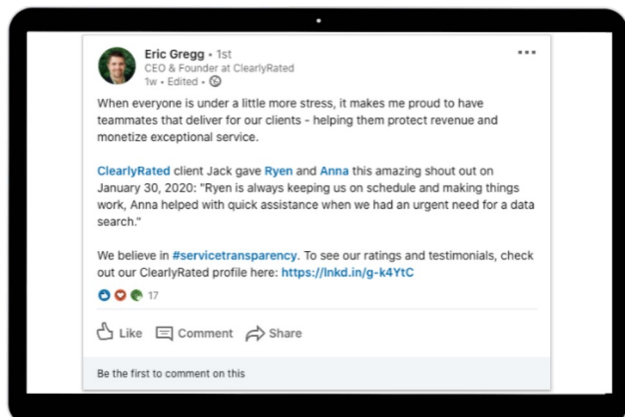
Proof of service has never been more important



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

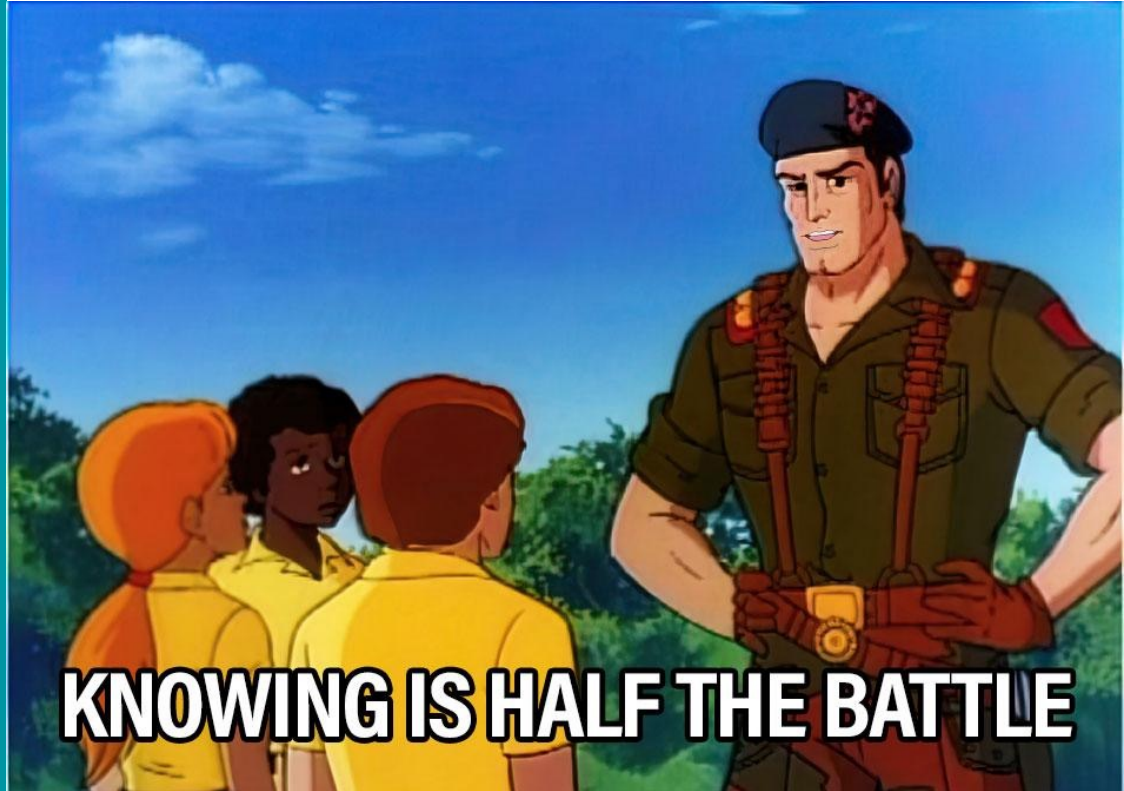


Share Testimonials and Shout Outs directly to your social networks



Parting Thought

Customer experience is about
what you do,
not just what you know



Questions?



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