



# Staffing NPS Benchmarks for 2022

The Metrics You Need to Know

Eric Gregg, CEO & Founder of ClearlyRated



# About ClearlyRated



Est. 2003

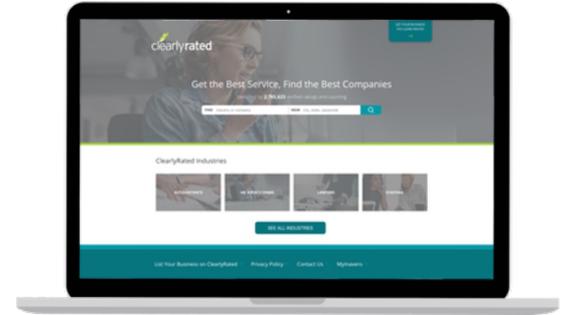
Focus on professional service providers since 2007

We believe it's **good business** to place client and employee satisfaction at the heart of your growth strategy.



Annual survey & award program for client, talent, and employee satisfaction.

Recognizes firms that have demonstrated exceptional service quality based exclusively on ratings provided by their clients, candidates, and internal staff.



Online service provider directory that translates client, talent, and employee satisfaction scores into online ratings and testimonials.

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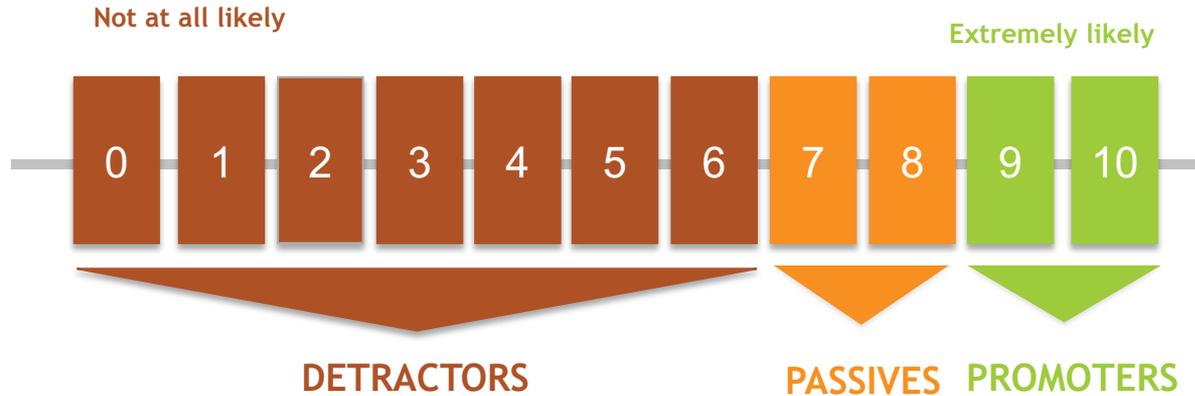


## What we'll cover today:

- A quick primer on Net Promoter® Score (NPS®)
- Staffing industry NPS benchmarks
- **NEW** - 2022 Staffing Employee Turnover Report
- **NEW** – Staffing Client Survey Response Rate study
- CX maturity and the characteristics of an advanced NPS program

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

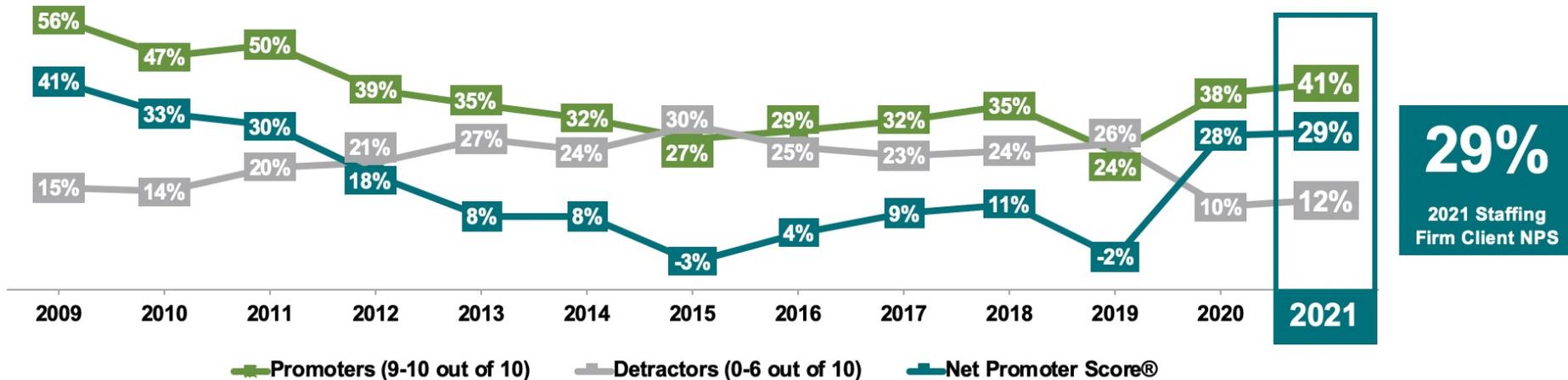
How likely are you to recommend our firm to a friend or colleague?



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

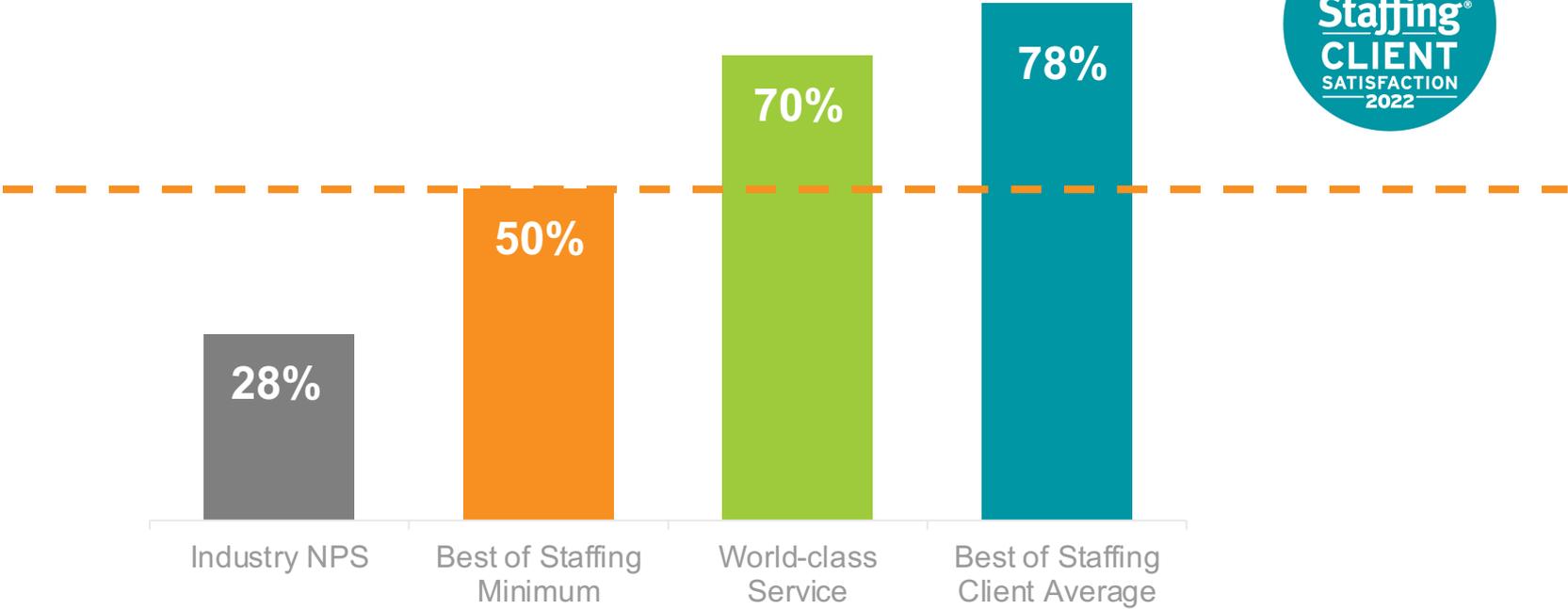
# Industry Benchmarks for Client NPS (Client Satisfaction)

Clients: Likelihood to Recommend Working with Current Staffing Firm

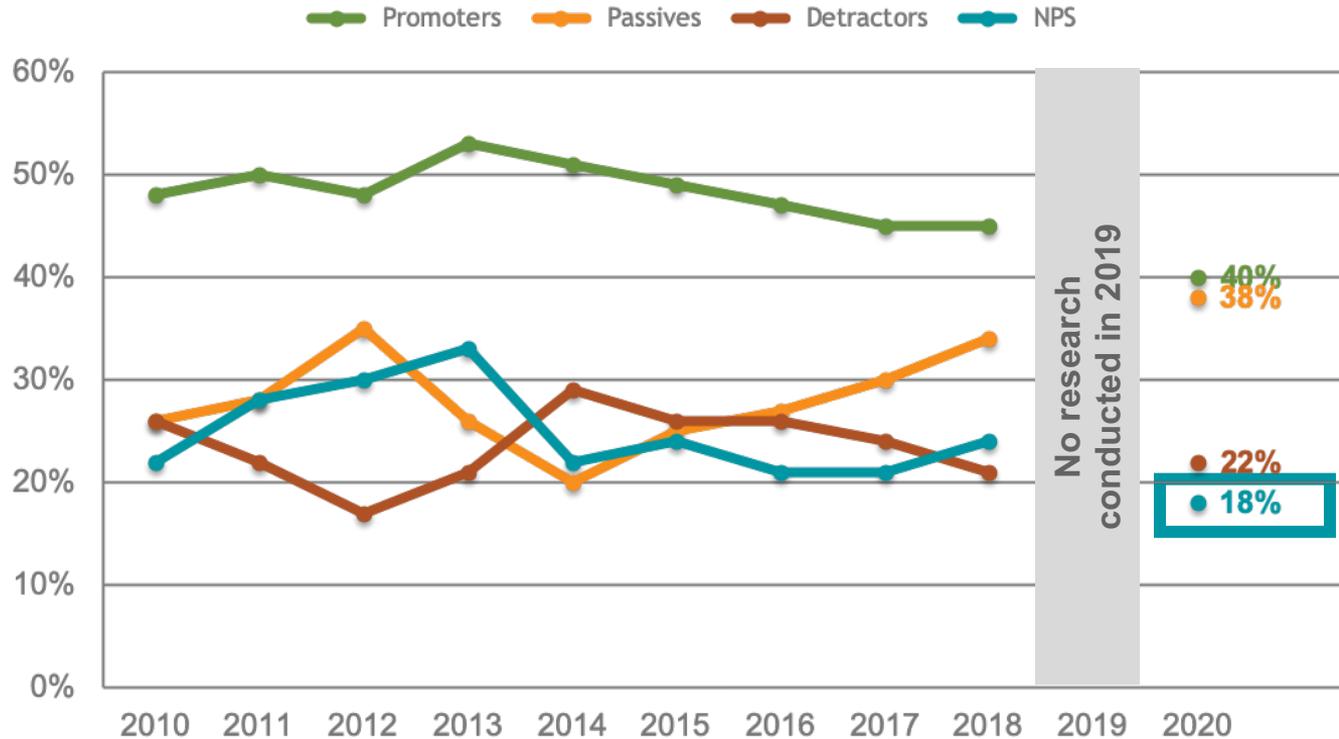


SOURCE: ClearlyRated, CareerBuilder, ASA—2021

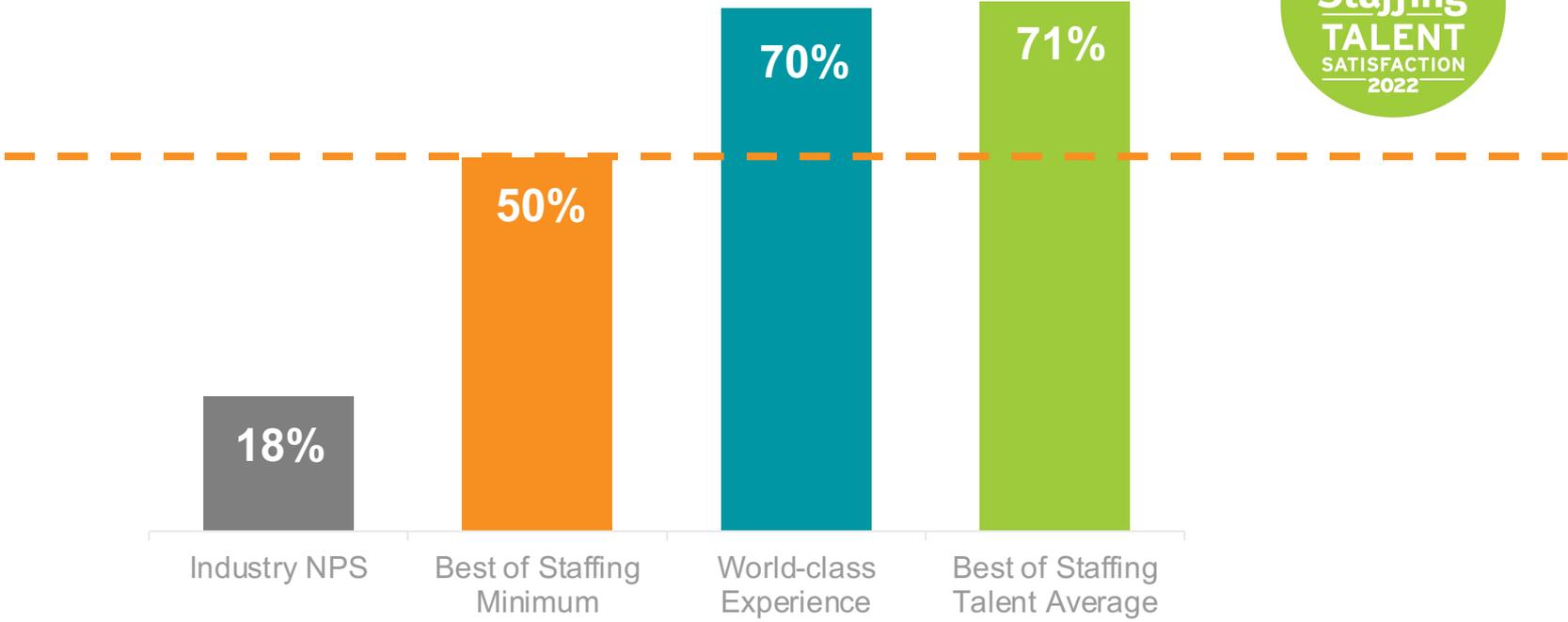
# Best of Staffing—Client winners versus the industry



# Industry Benchmarks for Talent NPS (Talent Satisfaction)



# Best of Staffing—Talent winners versus the industry



SOURCE: ClearlyRated 2020, 2021

# Best of Staffing—Employee winners versus the industry



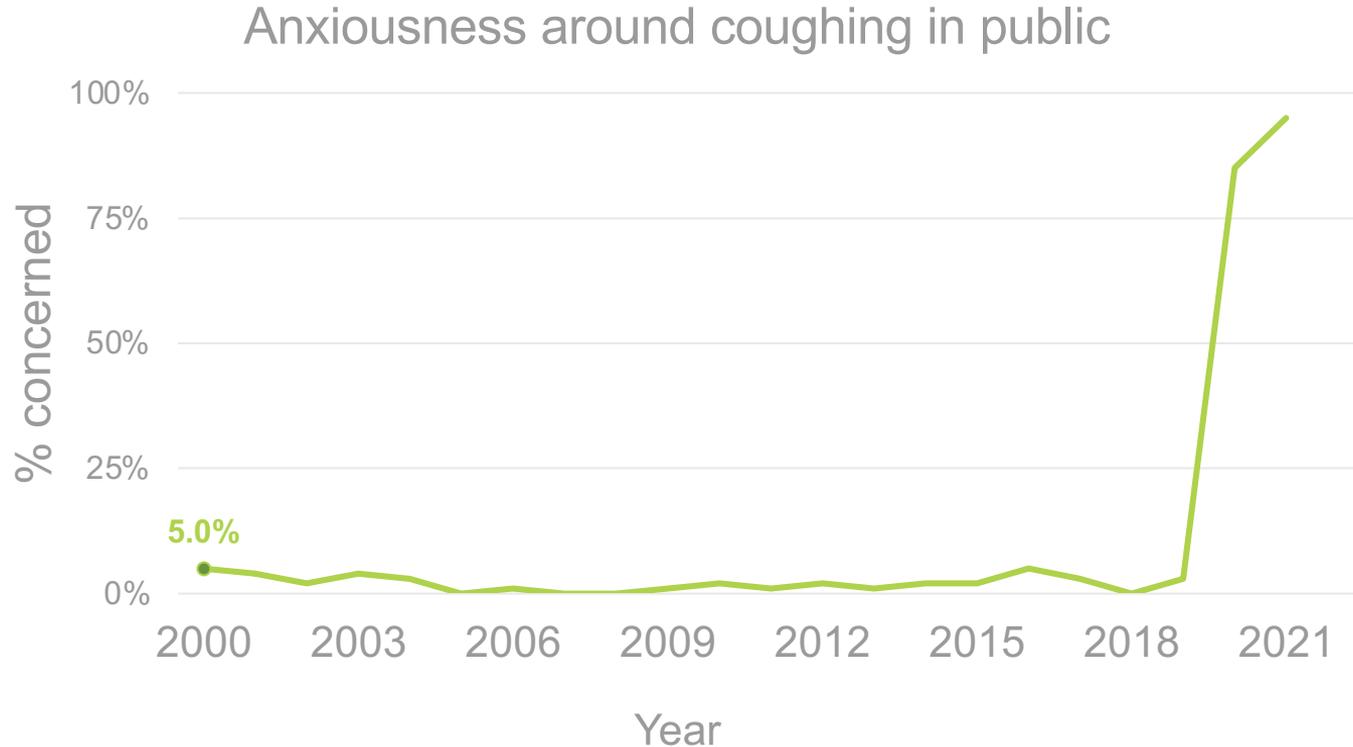
## Where are the employees?

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Not enough candidates means  
there will be winners and losers

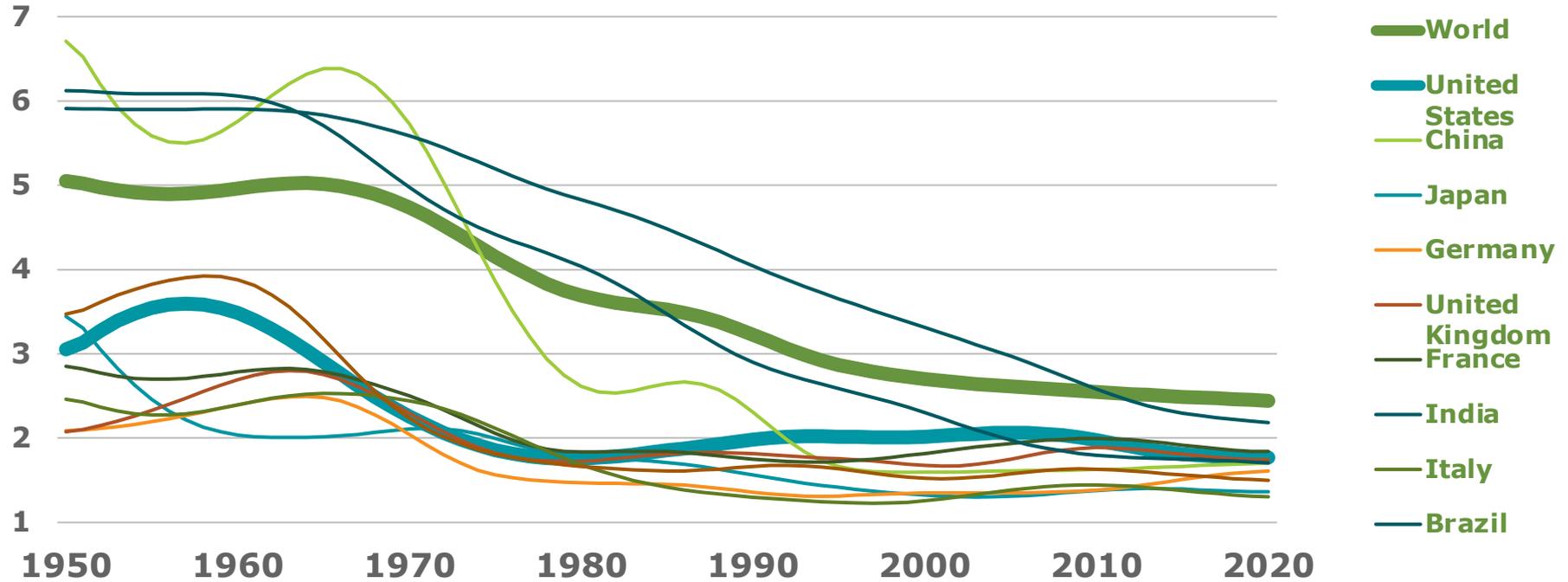


# Understanding Research Charts: The Line Chart



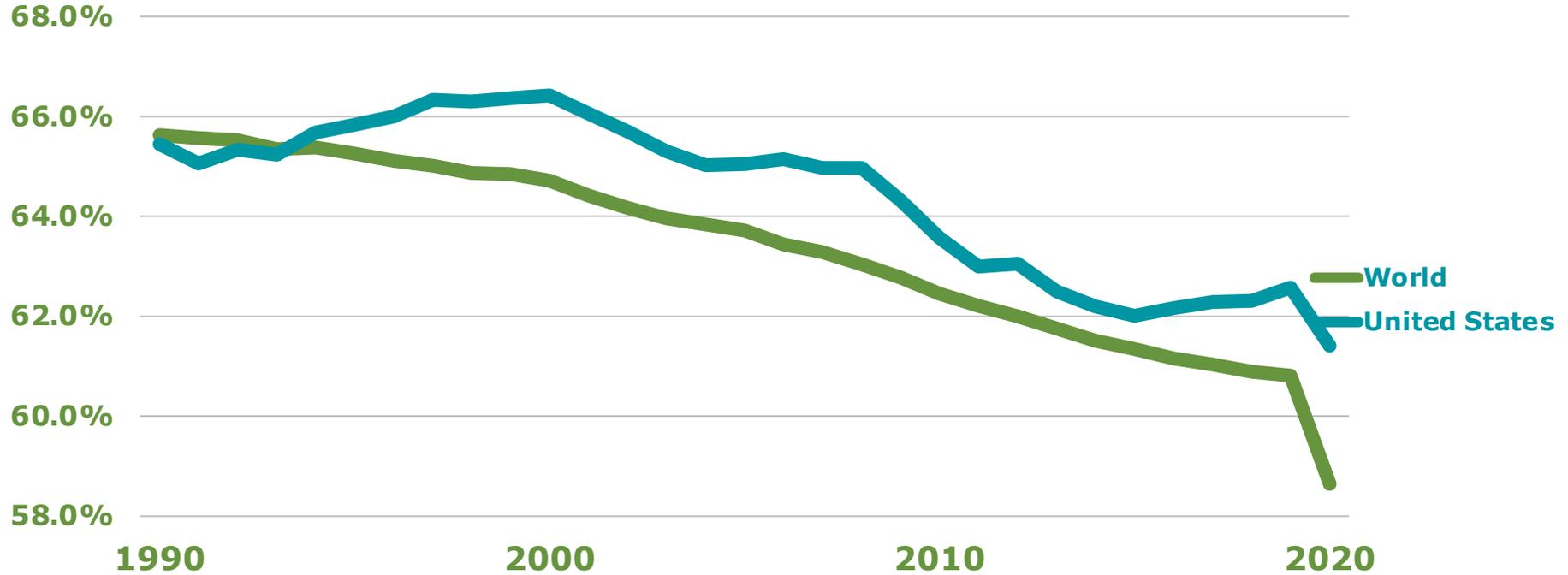
# World and U.S. fertility rate declines will impact staffing

Fertility Rate Falls Below Replacement in  
90% of Top 10 Global Economies



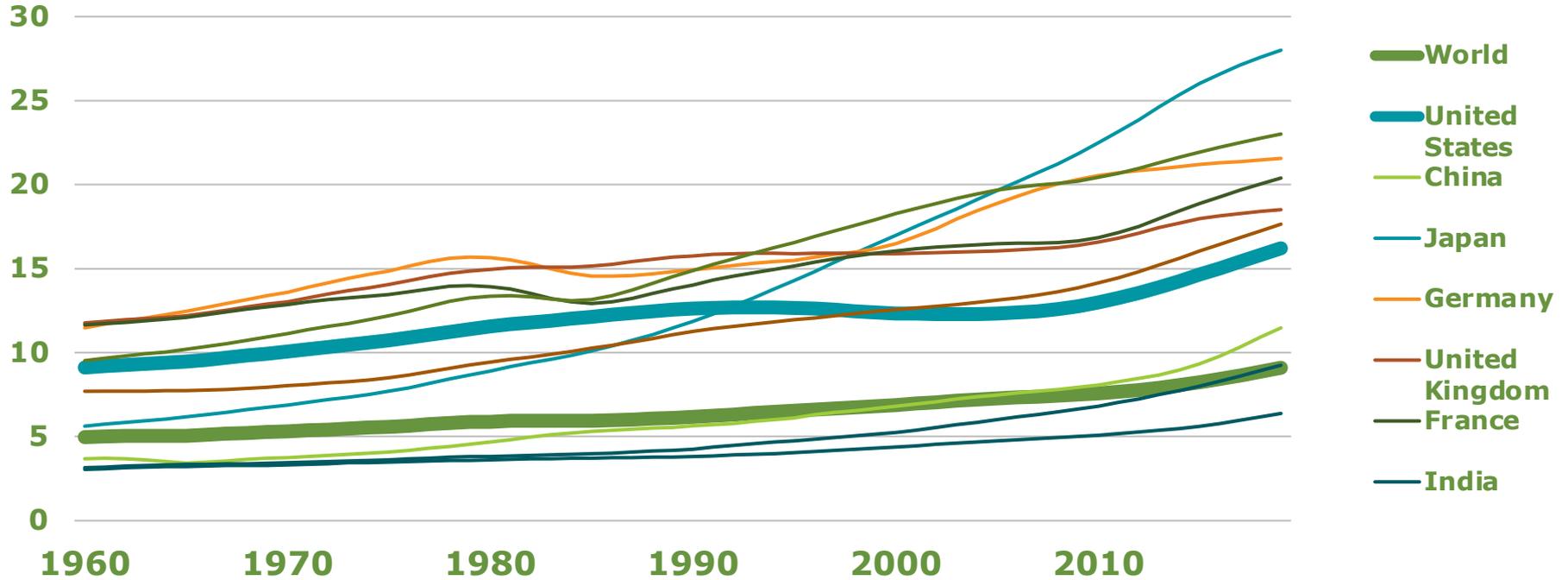
# And many eligible workers are opting out of the workforce

## Labor Participation Rates Are Falling Across the Globe



# While world populations are living longer

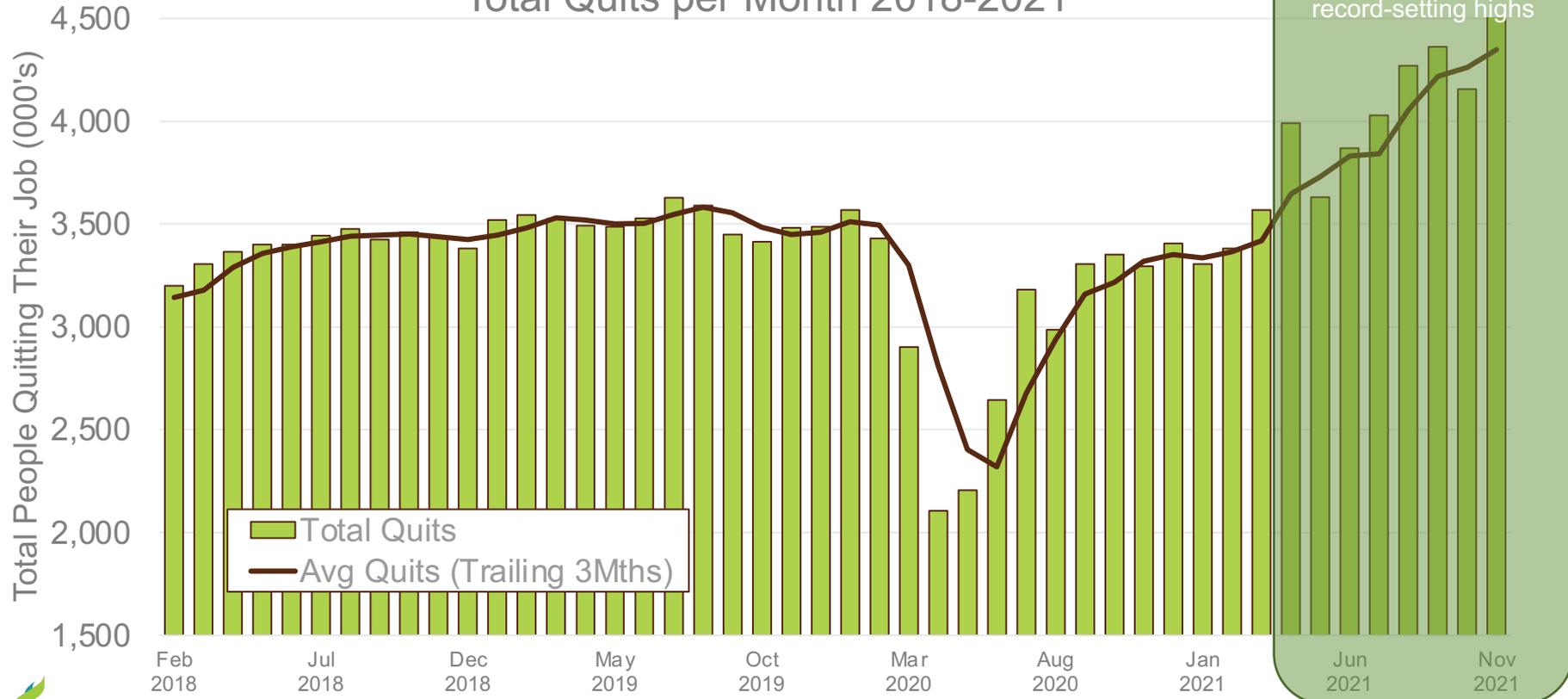
## Percentage of Population 65+ Years of Age



SOURCE: <http://www.ourworldindata.org/pop65>

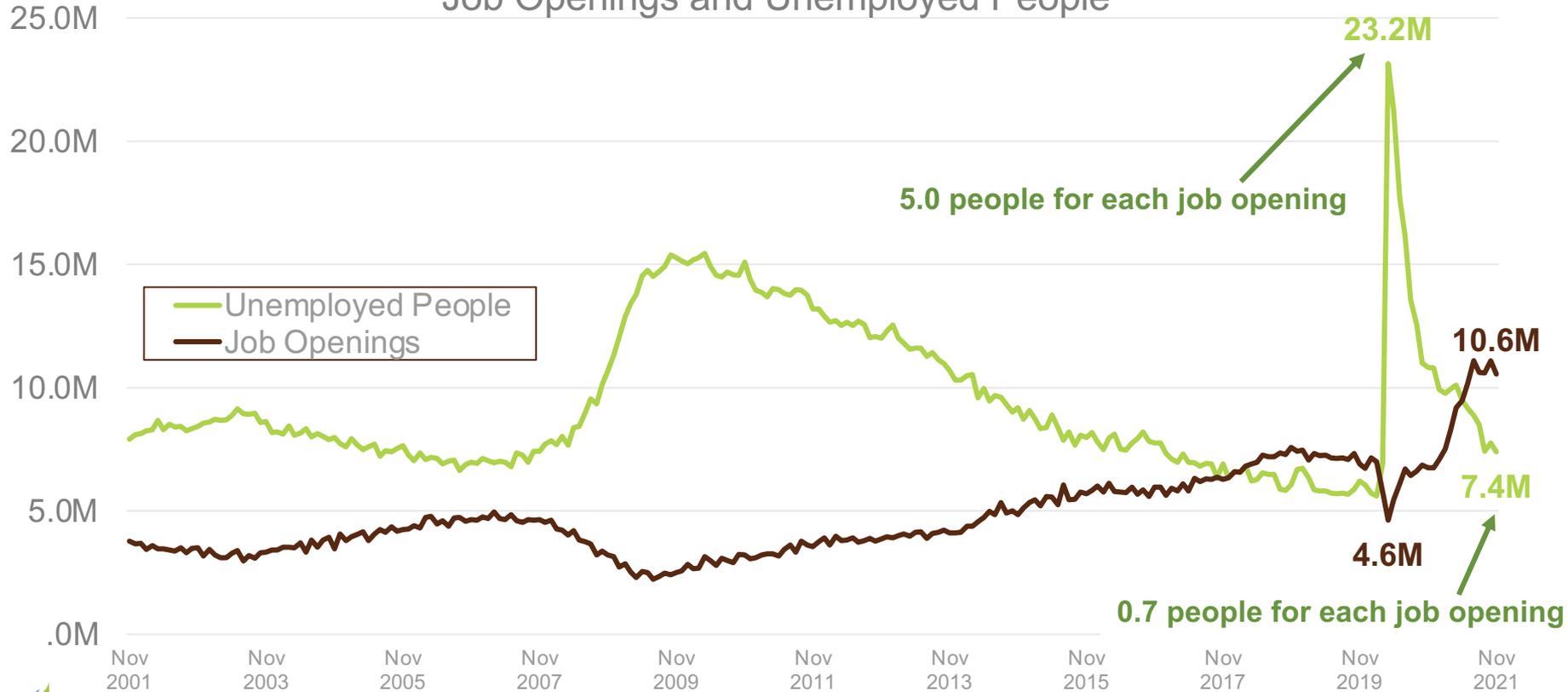
# The 'great resignation' continues at a blistering pace

Total Quits per Month 2018-2021

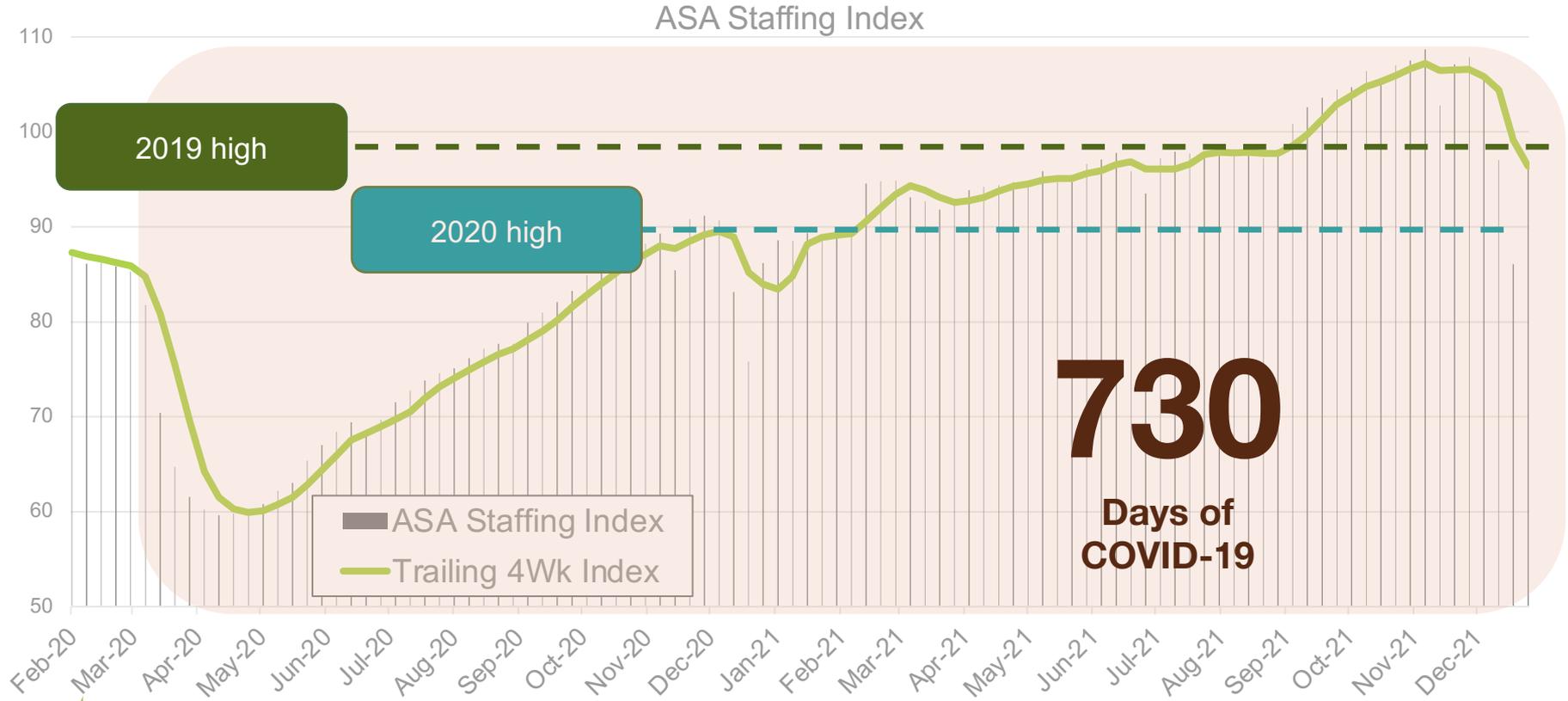


# People are quitting at an unprecedented rate

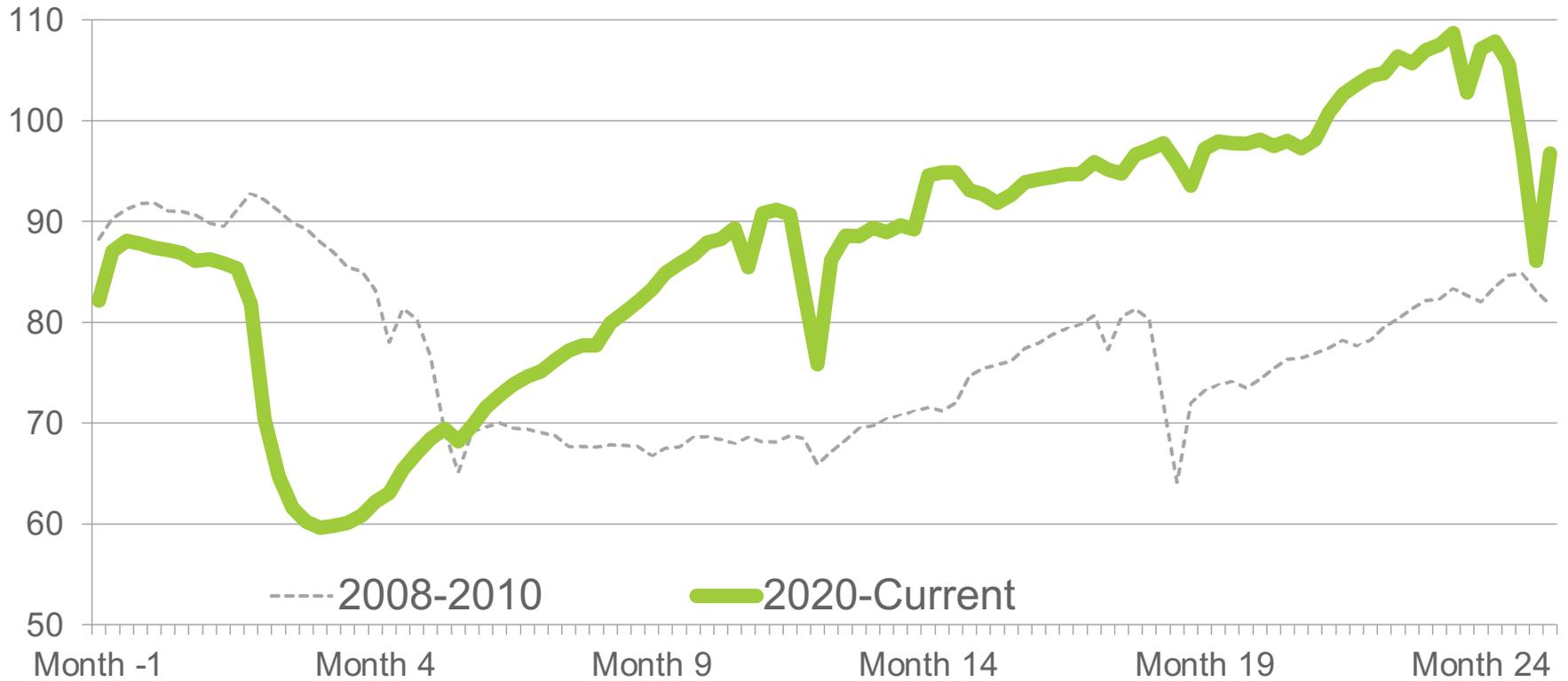
Job Openings and Unemployed People



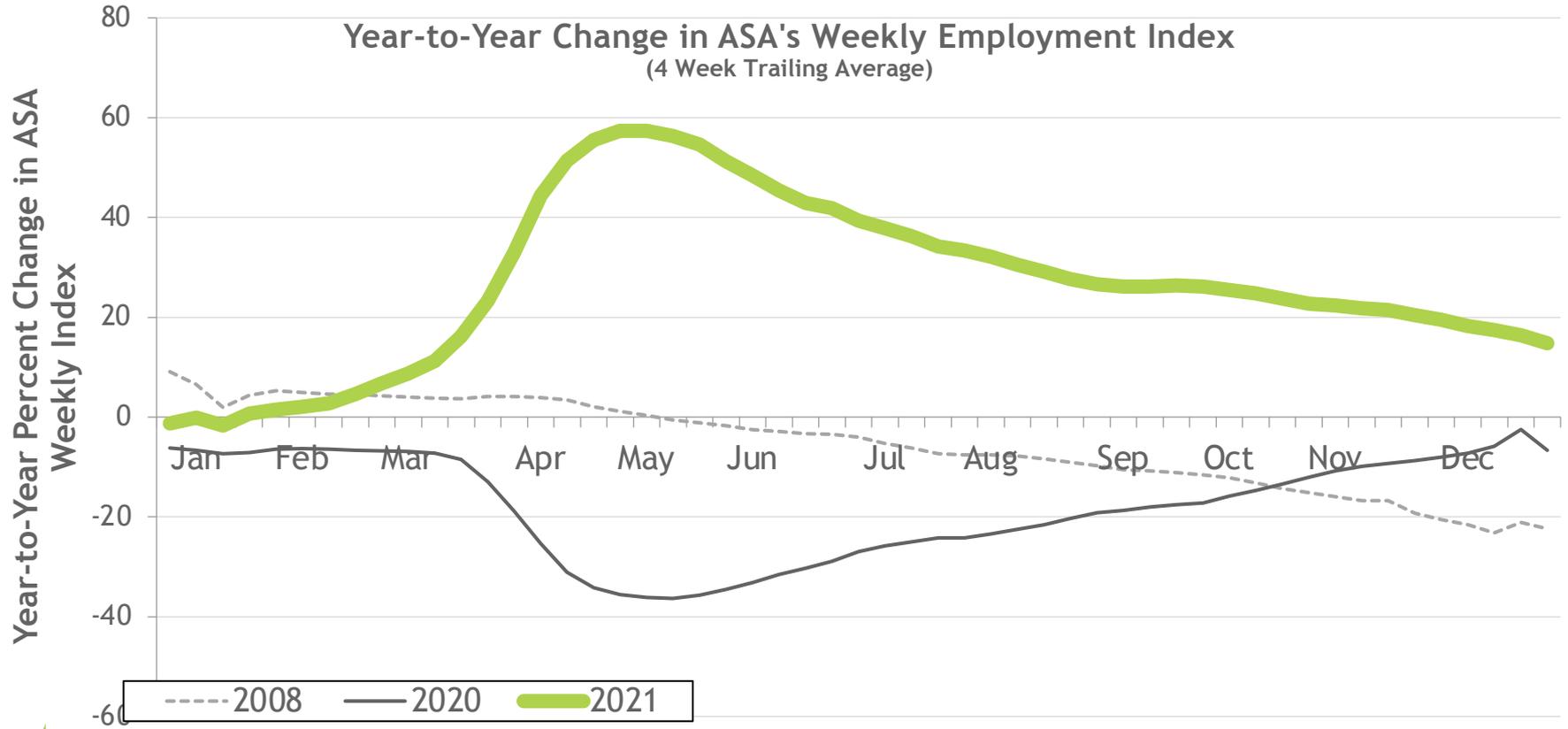
# ASA Weekly Index Recovered Back to 2020 High



# Recovery Much Quicker Than 2008 Recession



# Current Trends Look to a Favorable 2022 for Staffing



# 2022 Staffing Employee Turnover Report

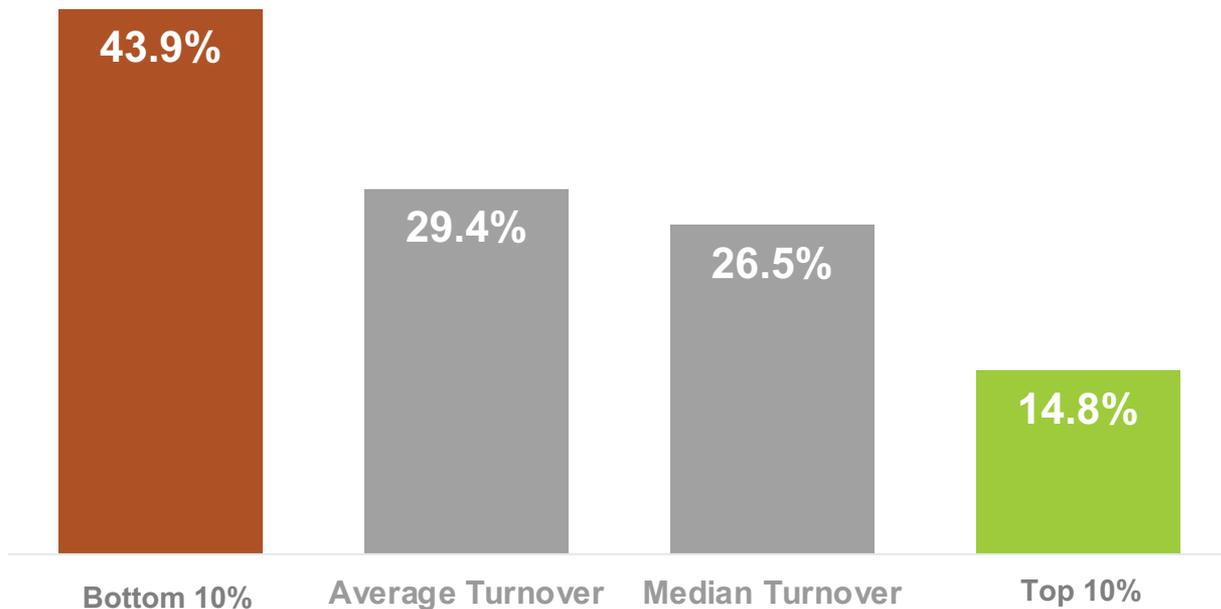


- **NEW** data on internal employee retention and turnover rates
- The ClearlyRated analytics team compared employee survey data from nearly 3,000 staffing firm employees
- Responses were collected from internal staff across 28 firms between March 2020 and December 2021
- Turnover events are correlated with employee satisfaction and perception data

# Internal Employee Turnover Benchmarks

The median turnover rate of internal staffing firm employees is 26.5%

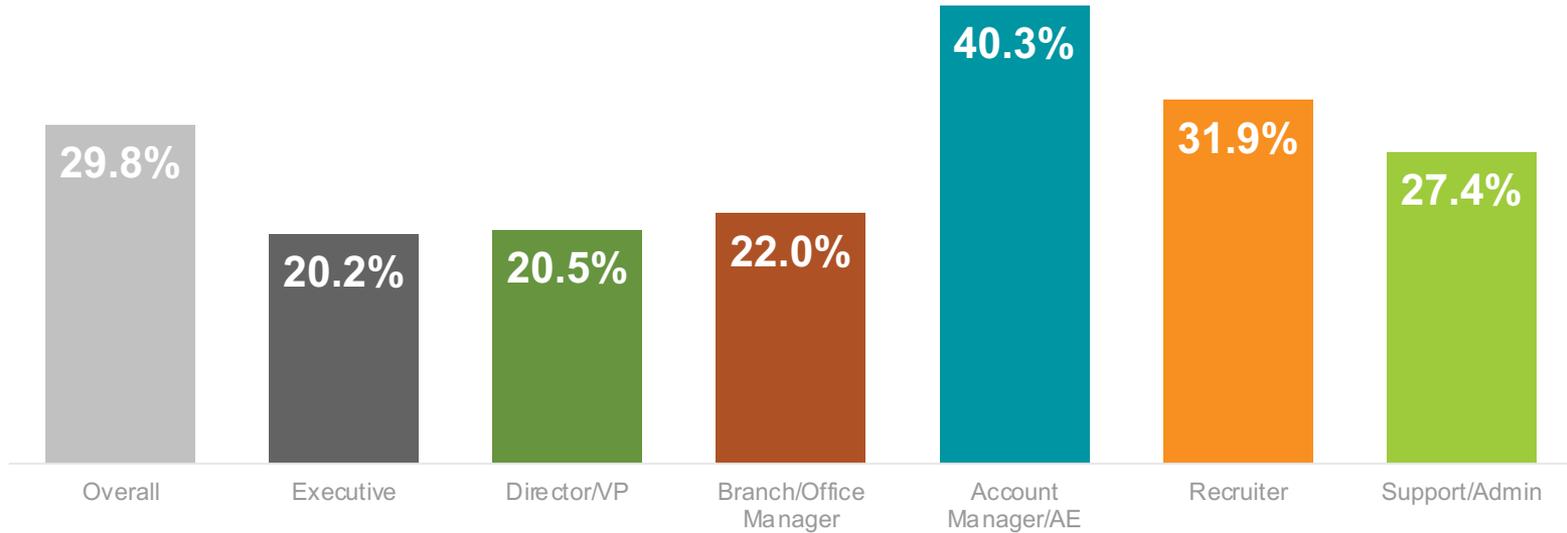
Company-Level Turnover at Staffing Firms



# Internal employee turnover benchmarks

40% of Account Managers and nearly 1 in 3 Recruiters left their firm between 2020 and 2021

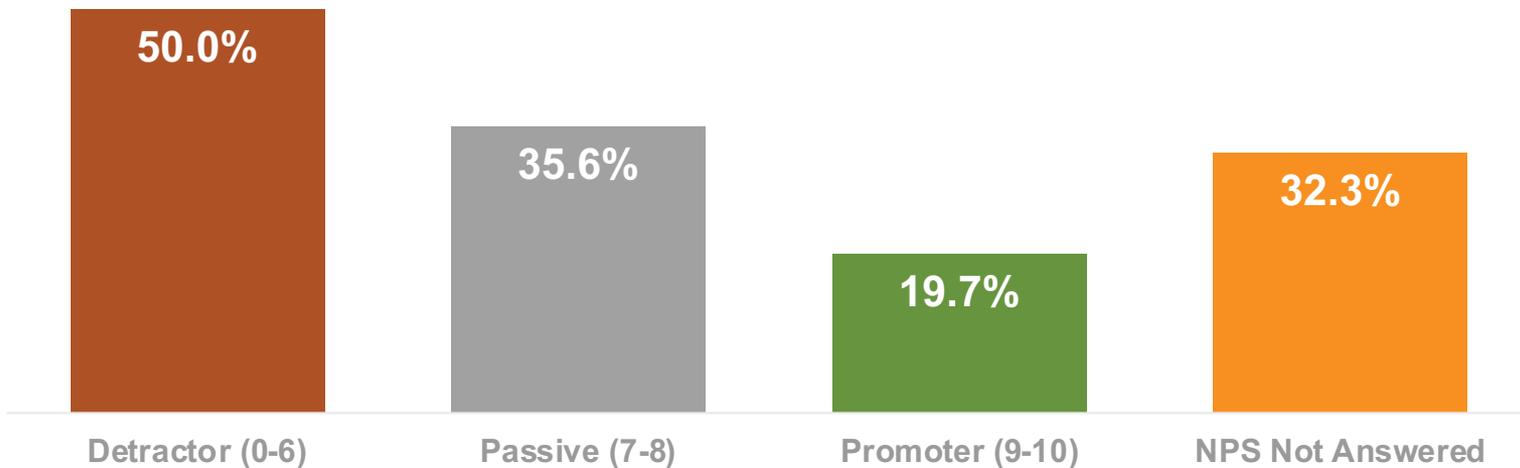
Total Turnover by Job Title



## eNPS® is a leading indicator of churn

50% of Detractors left their firm – roughly 2.5x the churn from Promoters, 1.4x the churn from Passives

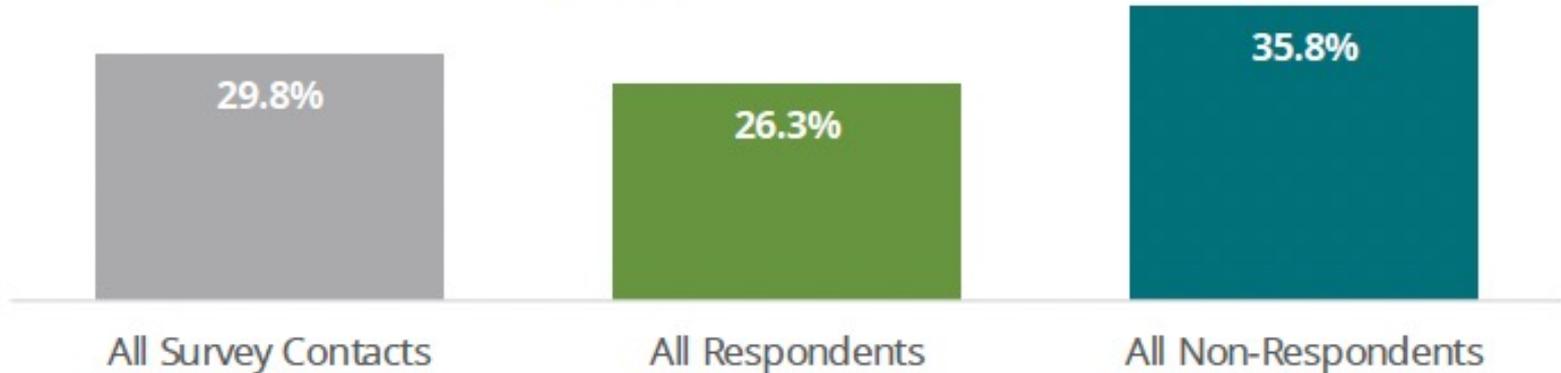
Turnover by eNPS Response in Initial Survey



## Response rate highly correlated with turnover

Individuals who do not respond to an employee survey are 36% more likely to turnover

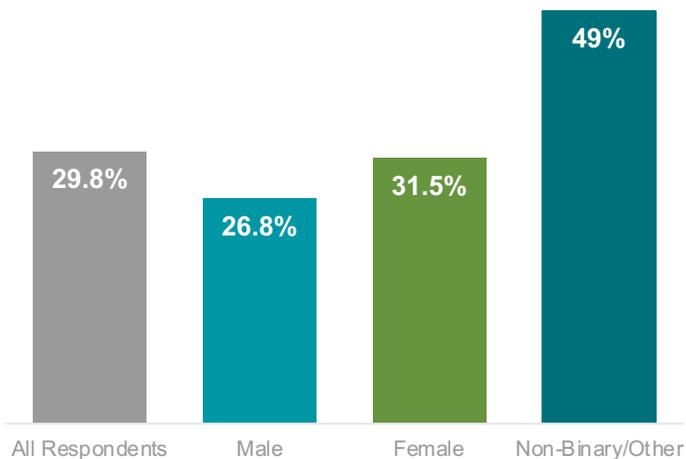
Turnover by Response Status to Initial Survey



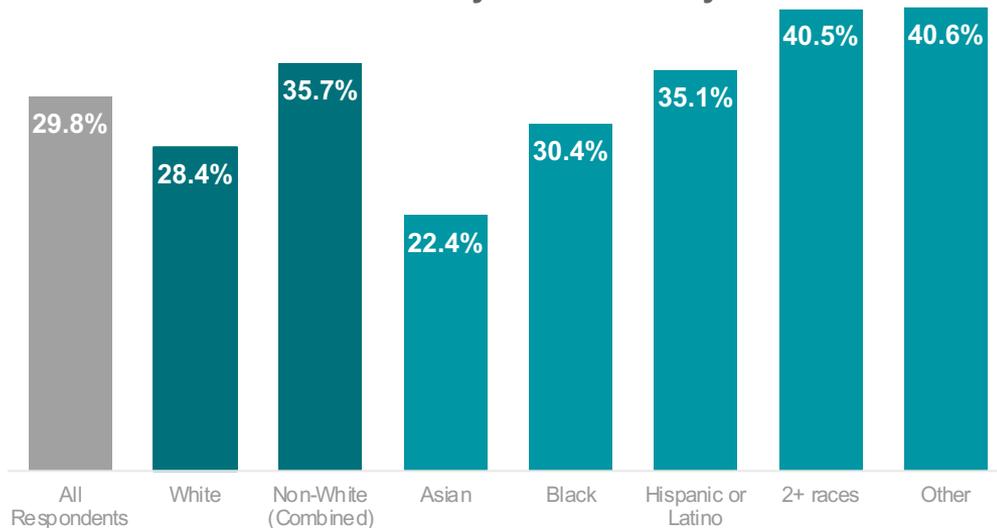
# Race and gender impact likelihood of turnover

Firms are more likely to lose non-white employees; women and non-binary employees are more likely to churn than men

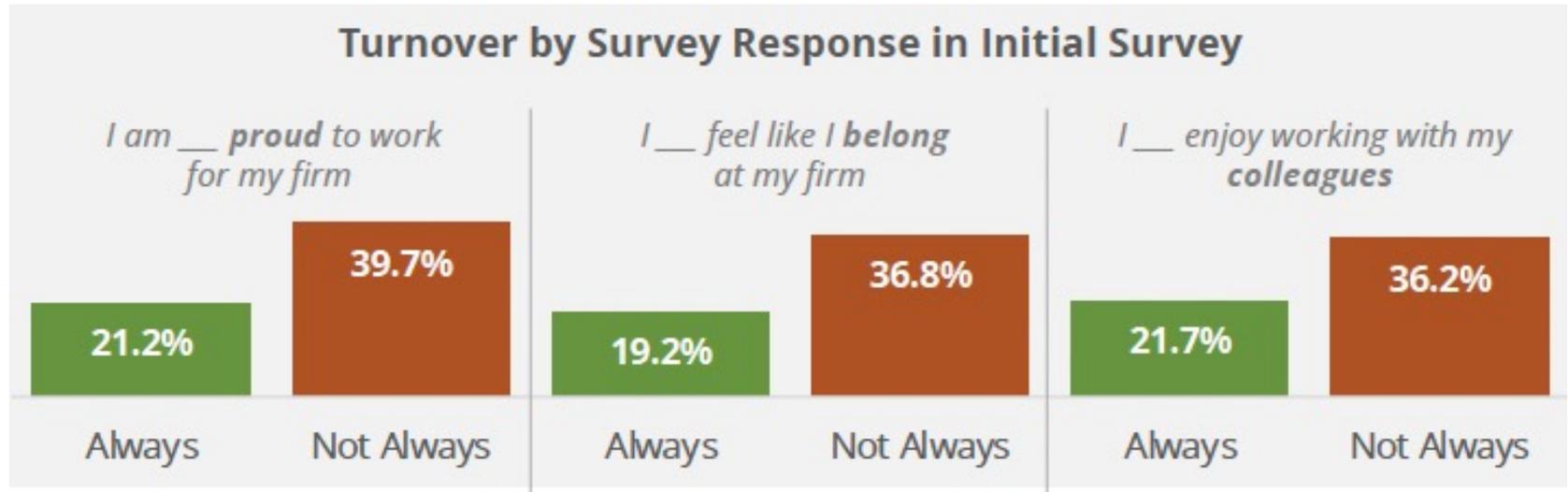
Total Turnover by Gender



Turnover by Race/Ethnicity



# Employee pride in their firm and sense of belonging have a significant impact on turnover



## 5 Keys to Improving Turnover Rate



## #1: Flexibility



## #2: Purpose



### #3: Professional Development



## #4: Career Pathing



## #5: Oh, and MONEY



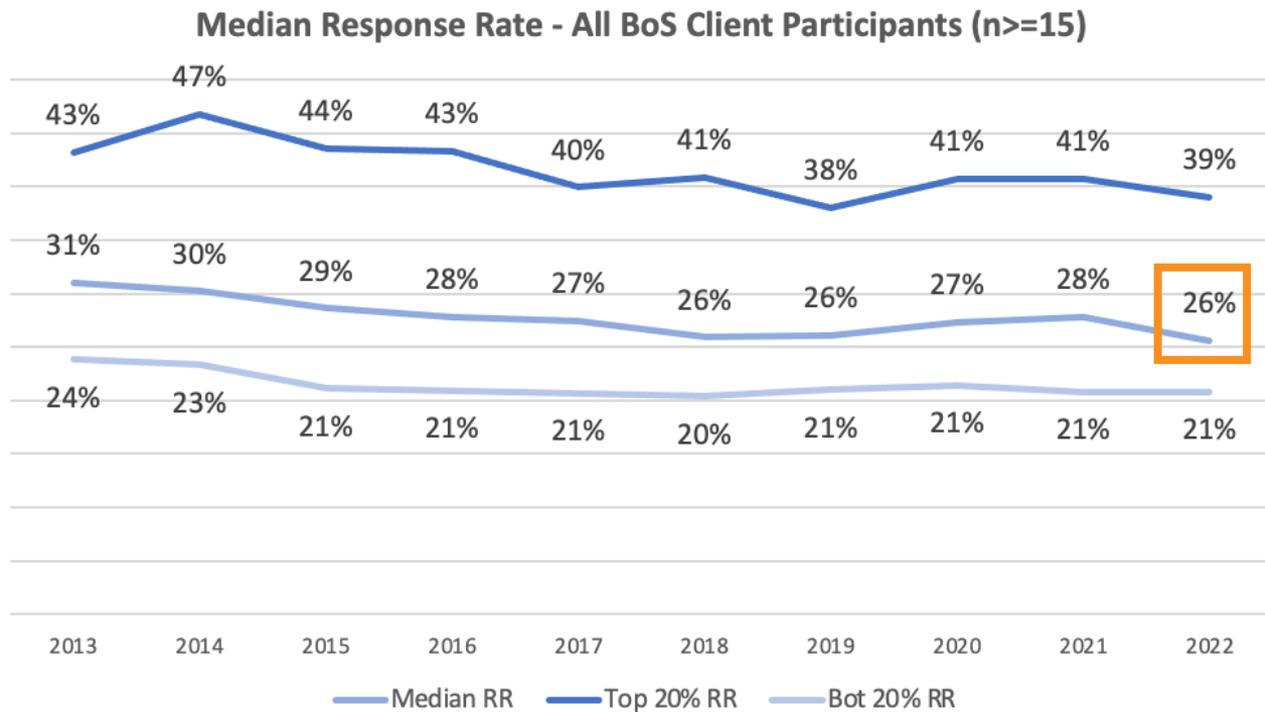
# Survey Response Rate Study

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## The Data

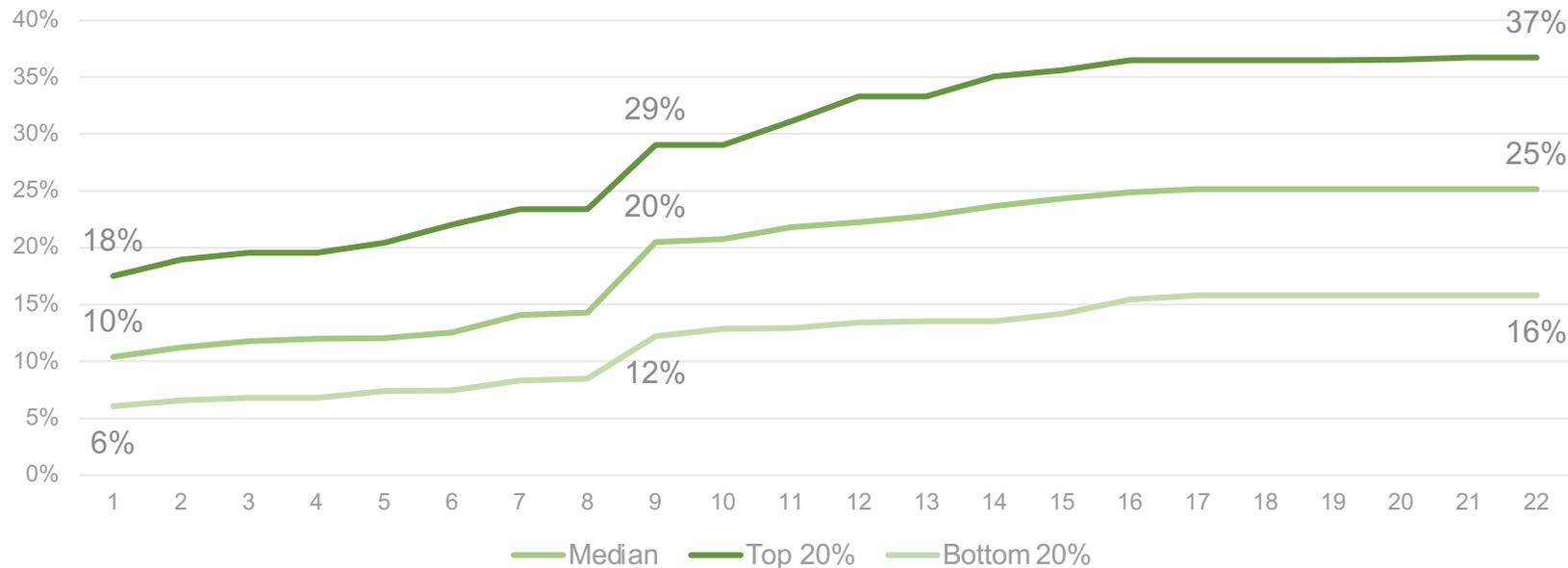
- **NEW** data analysis of client survey response rates from 102 Best of Staffing brands
- Surveys were fielded between January and August 2021
- The ClearlyRated analytics team set out to answer frequent client questions about response rate:
  - ✓ What is an acceptable survey response rate?
  - ✓ Is 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 26%

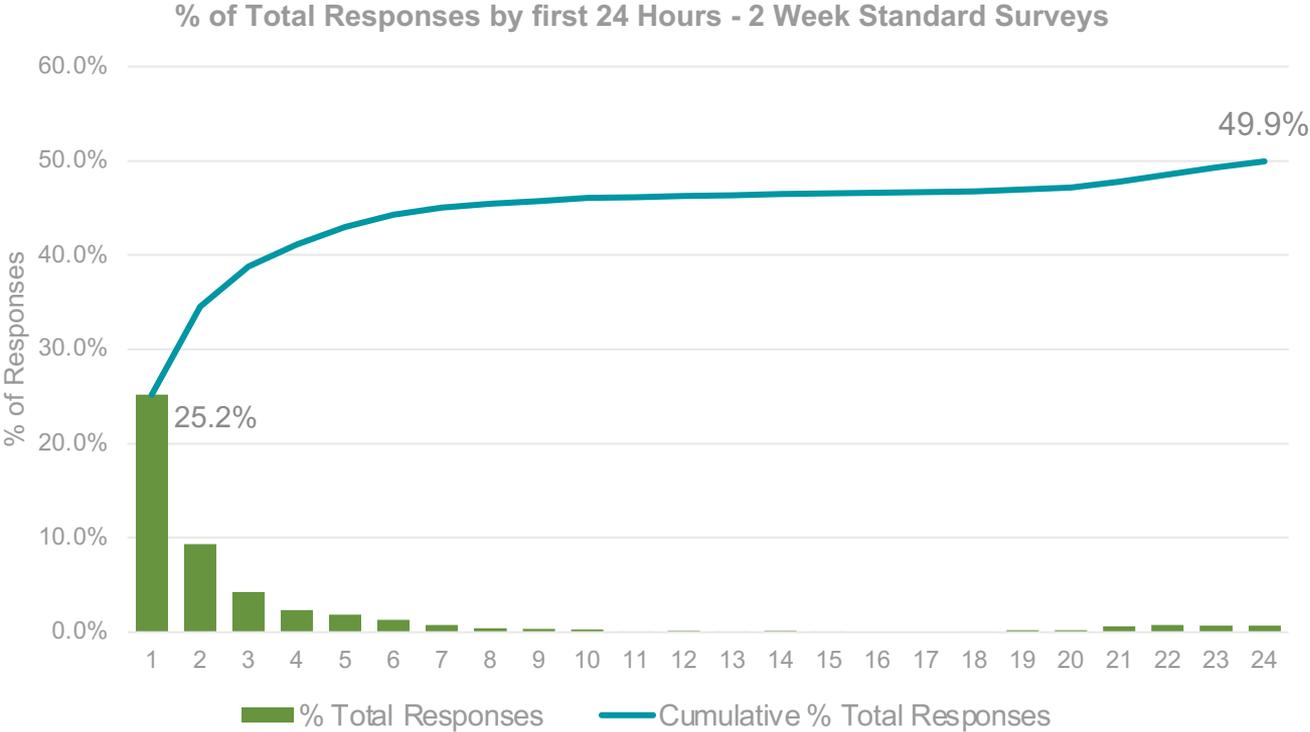


# Day 1 response rate is a predictor of overall response rate

Cumulative RR by Day (final n>=15)

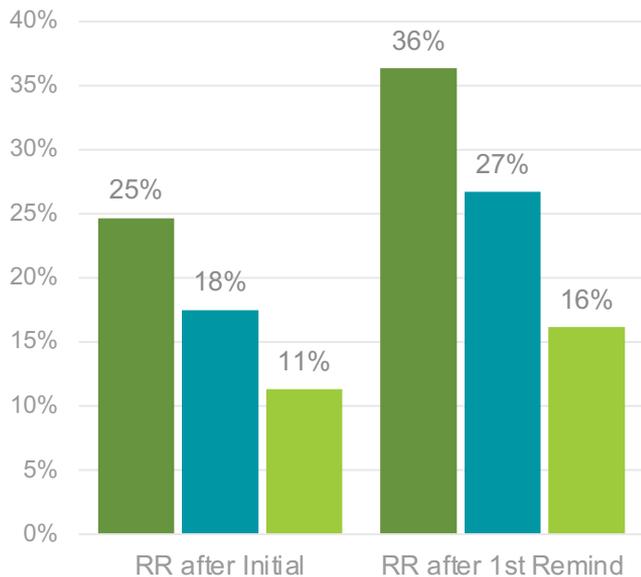


# For standard surveys, Hour 1 gathers 25% of all responses



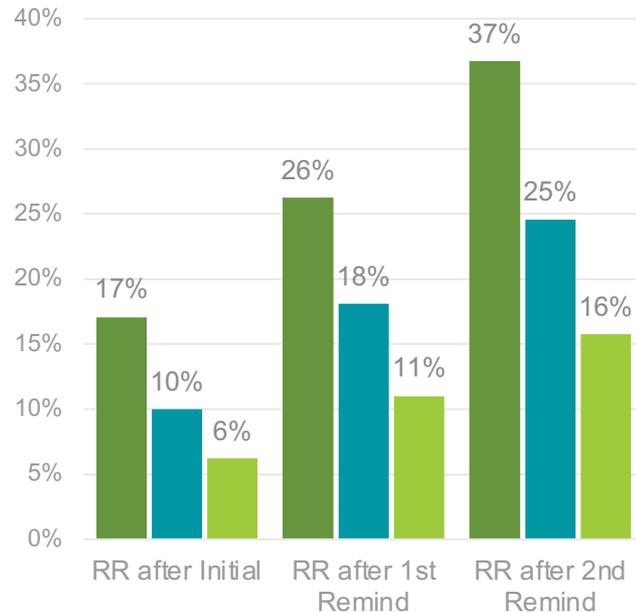
# Survey reminders are critical to increasing response rate

## Impact of 1 Reminder



■ top 20% ■ median RR ■ bottom 20%

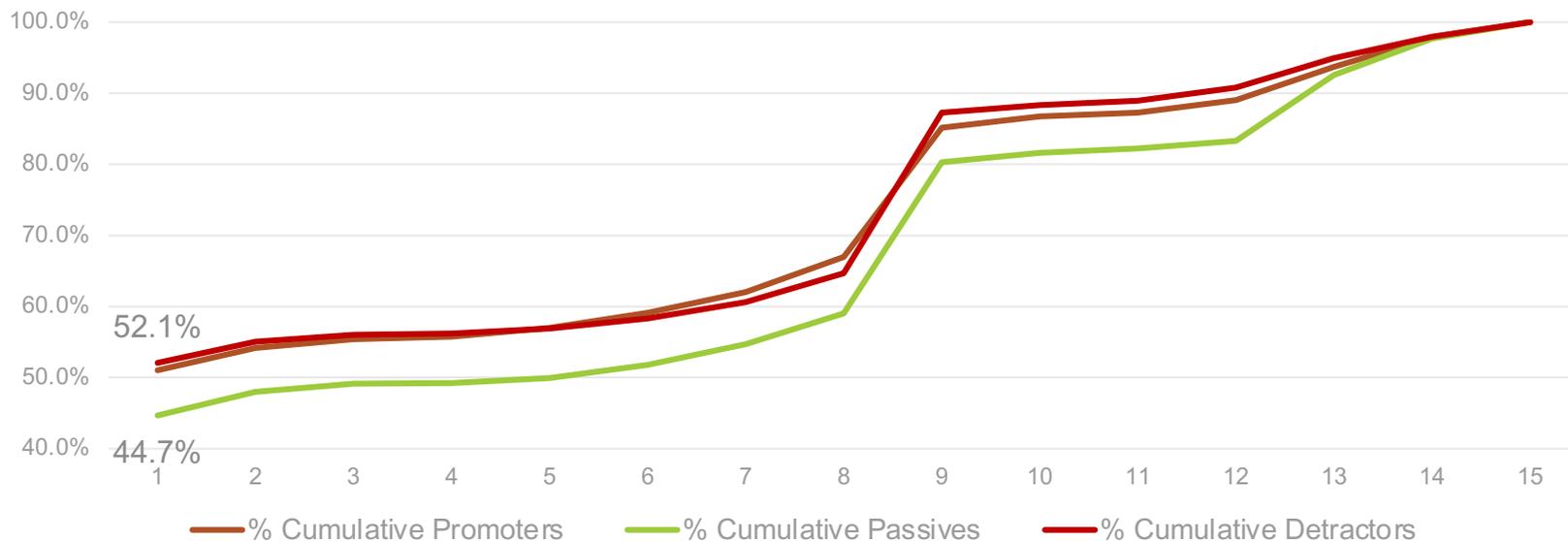
## Impact of 2 Reminders



■ top 20% ■ median RR ■ bottom 20%

# Passives are most likely to procrastinate their response

Cumulative % of Total Promoters/Passives/Detractors by Day of Field - 2 Week Standard Surveys



## 5 Keys to Improving Survey Response Rate



**#1: Master the science of  
survey design**



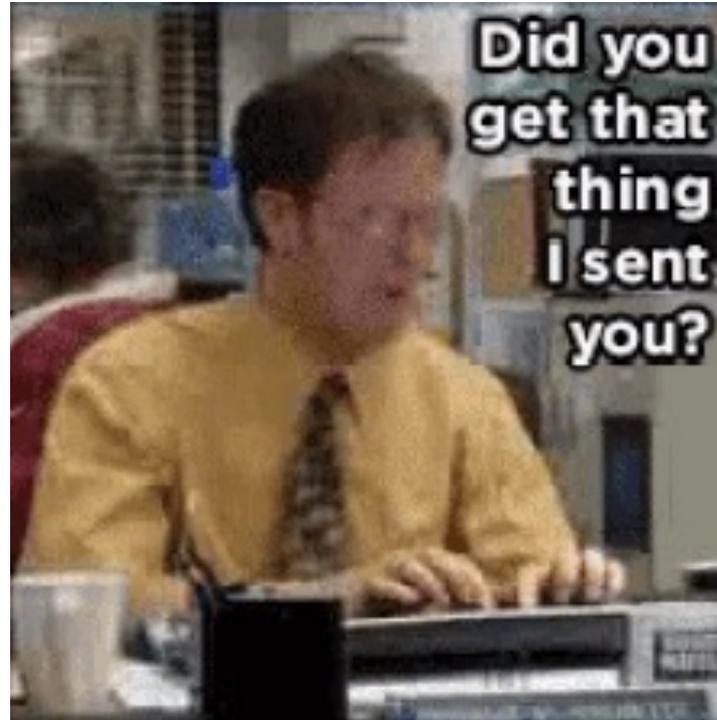
**#2: Keep the  
questionnaire succinct**



### #3 – Communicate before, during and after



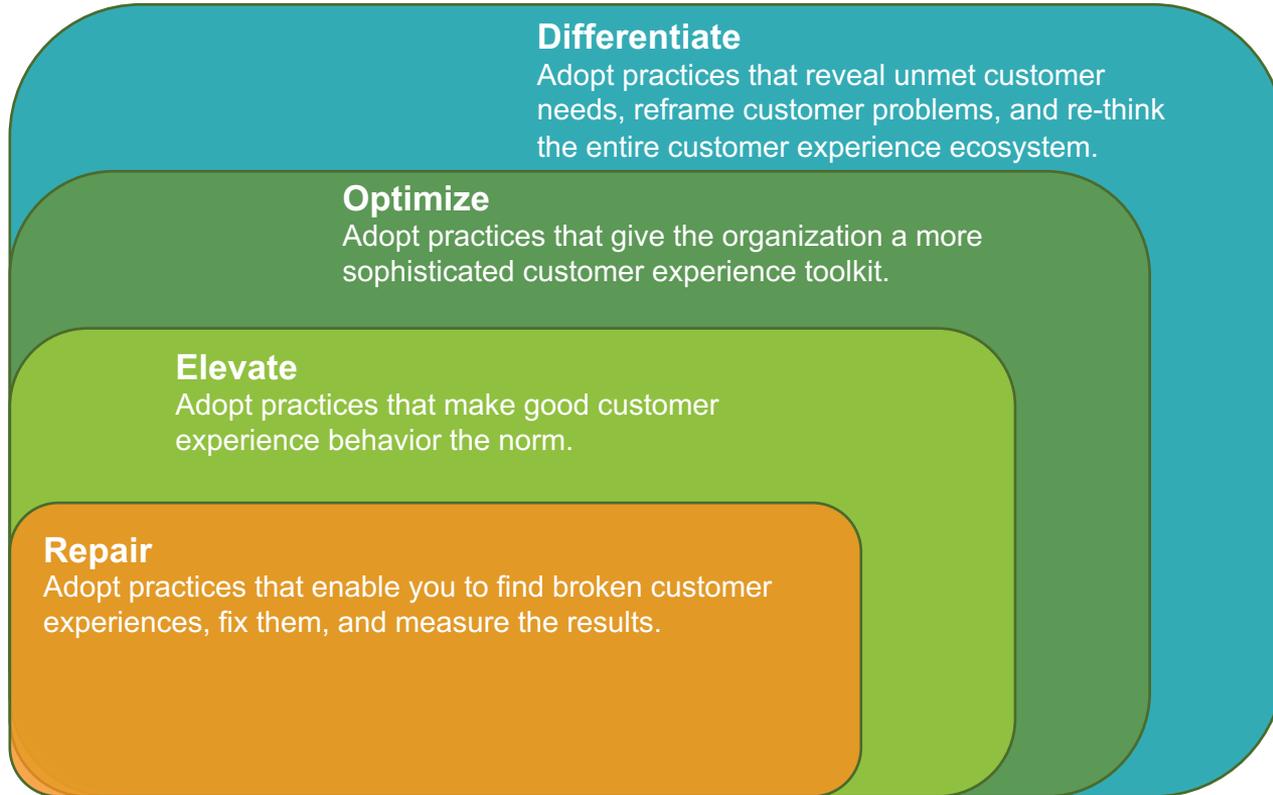
**#4: Ensure clients receive  
your survey invitations**



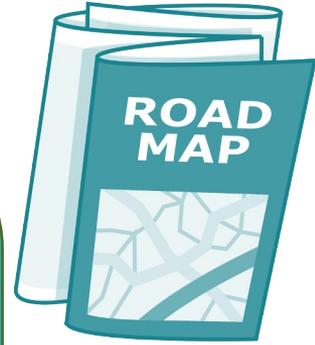
## #5: Make it personal



# CX Maturity Model



# 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.



## Characteristics of an Advanced NPS Program

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.

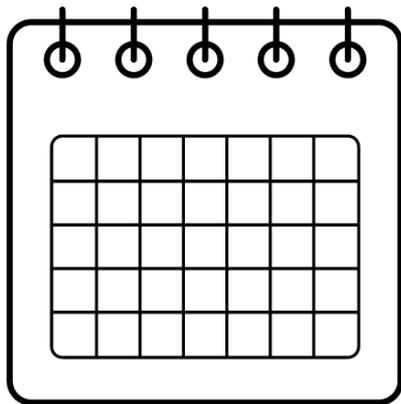
## Advanced NPS programs have processes in place to act on feedback:

- **Detractors** trigger recovery and follow up.
- **Promoters** trigger outreach and inquiry about further business and referral opportunities.
- **Passives** trigger outreach about what could be done better.

### In addition to action taken at the respondent-level, Best of Staffing firms:

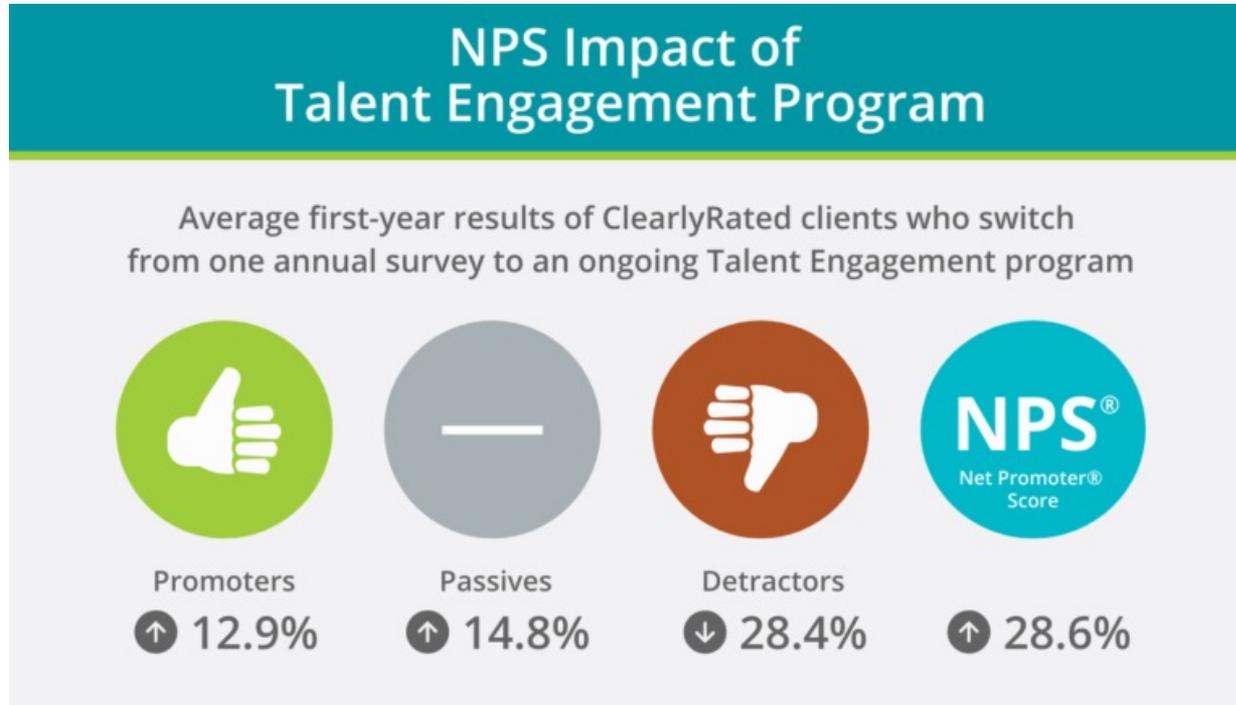
- Use **NPS drivers** to diagnose behaviors and process issues that may be contributing to a low score.
- Analyze and report on data so that it can be integrated into firm-wide processes.
- Align the frequency of surveys to the client and talent journey.

# How often should your firm survey clients, placed talent, and employees?



- At least annually, more than annually is better.
- The ideal survey cadence invites feedback at **critical moments in the relationship**.
- For example, a Talent Engagement survey program surveys placed talent at:
  - **Onboarding**—one week after the start date of an assignment
  - **Mid-assignment**—usually 30-60 days into an assignment
  - **End-of-assignment**—one week after the completion of assignment

# A more regular survey cadence can drive higher satisfaction

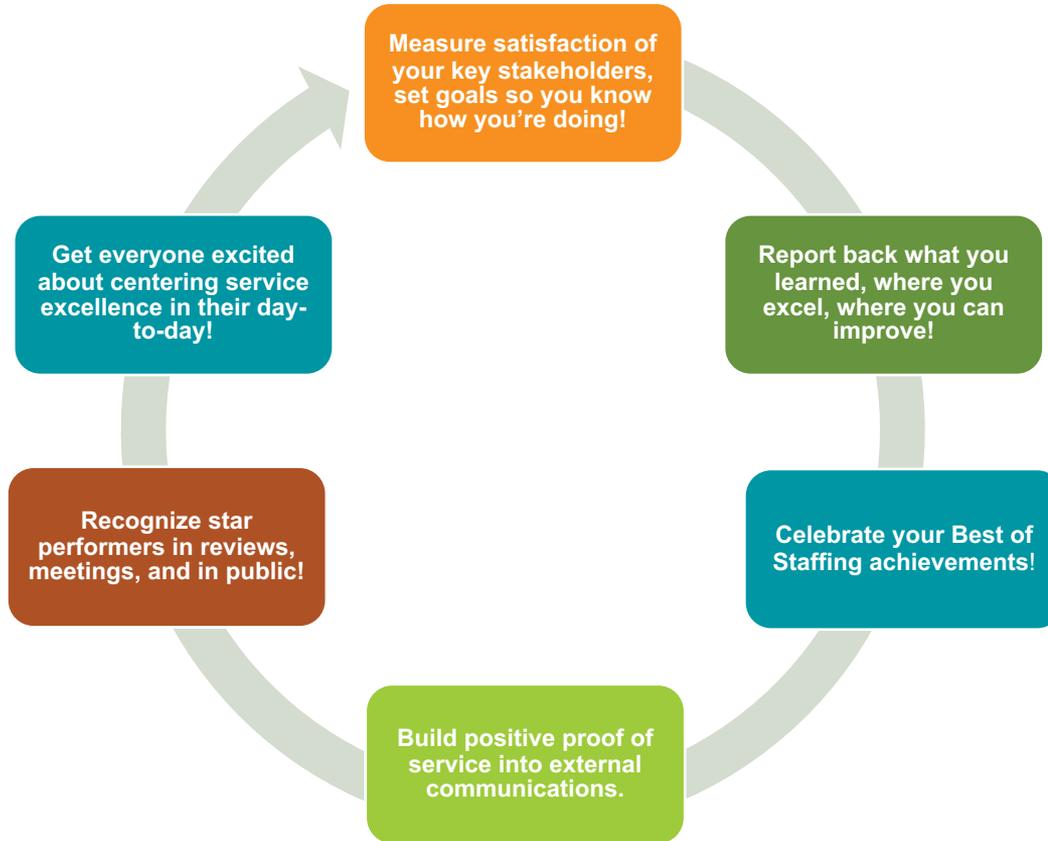


# The future of CX is responsive, always on, and transparent



	Ask	Analyze	Act	Appreciate internal employees	Amplify service wins	Enhance online reputation	Acquire new business
Most Cx	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reimagined Cx	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
				<ul style="list-style-type: none"> <li>✓ Scores by recruiter and account manager</li> <li>✓ Shout-out recognition</li> <li>✓ Testimonials</li> </ul>	<ul style="list-style-type: none"> <li>✓ Client + Talent testimonials</li> <li>✓ Identify referral prospects</li> <li>✓ Enhanced online ratings</li> </ul>	<ul style="list-style-type: none"> <li>✓ Ratings + testimonials at ClearlyRated.com</li> <li>✓ 1<sup>st</sup> page Google brand search 77% of time</li> <li>✓ Improvement to existing ratings</li> </ul>	<ul style="list-style-type: none"> <li>✓ Strong ratings online</li> <li>✓ Sales enablement</li> <li>✓ Social proof</li> </ul>

# Create a “virtuous cycle of goodness”



# Questions?



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