

State of the Staffing Professional

Beliefs, concerns and satisfaction
in the field of staffing



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About ClearlyRated

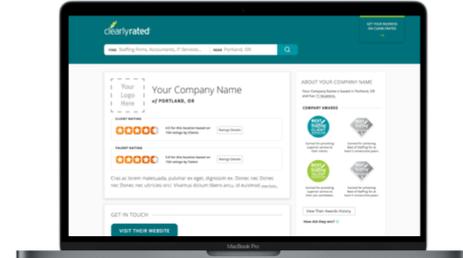
Simple, actionable client & talent surveys



Credible 3rd Party Award

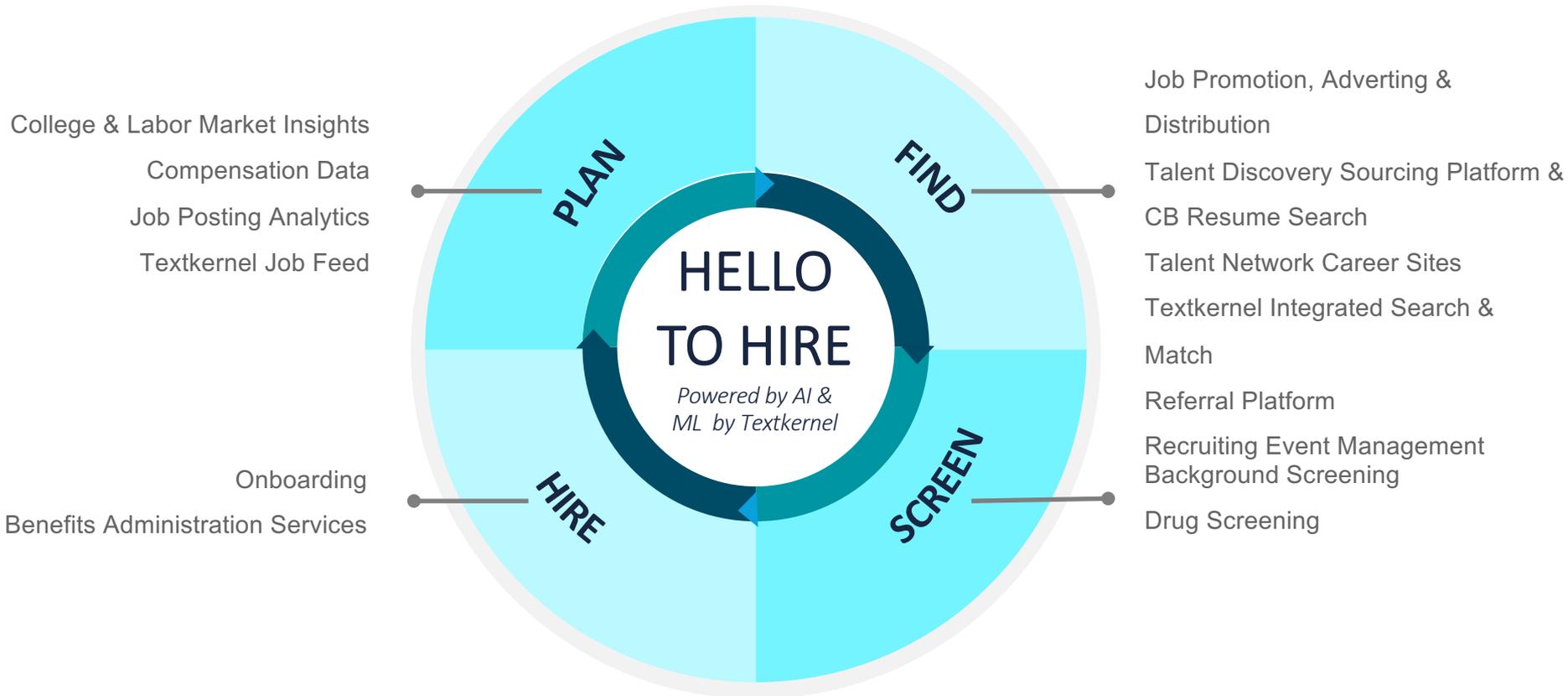


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Partnering With Staffing To Create Competitive Advantage



About the research

Background: The State of the Staffing Professional study is a research project presented by ClearlyRated, CareerBuilder and the American Staffing Association

Objective: Research identifies key trends and performance benchmarks for the staffing industry

- What are staffing professionals currently most worried about?
- How do staffing firm employees spend their time?
- How do staffing firms attract and retain top talent for their internal operations?

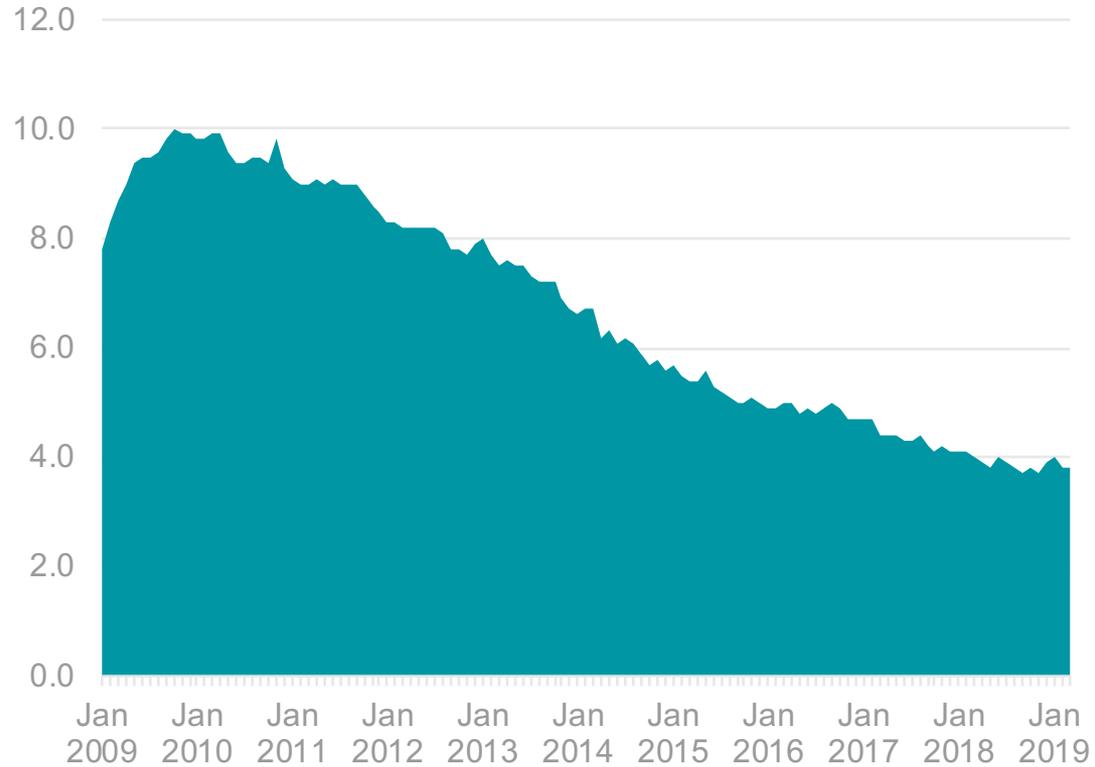
Cohort: The 2018 State of the Staffing Professional Report surveyed

- 681 internal staffing or recruiting firm employees completed the survey
- The survey was fielded between August 15 and August 27, 2018

Context

Tight labor market top of mind for staffing leaders

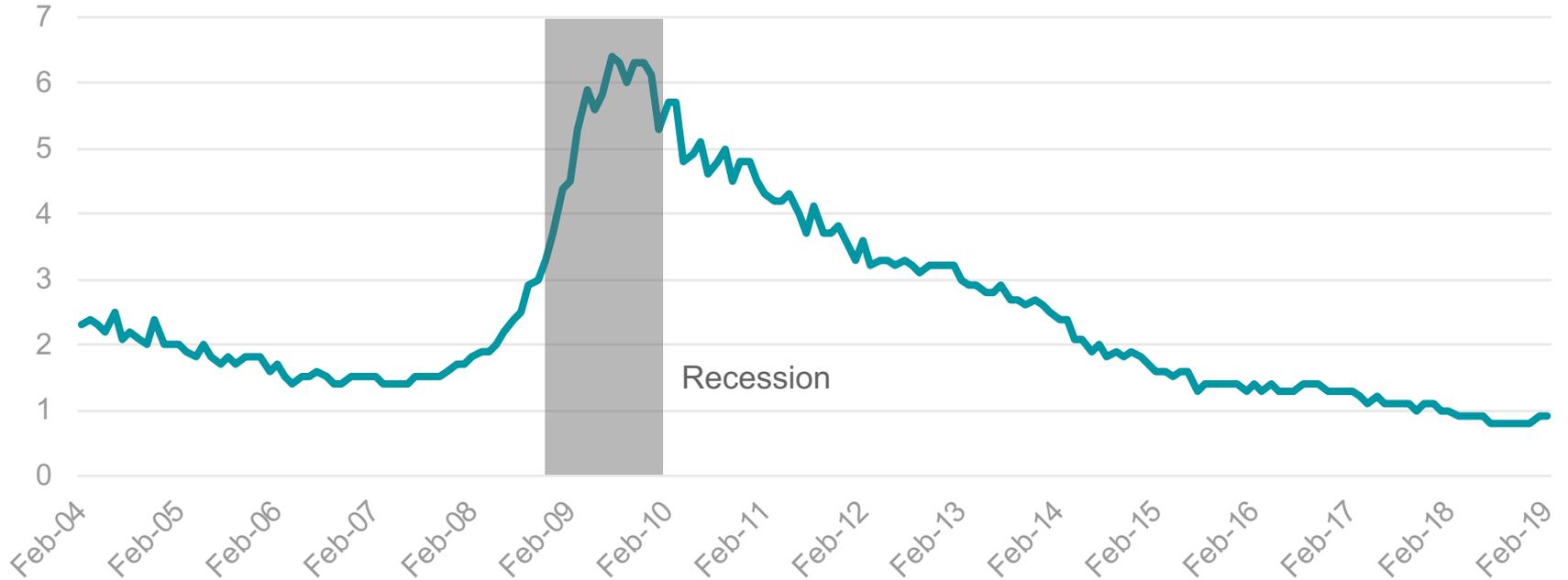
U.S. Unemployment Rate 2009-2019



SOURCE: Bureau of Labor & Statistics

There are literally not enough people to fill open jobs

Number of unemployed people per job opening

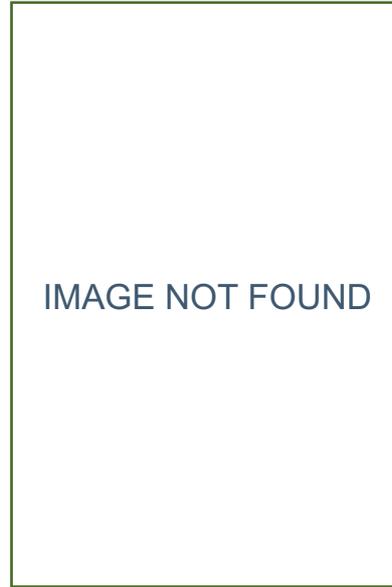


SOURCE: BLS Job Openings and Labor Turnover Survey

And a career in recruiting is not always top of mind for grads



Future Fireman



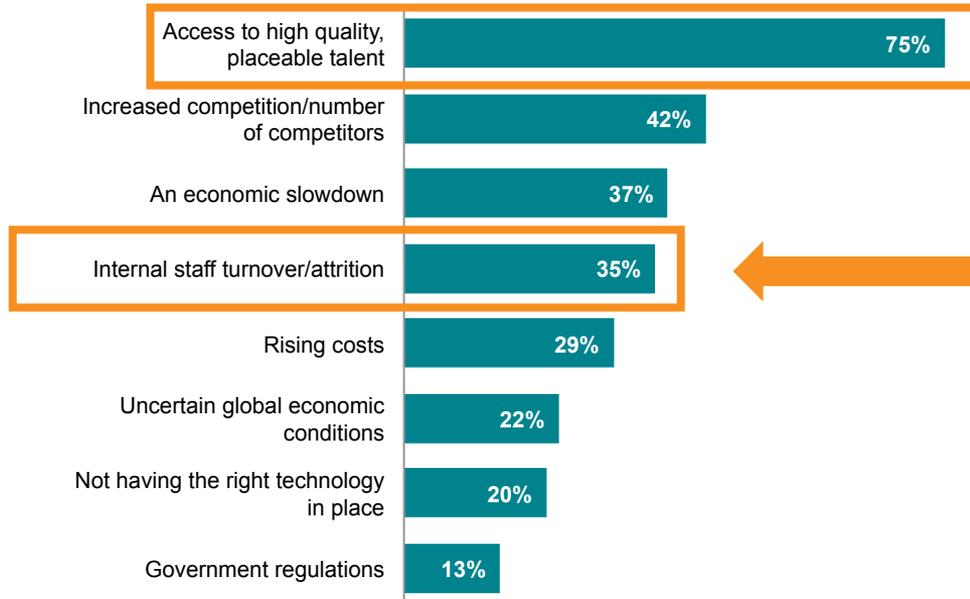
Future Recruiter



Future Doctor

Placing talent and retaining internal staff amongst top threats

Leaders - Biggest threats facing staffing firms



More than 1 in 3 staffing firm leaders list internal staff turnover and attrition as a top threat

SOURCE: ClearlyRated, CareerBuilder, ASA - 2018

Employee Satisfaction Trends

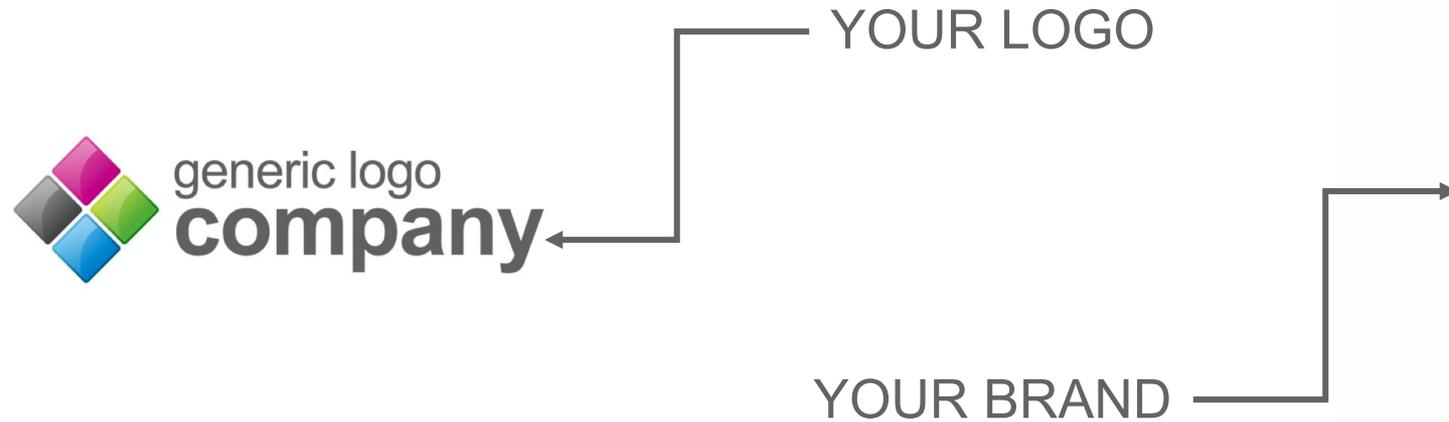
Attrition in sales & recruiting is significant for most firms



29%

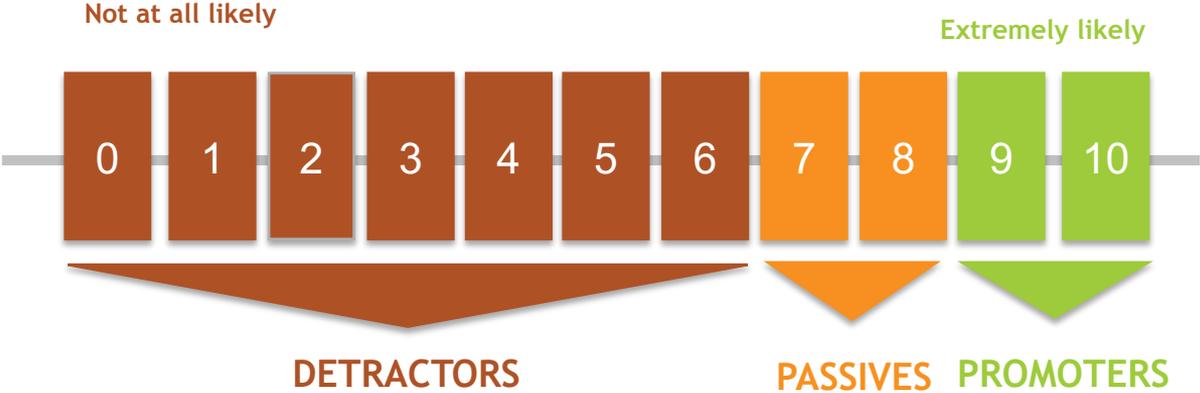
TURNOVER
Sales & Recruiting Employees

Don't confuse your brand with your logo



Net Promoter® Methodology

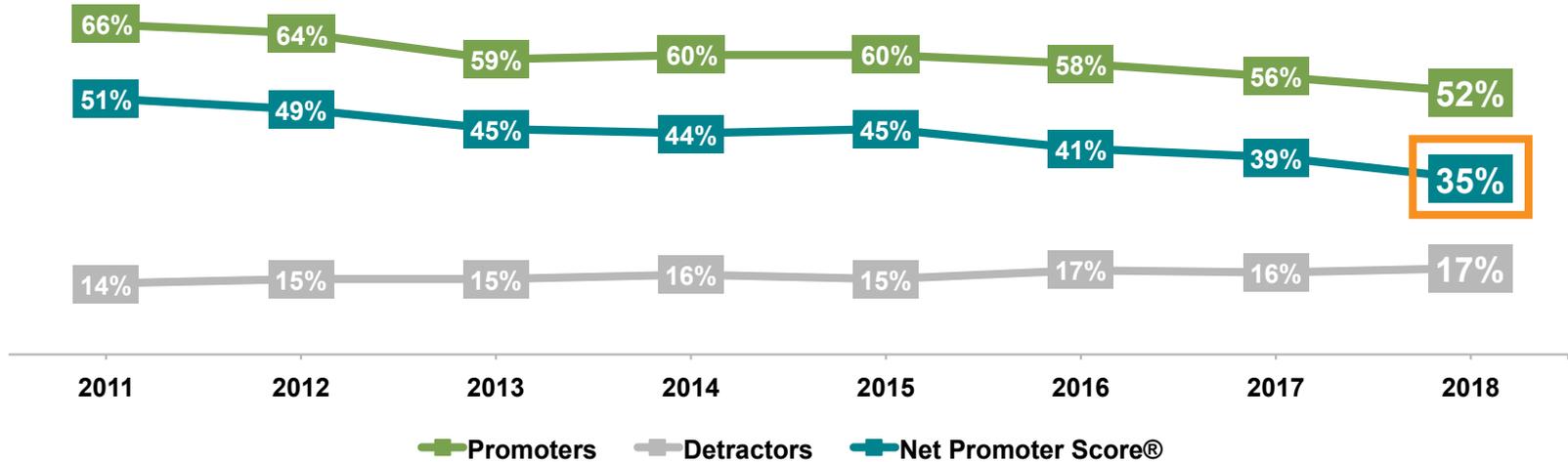
How likely are you to recommend our firm to a friend or colleague?



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

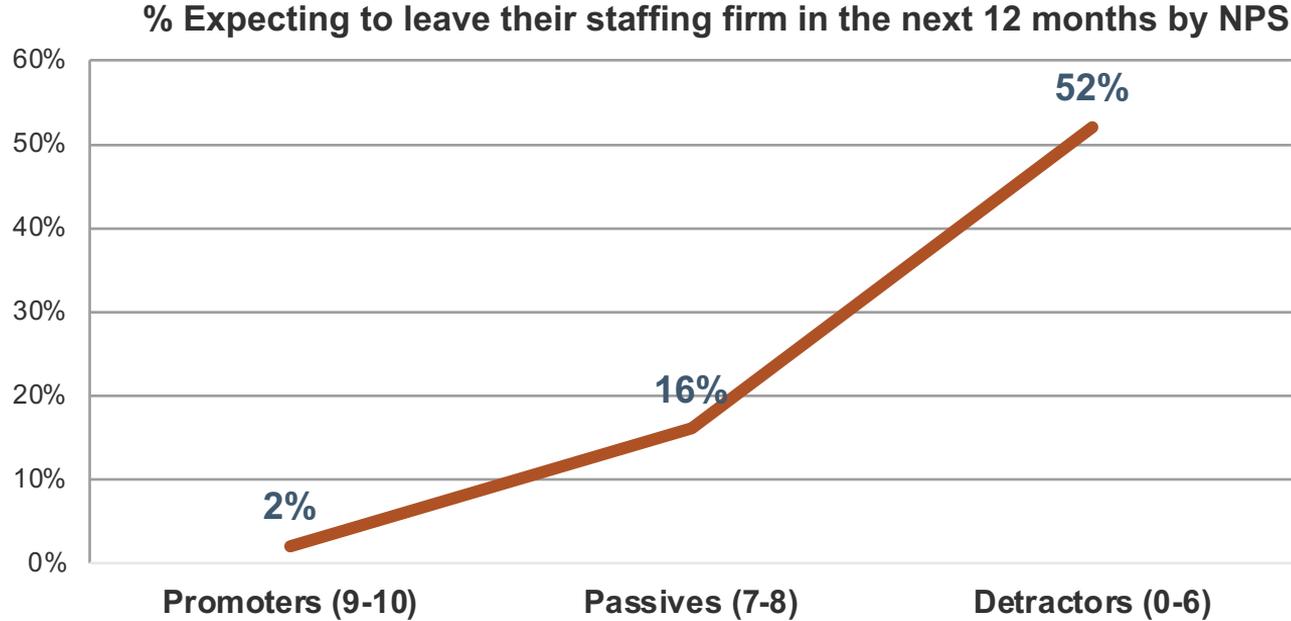
NPS of staffing firm employees is trending down

Staffing Employees: Likelihood to Recommend Working for Current Staffing Firm



SOURCE: ClearlyRated, CareerBuilder, ASA - 2018

NPS decline puts your firm at risk of losing top talent



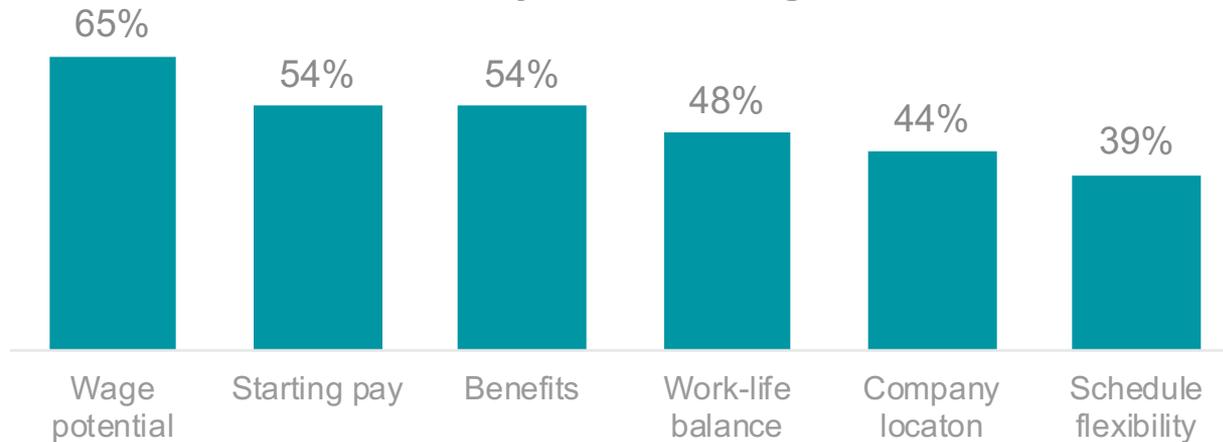
SOURCE: ClearlyRated, CareerBuilder, ASA - 2018



How Can Staffing Firms Attract and Retain Top Talent Internally

Compensation drives selection of a staffing firm for internal staff

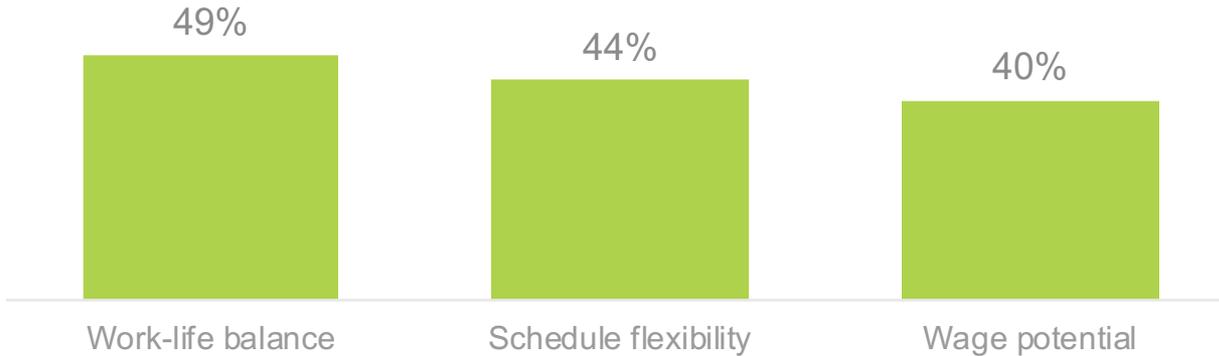
Most important areas when considering an internal job at staffing firm



SOURCE: American Staffing Association Workforce Monitor

But balance and flexibility drive retention

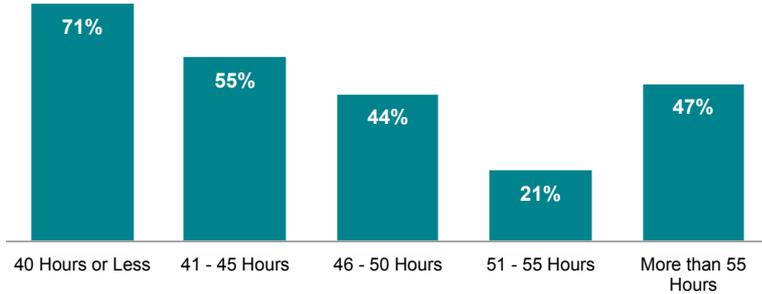
Most important areas driving retention of internal staff



SOURCE: American Staffing Association Workforce Monitor

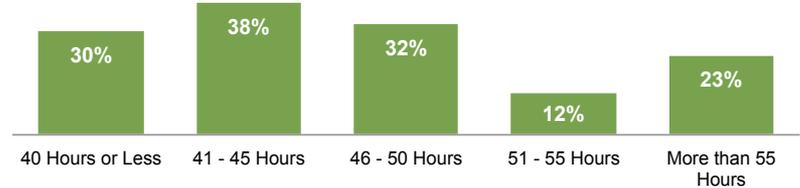
Don't require your workforce to put in more than 50 hours a week - staff appropriately

Leadership – NPS by hours worked



50 hours
Average hours worked per week
by staffing leadership

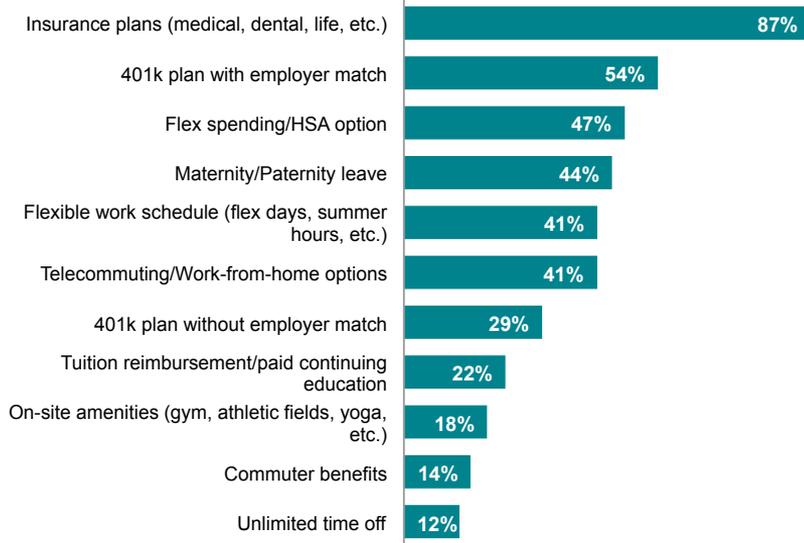
Field – NPS by hours worked



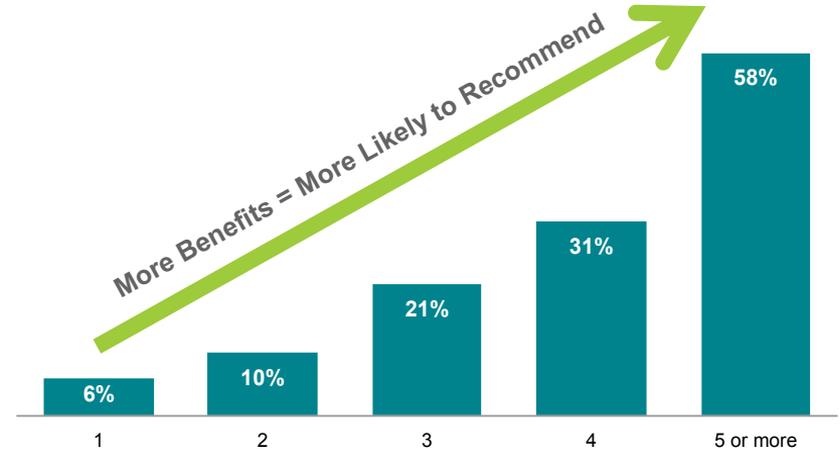
46 hours
Average hours worked per week
by staffing field employees

Compete on benefits

Common benefits offered by staffing firms



NPS by number of unique benefits received from staffing firm



SOURCE: ClearlyRated, CareerBuilder, ASA - 2018

Prioritize training and coaching



SOURCE: ClearlyRated, CareerBuilder, ASA - 2018

Leadership is paramount to retention of staff



But so is the team's commitment to each other



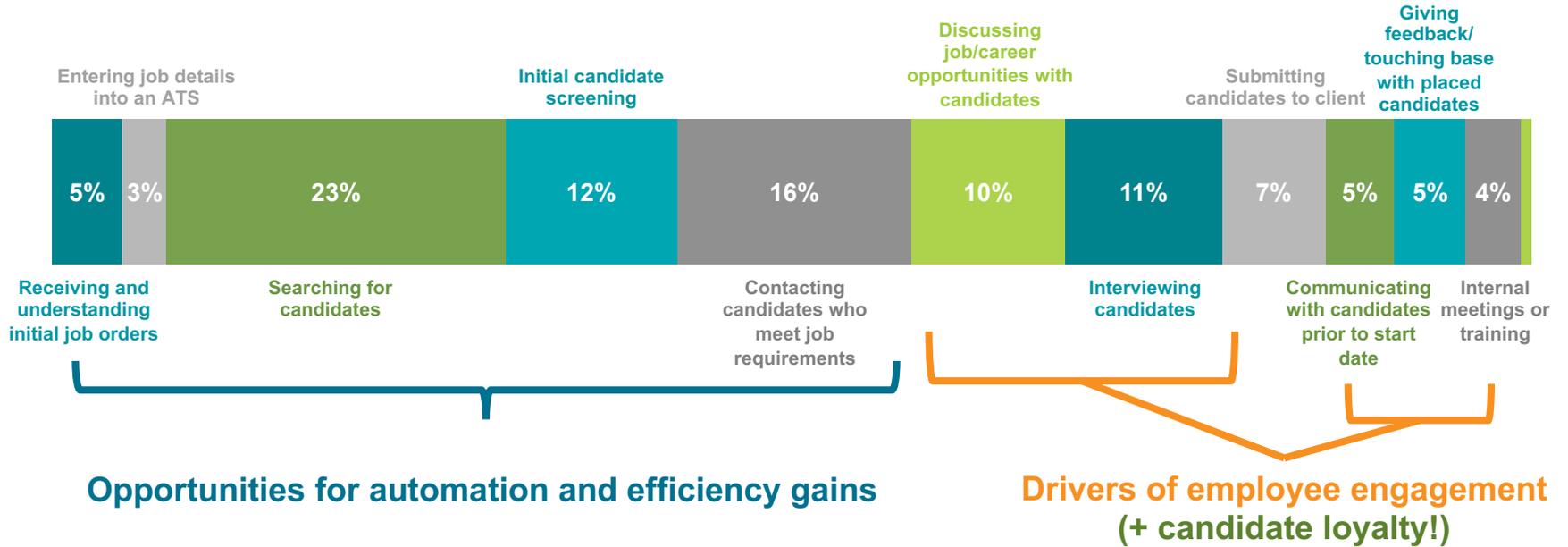
Ask Yourself These Questions...

- 1 Do you often find you or your staff are sending emails after work hours?
- 2 Have you considered resources that help boost productivity?
- 3 Are you taking advantage of all available resources to help train your staff?

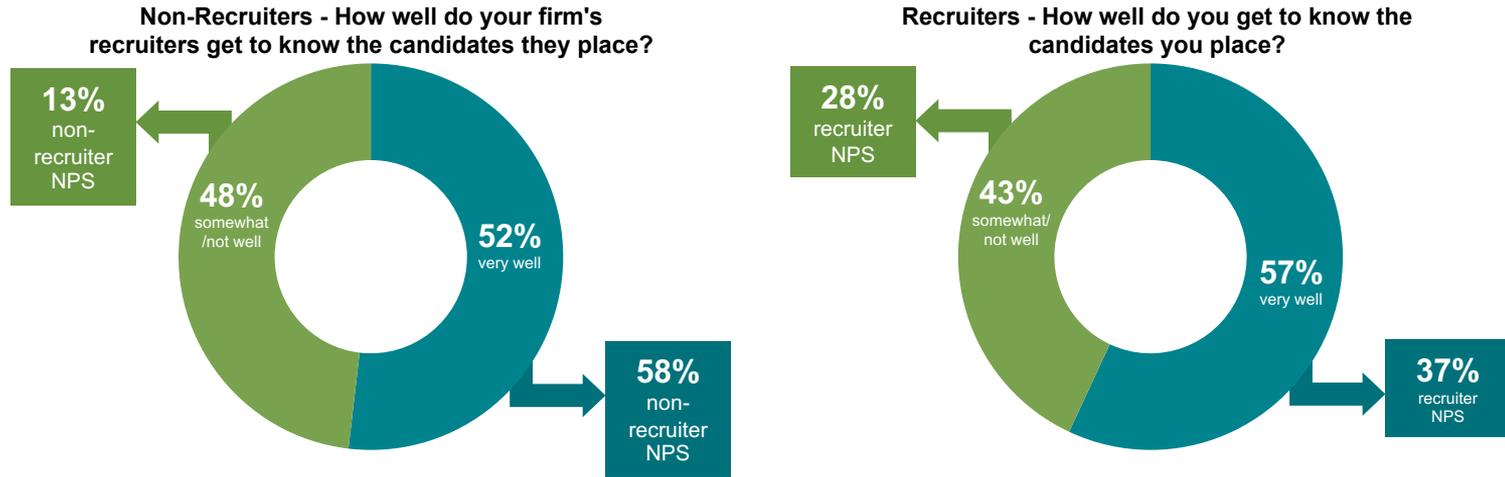
A photograph of two women in a professional setting, possibly a meeting or collaborative work environment. The woman on the left is looking down thoughtfully, while the woman on the right is looking at a laptop screen. The image is overlaid with a semi-transparent green filter.

How Employees Spend Their Time Impacts Engagement and Growth

How does a recruiter spend their day?

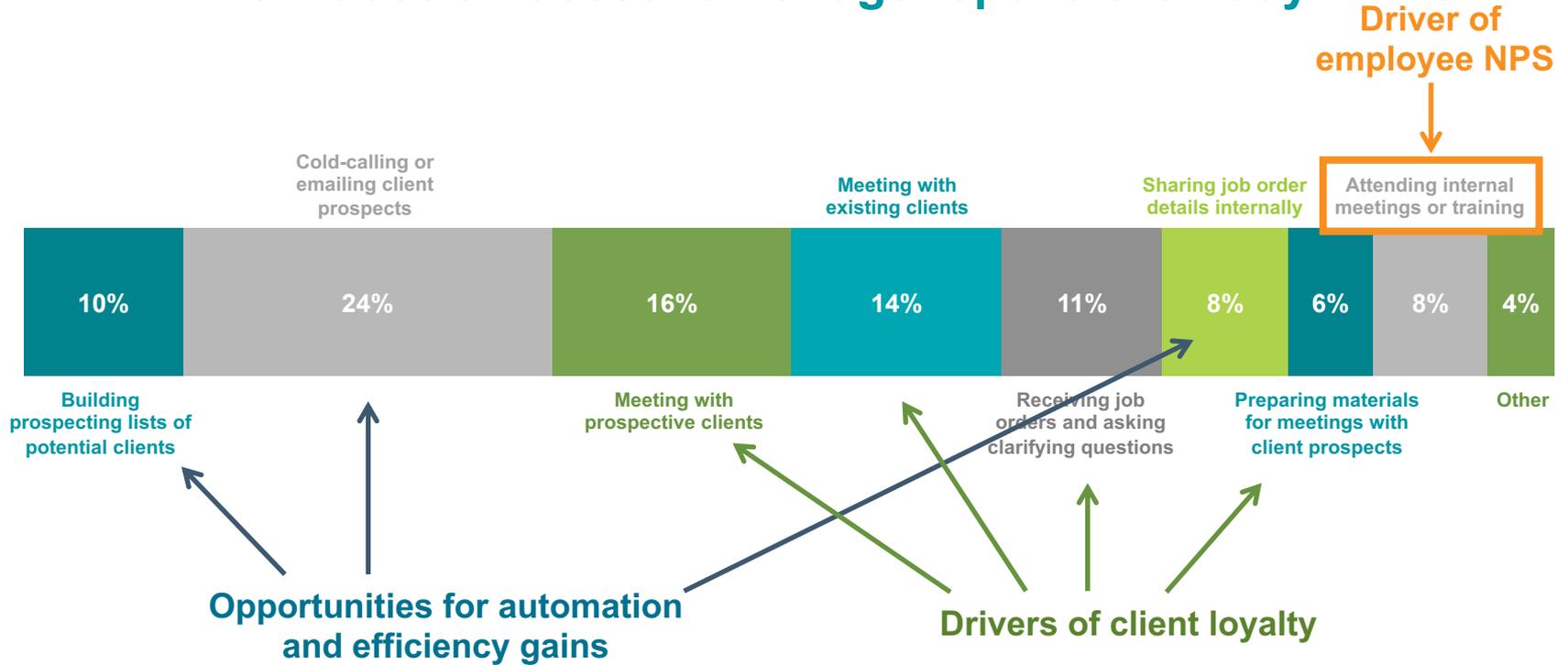


Employee NPS correlated to perception of engagement with job seekers and candidates



SOURCE: ClearlyRated, CareerBuilder, ASA - 2018

How does an account manager spend their day

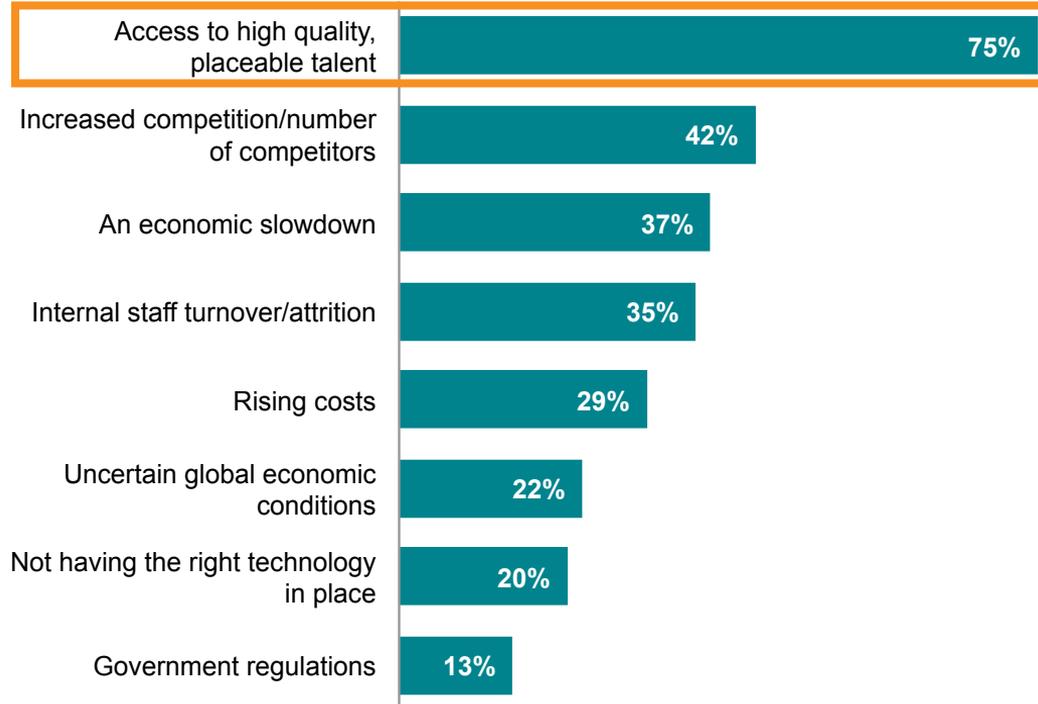




Technology Will Play a Critical Role in Addressing Top Threats to Staffing Firms

Staffing leaders biggest threats

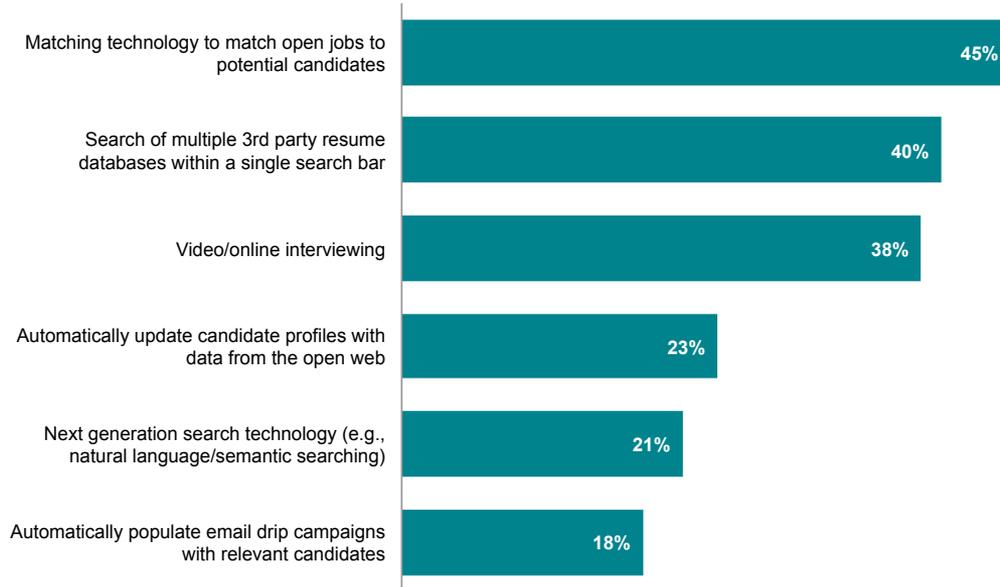
Leaders - Biggest threats facing staffing firms



SOURCE: ClearlyRated, CareerBuilder, ASA - 2018

Technology is heavily leveraged in the recruiting process

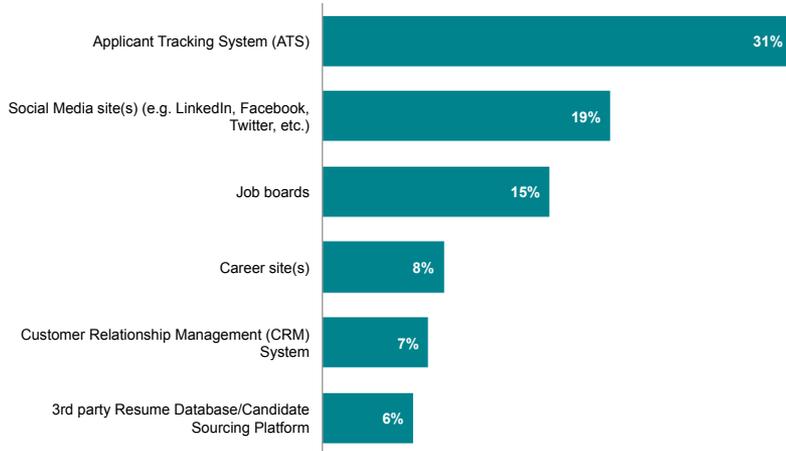
Technology used in the recruiting process



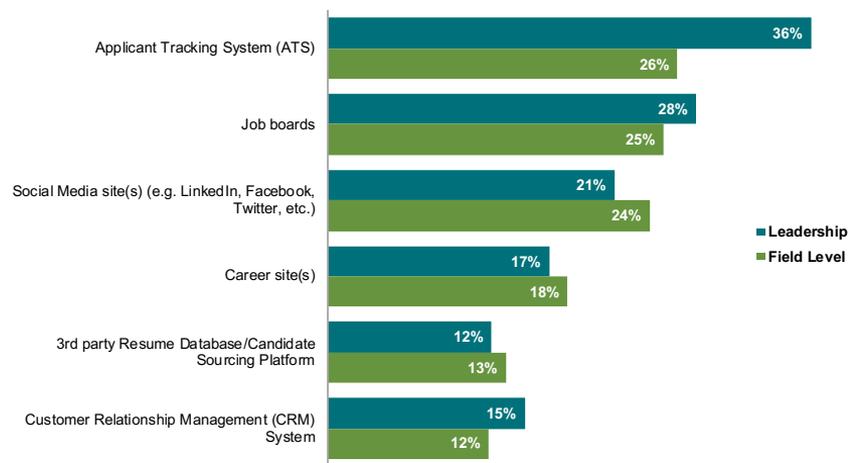
23%
of staffing firms are using 3 or more of the listed recruitment technologies

Leadership and field agree that ATS is top priority for investment

Most valuable technology used by staffing firms



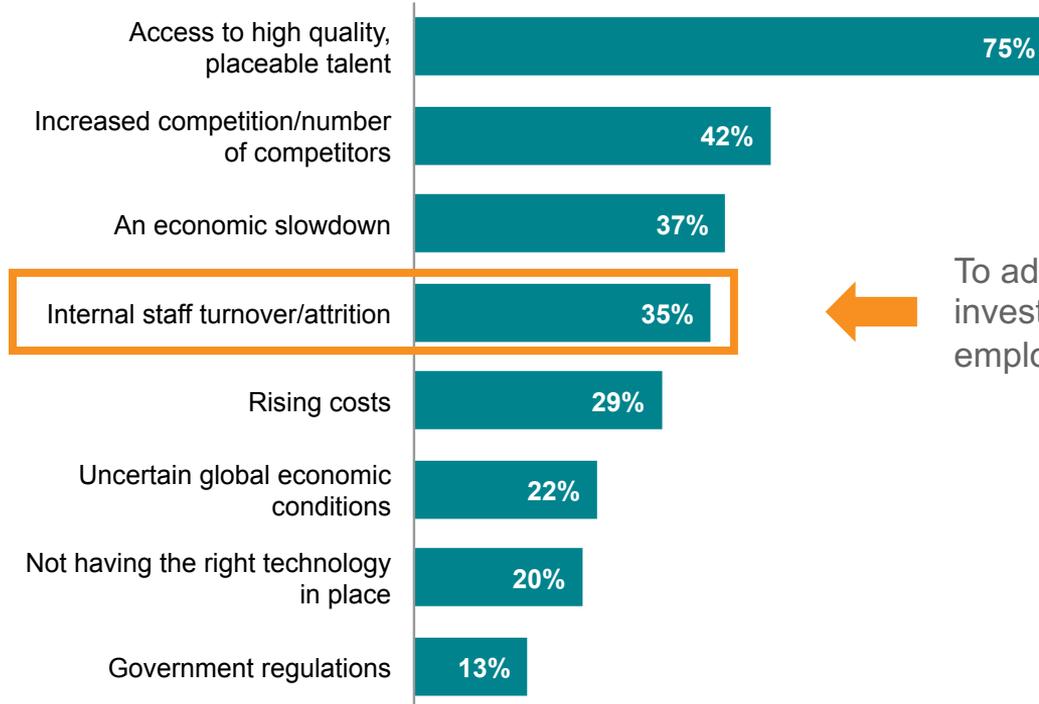
Technology most in need of improvement to increase value



SOURCE: ClearlyRated, CareerBuilder, ASA - 2018

Staffing leaders biggest threats

Leaders - Biggest threats facing staffing firms



← To address turnover, prioritize investments that improve employee efficiency!

Field employees have different technological headaches than leadership

Top complaints from FIELD	Top complaints from LEADERS
29% Outdated candidate data	31% System isn't used consistently
27% Lack of integration with other internal systems	30% Lack of integration with other internal systems
27% Slow systems	29% Poor analytics/reporting
26% Lacks a mobile app	27% Outdated candidate data
25% Poor searching capabilities	24% Poor searching capabilities

SOURCE: ClearlyRated, CareerBuilder, ASA - 2018

Ask Yourself These Questions...

1

Have you mapped out your recruiters/account managers day to day?

2

Are you helping your teams maximize their time so they can have thoughtful conversations during the interview process?

3

Have you thought about automating your current processes?

There's a High Risk to Complacency in Your Technological Roadmap

The Technology Challenge

While most leaders accept that a transformation is happening, fewer are giving it the strategic focus it deserves

71%

of leaders agree that the staffing industry will be transformed by technology and/or automation

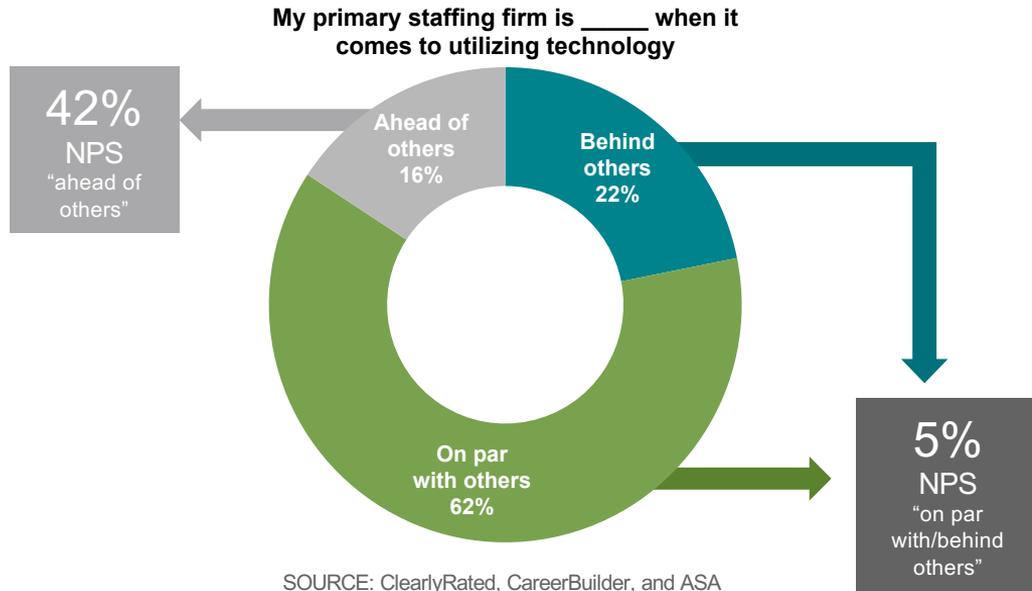
But...

1 in 5

leaders believe that not having the right technology in place is one of the largest threats to their firm

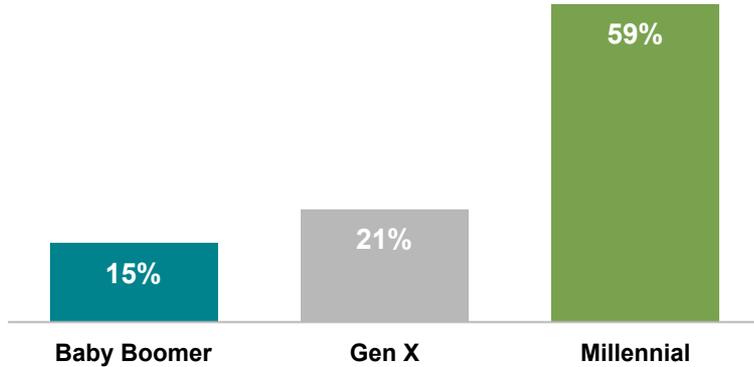
SOURCE: ClearlyRated, CareerBuilder, ASA - 2018

Client perceptions of firm's technological innovation is a key driver Of loyalty

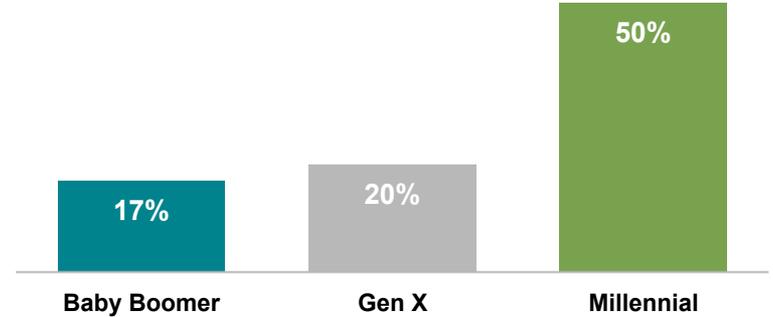


Millennials have different expectation for technology's role

Five years from now, recruiters will play a smaller role in my organization's talent acquisition process because of technology (% "Strongly agree")



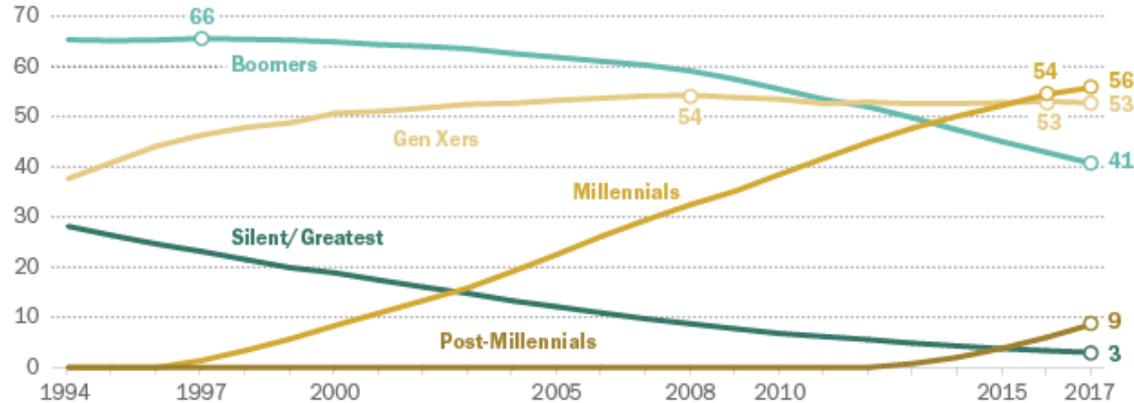
I would prefer to place a job order online rather than talking to a recruiter by phone or in person (% "Strongly agree")



SOURCE: ClearlyRated, CareerBuilder, ASA - 2018

Millennials now represent the largest generation in the U.S. labor force

U.S. labor force, in millions



Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown.

Source: Pew Research Center analysis of monthly 1994-2017 Current Population Survey (IPUMS).

PEW RESEARCH CENTER

Demographics are Changing

Looking in the mirror may distort what your team really wants and needs



Ask Yourself These Questions...

1

How has your value proposition adapted to account for technology when finding recruiters to join your team?

2

Does your process and technology support how your buyers want to buy?

3

Do you have diversity in your workforce to reflect the markets you serve?

Start a Conversation:



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