

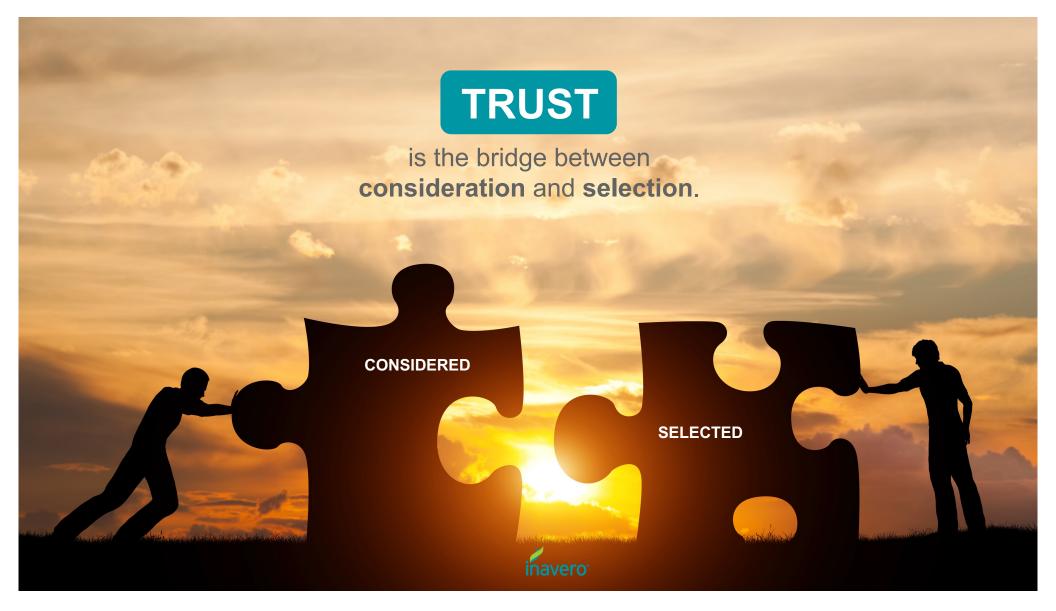
What is Best of Staffing®?

Presented by Eric Gregg CEO & Founder, Inavero

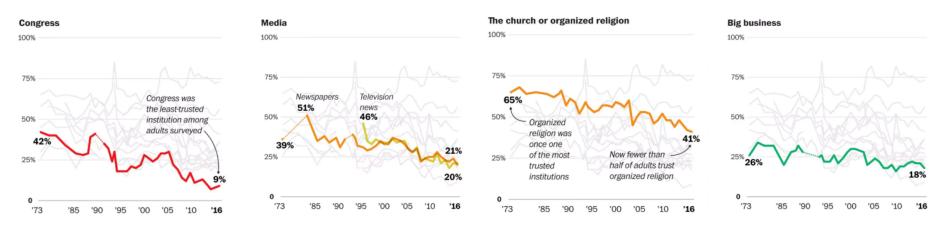
July 26, 2018



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Trust is at a historically low level



SOURCE: Gallup Organization



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

2018

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.



Our industry suffers from a negative reputation, especially with candidates

Google

Recruiters are

recruiters are recruiters are annoying recruiters are looking for course hero recruiters are useless recruiters are terrible recruiters are the worst recruiters are looking for recruiters are liars recruiters are rude

Google Search

I'm Feeling Lucky

┛







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 <u>ClearlyRated.com</u>.

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"Hi, we're your Best of Staffing team."



Lauren





Zita



Emilie



Bridget



Mike



inavero

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.

inavero

PRESENTING SPONSOR:



GOLD SPONSOR:



Thank you to our partner.

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





Net Promoter® Methodology



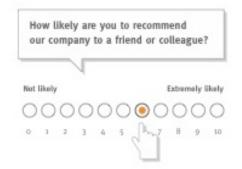
Promoters (give a rating of 9-10)



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



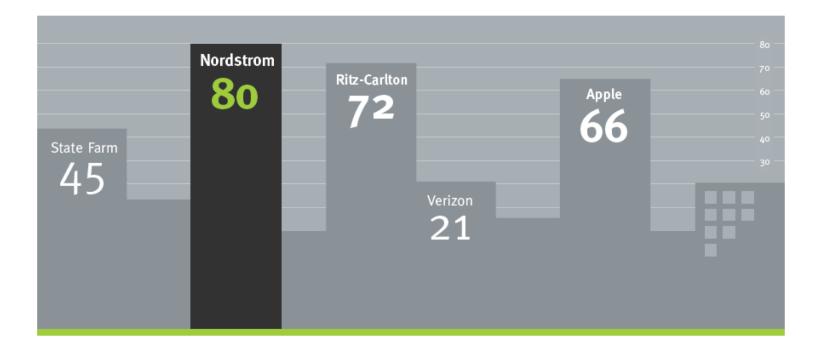
Detractors (give a rating of 0-6)





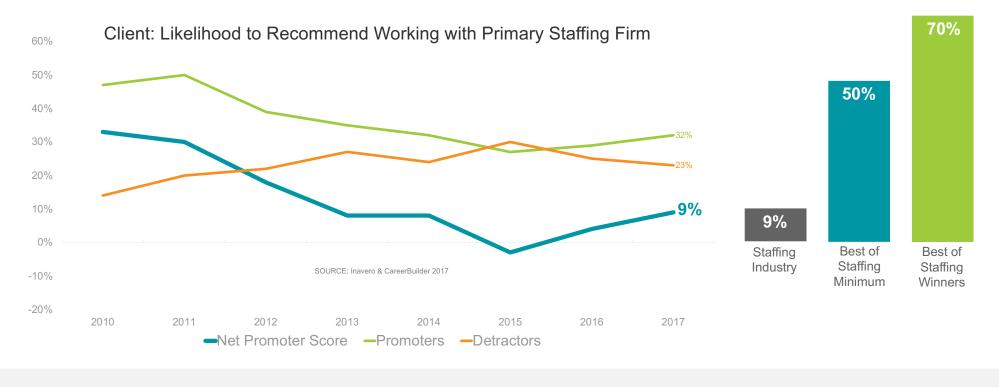


What's a good Net Promoter Score?





Client Satisfaction Trending





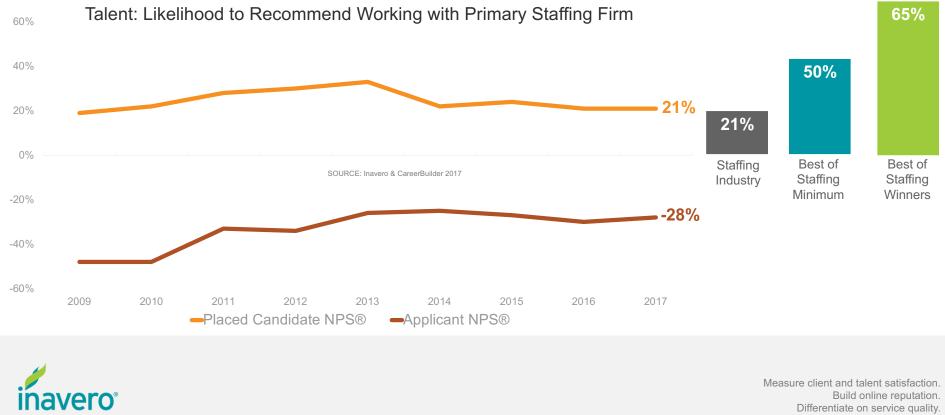
The cost of client detractors...

Compared to promoters, detractors:

- Are twice as likely to <u>not</u> order with your firm again.
- <u>Decrease their spend</u> by 50% (compared to the average promoter, who will increase spending by 18% in the coming year).



Talent Satisfaction Trending



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.



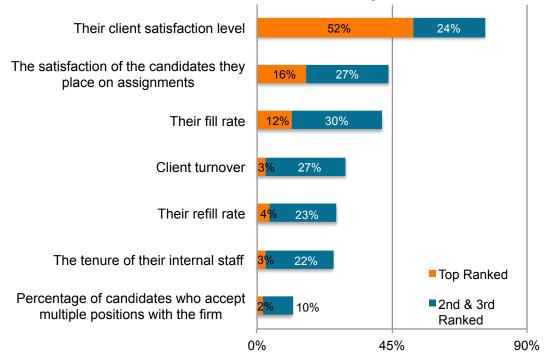
5 Reasons to <u>Embrace</u> Detractors

(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.
- 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



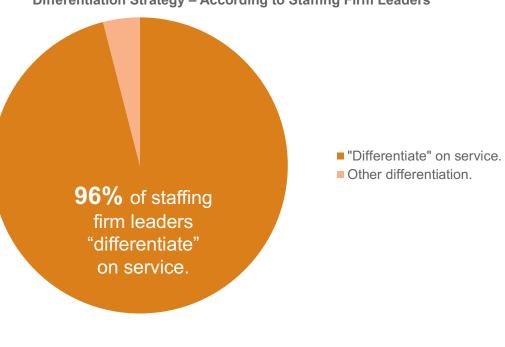
Clients: Most Important Metrics in Perception of Staffing Firm Quality

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.

BEST/

3. Create tools to help award winner tell their story.

BEST Stäffing

WINNER



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

Testimonials

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

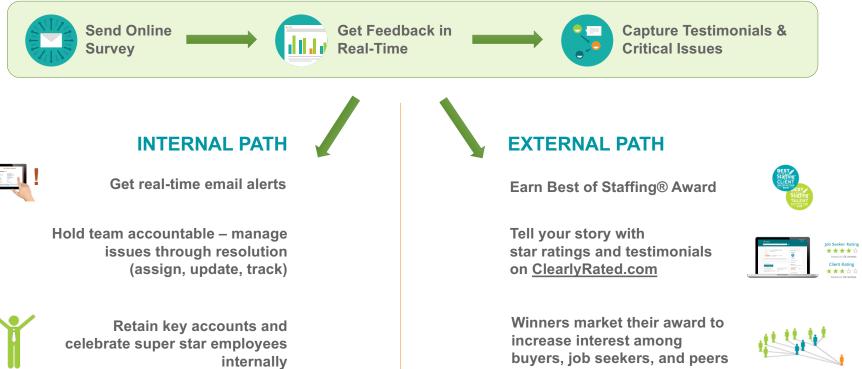
Aerospace



How Best of Staffing® Works









Upload your contact list(s)



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A	B	C	D	E	F	G	Н		J	K
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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.

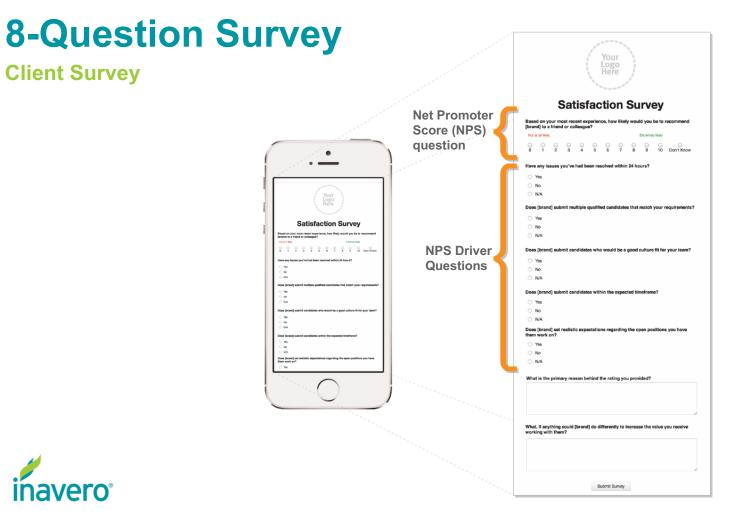
Thank you in advance for your time.

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





7-Question Survey Your Logo Here **Talent Survey Satisfaction Survey Net Promoter** Based on your most recent experience, how likely would you be to recommend [brand] to a friend or colleague? Score (NPS) question Not at all 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 O No 0 N/A Have all your calls and emails received a response from [brand] within 24 hours Satisfaction Survey O Yes O No **NPS Driver** O N/A Questions Was your current or most recent position accurately described to you prior to starting? O Yes O No O N/A Were you treated well by the organization with which you were placed on your current or most recent assignment? O Yes O No O 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	my.inavero.com Surveys Contacts Manage My Issues Oxecuter / Best of Suffreg 2016 Descherr / Best of Suffreg 2016 Descherraris Reports • @ Preview Client
PINPOINT SERVICE ISSUES Why is Phoenix's satisfaction score so low? What's happening here?	Search Q Overview NPS Response Rate Issues
REWARD TOP PERFORMERS Dwight is doing a really great job! Recognize in next staff meeting.	Mobile 57.1% 58.3% 1 San Francisco 60% 33.3% 1 St. Louis 75% 57.1% - 10 e) per page • Prev 1-Sofs Next+ Page 1 of 1 Regional Managers —
inavero	Search Q Overview NPS Response Rate Issues NP5 Promoters Passives Detractors Average NP5 impact Andy Bernard (Southeast) 56-74 66-74 33.34 0% 8.7 +2 Dwight Schrute (Northwest) 100% 0% 0% 9.7 +19

How to use responses to grow your business

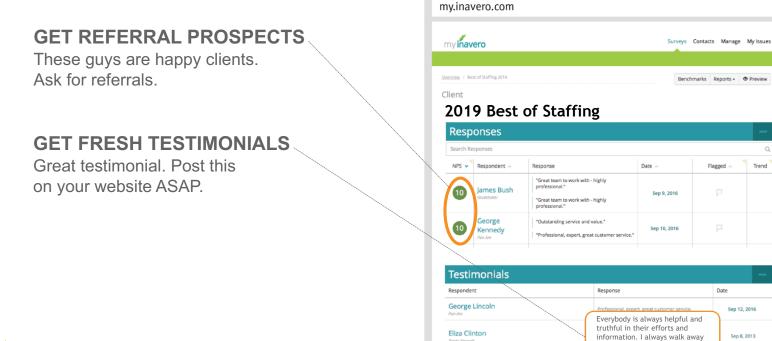
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Trend

Sep 12, 2016

Sep 8, 2013

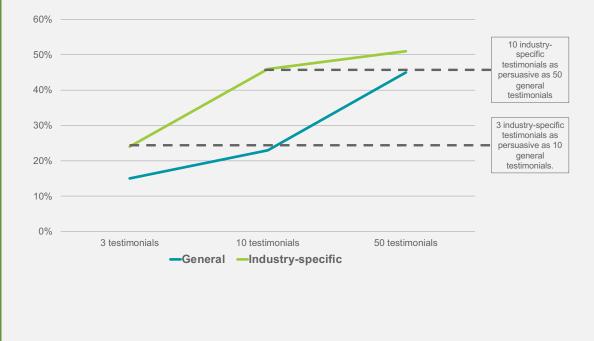
or get off the phone with a feeling of resolution.





Testimonials Tip!

Share them like reviews.

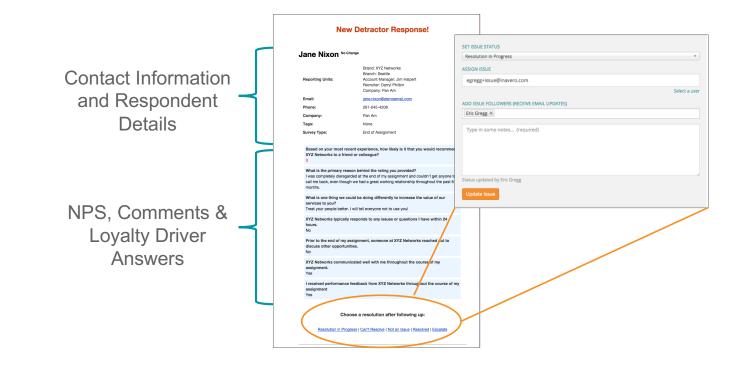


% of Prospects 'Much More Likely' to Consider Firm

SOURCE: Inavero's 2018 B2B Industry Benchmark Study



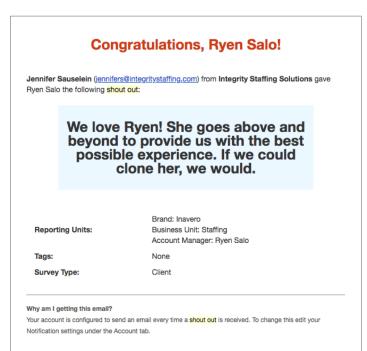
Monitor real-time alerts for fast resolution





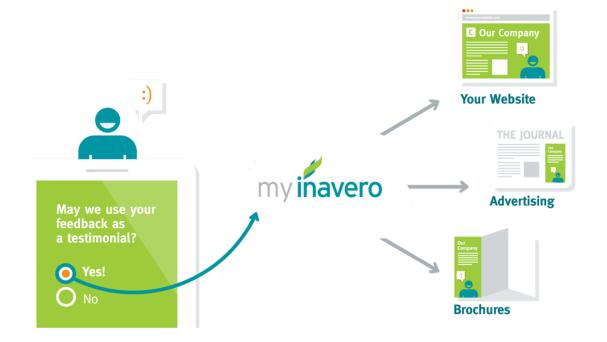
Recognize employees who go above-and-beyond

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





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:



What our clients say...

Lauren

"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."

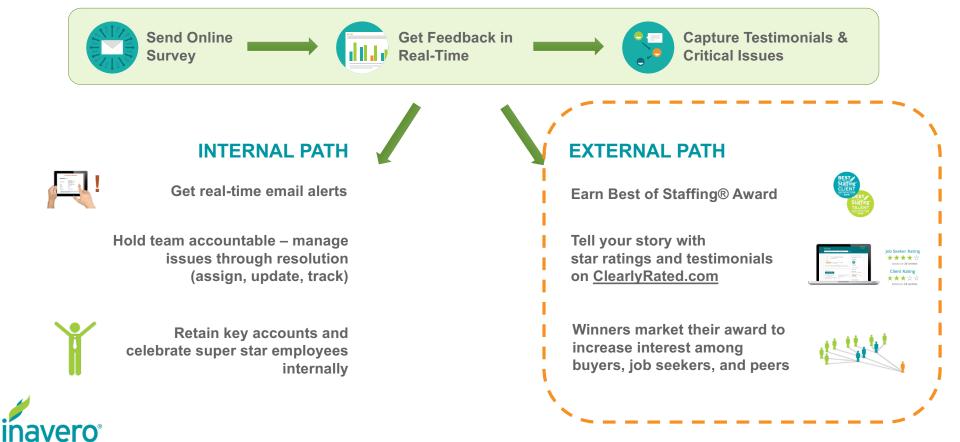
"Lauren is awesome and has an excellent approach to client service! Due to our database, I tend to have a lot of challenges in generating lists for the surveys. She is always more than accommodating and I can't thank her enough!"



How it Works: The Award







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

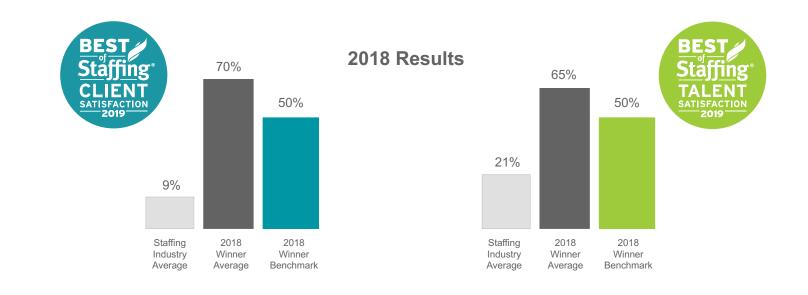


OR

250 total responses



Inavero awards staffing firms that provide the best service





It's time to start building your online reputation.



5 reasons you should start your online reputation management strategy tomorrow

UNDERSTANDING ONLINE STAR RATINGS:

****	[HAS ONLY ONE REVIEW]
****	EXCELLENT
☆☆☆☆ ☆	OK
***	1

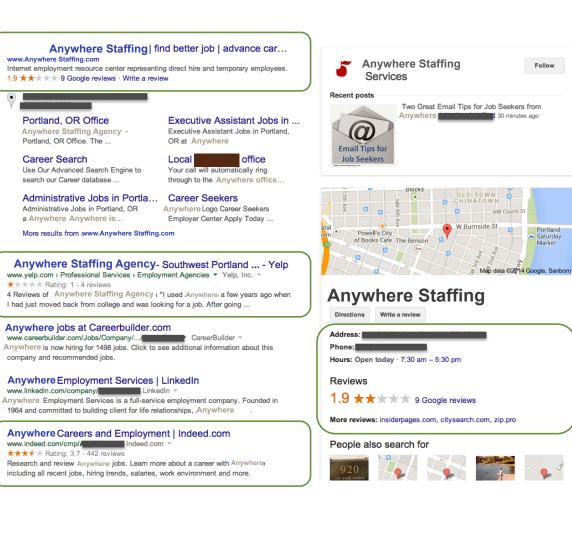
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★ ★☆☆☆☆	
✿☆☆☆☆	
	-

- 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.

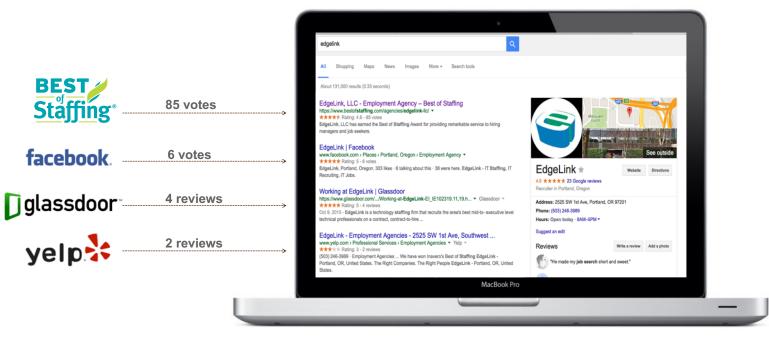








Stars in your agency specific Google search

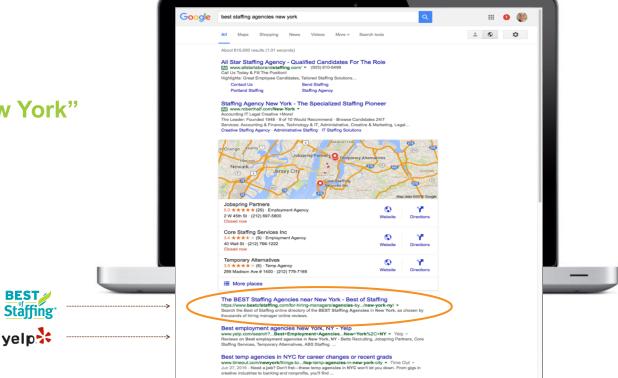




Organic search pages

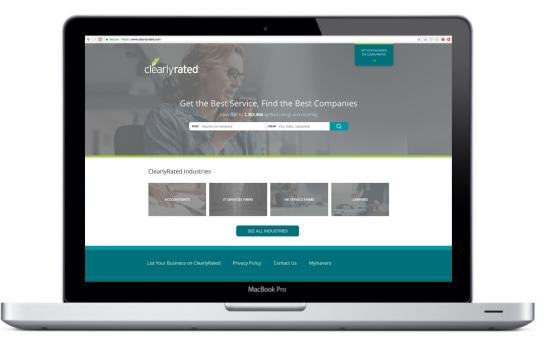
For example: "Best Staffing Firms New York"

yelp



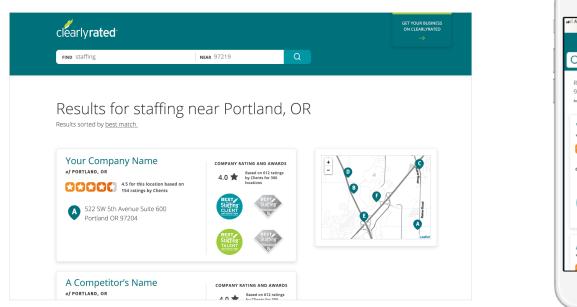


ClearlyRated.com directs hiring managers & job seekers to you





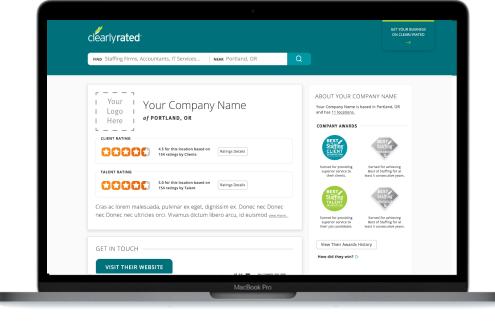
ClearlyRated.com gets you positive ratings & testimonials online

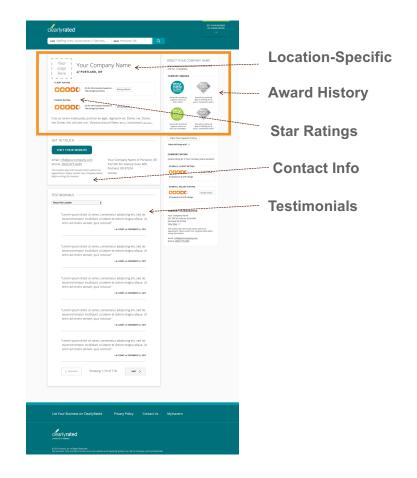






Your ClearlyRated.com Profile Page







Amplify the voices of your clients and talent.

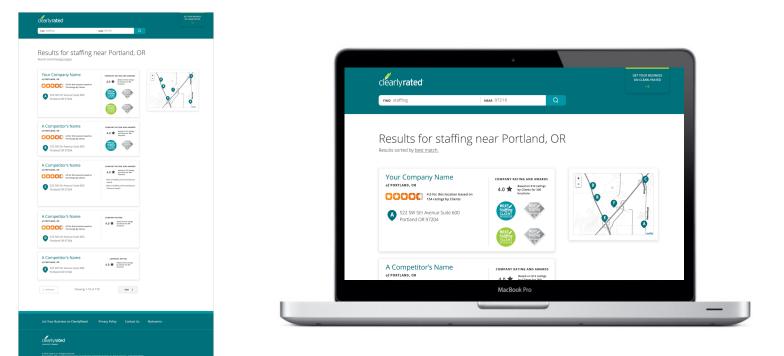




Best of Staffing® winners link back to their profile page:

- 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 and what does it cost?



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.

inavero

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?

	Basic	Premium	Plus	Enterprise
NPS® Drivers Satisfaction Survey (Up to 8 questions)	✓	\checkmark	√	√
Real-time access to survey results	Anonymous Responses	Full Access	Full Access	Full Access
Access to captured testimonials & ShoutOuts (Internal Recognition)		\checkmark	√	√
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)				\checkmark
ClearlyRated.com Directory, Profile Page	\checkmark	\checkmark	✓	~
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 Social Media tools Press release template		√	~	√
BEST Staffing WINNER Logo		√	\checkmark	√
	Starting at: \$499	Starting at: \$2499	Starting at: \$2899	Contact Us!

Winner Resources



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...

- Priority Sign-up deadline is August 16th
- Contact list due September 12th
- Priority Track Initial Send October 1st

2019 Best of Staffing Award winners announcement February 2019



We practice what we preach!



additional testimonials from Inavero clients at ClearlyRated.com



Questions?

ERIC GREGG CEO & Founder, Inavero egregg@inavero.com linkedin.com/in/ericgregg



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