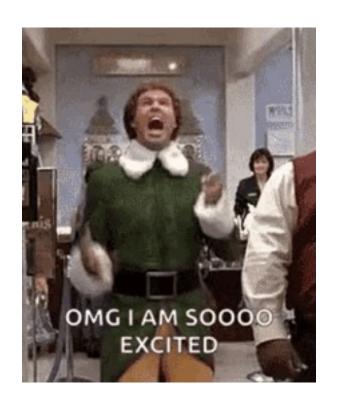




August 4th, 2022

How our team feels about what we are sharing today







Agenda



- 1. Feedback informed product roadmap strategy
- 2. Fall 2022 release review
 - 1. Enhanced testimonial capture
 - 2. Review platforms (like Google)
 - 3. Referrals
- 3. Winter 2023 release review
 - 1. Advanced website widget
 - 2. Testimonial & shout out autocorrect
- 4. Integrations roadmap
- **5. 2023 and beyond** automating feedback insights

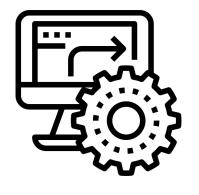


Our roadmap strategy is built on your feedback You have been telling us you need more help on what to do next with your feedback

Analyzing Feedback & Prioritizing Action



Insights



Powered by Automation & Integrations

Driving Growth With Feedback & Awards



Amplify

How do we move the burden of amplification to the software, not the individual?





The survey process is a unique opportunity to have your most loyal clients and employees help amplify your company.



Built on a significant update to the survey experience

				MĬF	IDEF Flin	8				
				PAPER	COMPAN	Ť				
Based on your n	nost recent (experience	how likely	is it that y	ou would r	ecommen	d Dunder N	lifflin to a	friend or	colleague?
Not at all likely								Extre	mely likely	
0 0	2	3	_ 4	5	_ 6	7	<u>்</u>	9	_ 10	Don't Know
What do you like	e best about	working w	ith Dunde	r Mifflin?						
Does Dunder M	ifflin set real	istic exped	ations reg	arding the	open posit	ions you h	ave them w	ork on?		
○ Always										
 Sometimes 										
○ Never										
○ N/A										
Does Dunder Mi	ifflin respon	d to your e	mails in th	e time vou	expect?					
(Always		,								
O Sometimes										
○ Never										
O N/A										
							-3			
Doer your Does	lar Mifflin			awarru che	POSITION I LE	quit ernient				
Does your Dund	fer Mifflin ac	count man	-6							
Always	fer Mifflin ac	count man								
	fer Mifflin ac	count man								
Always Sometimes Never	ler Mifflin ac	count man								
Always Sometimes	fer Mifflin ac	count man	-0							
Always Sometimes Never	fer Mifflin ac	count man								
Always Sometimes Never	er Mifflin ac	count man		Subm	nit Survey					
Always Sometimes Never	er Mifflin ac	count man		Subm	nit Survey					
Always Sometimes Never	ler Mifflin ac	count man		Subm	nit Survey					
Always Sometimes Never	ler Mifflin ac	count man			nit Survey	rated				





Why do we need to improve testimonial capture?

These are real "testimonials"

"To return feedback"

"Nothing more Because I always get excellent service"

"No"

"I'm fine with it."

"My experience."

"Because it's true and you asked me"

The way testimonials work before this enhancement

Based on your most recent experience, how likely are you to recommend Dunder Mifflin to a friend or colleague?

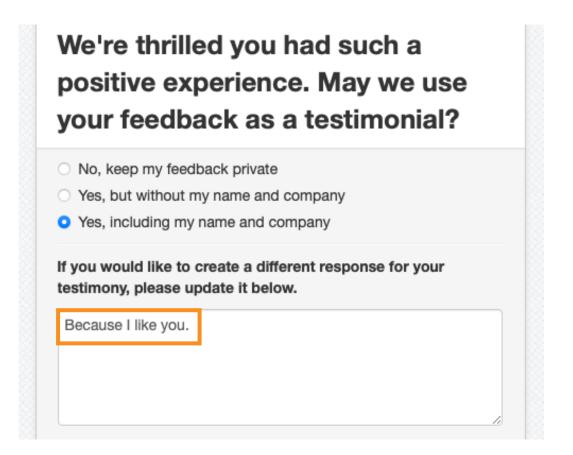


What is the primary reason behind the ratings you provided?

Because I like you.



The way testimonials work before this enhancement





Two important statistics

Asking the right question matters a lot to getting good quality testimonials!

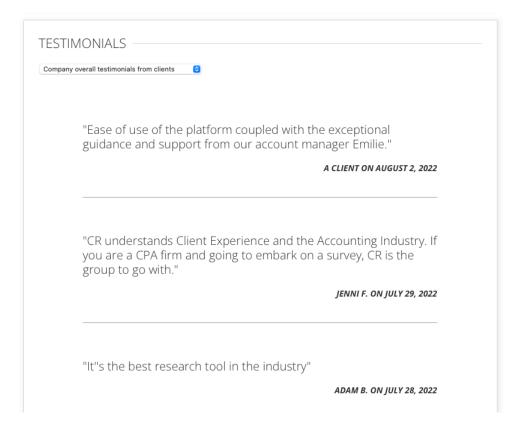
54% of respondents give a testimonial

73% of those don't change their testimonial



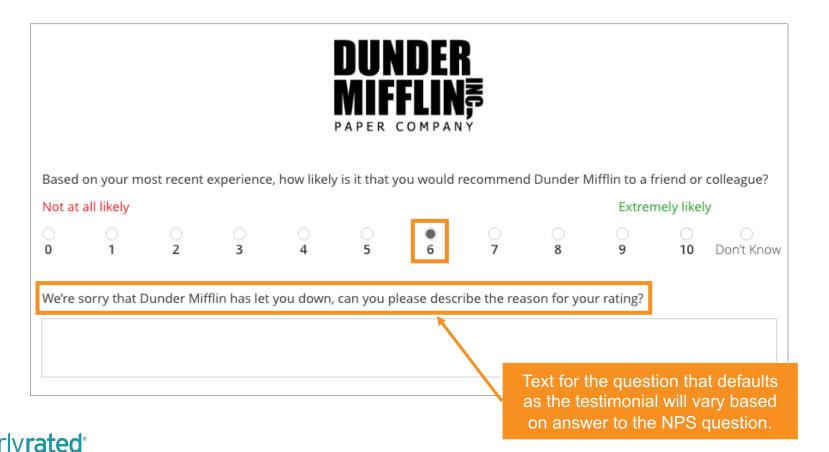
Testimonials Key to Your Profiles

Fresh and unique content is a key factor to your profile pages appearing higher in Google search results

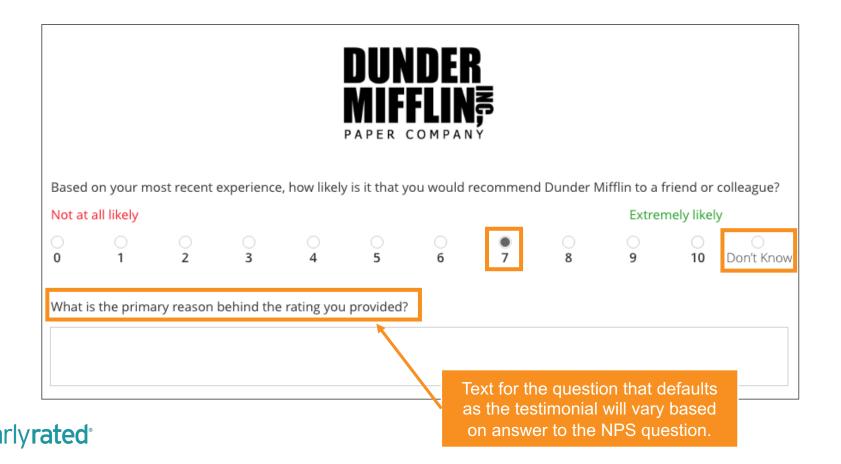




Enhanced Testimonial Capture: Detractor experience



Enhanced Testimonial Capture: Passive experience



Enhanced Testimonial Capture: Promoter experience



Enhanced Testimonial Capture: Promoter experience



We are thrilled you had such a positive experience. **Would you consider giving us a testimonial?**

Yes

Not at this time



Enhanced Testimonial Capture: Promoter experience



We are thrilled you had such a positive experience. **Would you consider giving us a testimonial?**

Title your testimonial by describing your Dunder Mifflin experience in a short sentence:

Describe your Dunder Mifflin experience in a short sentence

NEW: testimonial title collected to be used on your profile pages

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!

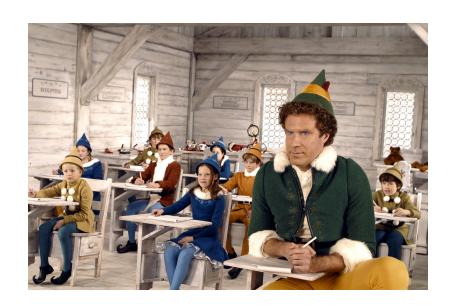
Sign your testimonial as:

- Jessica Simpson, MTV
- Anonymous

Defaulted to answer given on survey, with the ability to change



Pause for a brief second to jot down your questions about: Enhanced Testimonial Capture



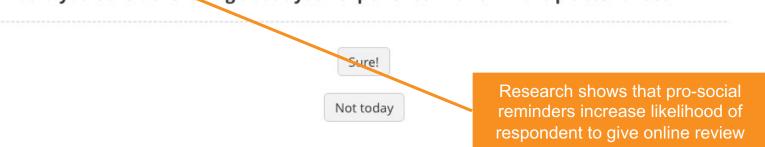




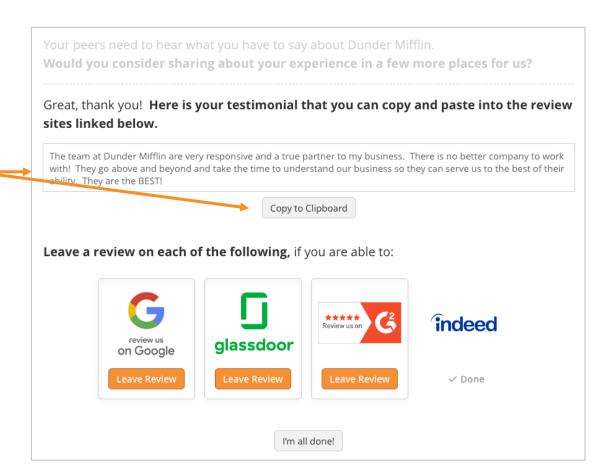


Your peers need to hear what you have to say about Dunder Mifflin.

Would you consider sharing about your experience in a few more places for us?



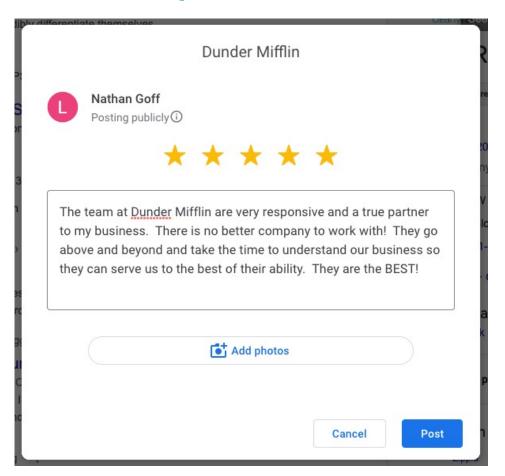




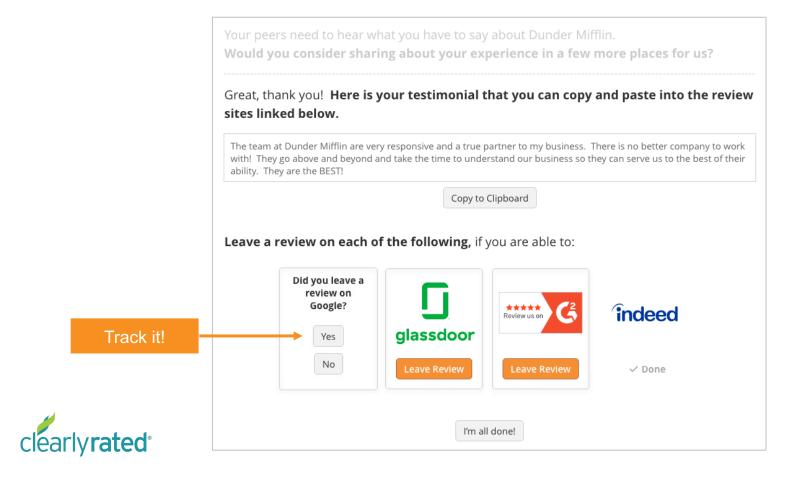


Make it easy!

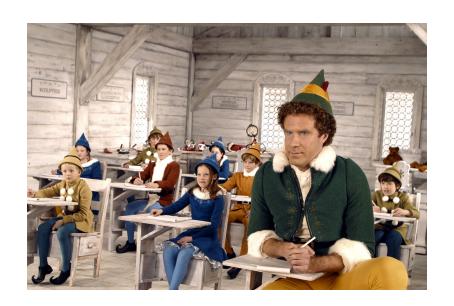








Pause for a brief second to jot down your questions about: Reviews







How do we make it easy to direct your promoters to your existing referral programs and marketing content?



Traditional referrals for clients and employees

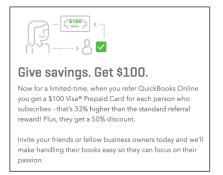
Client Referrals

Client Referral Program

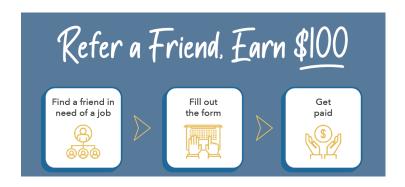
When you refer new business to Datamax, we believe **rewards are most definitely in order!**

At Datamax, we believe the most significant reflection of our clients' satisfaction is when they recommend our company's products and services to a business colleague or friend. When asked, "how likely would they recommend Datamax to a friend or colleague," our clients gave us an average Net Promotor Score® of 92.4 since 2012. We value your recommendations. To say "thank you," we've developed the Datamax Client Referral Program.

What will I earn? ... \$200 Visa Gift Card!



Employee/Candidate Referrals







Soft referrals repurpose your marketing content

Webinar Invites



Invite Clients to Share with Others



Content Downloads



Networking Event Invitations





Employee/Candidate Job Referral



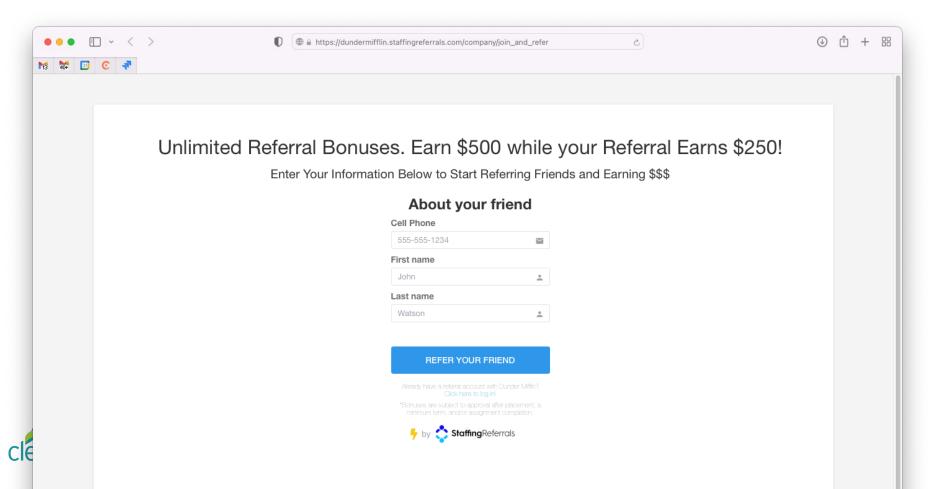
Imagine you could earn hundreds of dollars while your friends do all the work!

Sounds too good to be true, but that is exactly what happens when you refer a friend through Dunder Mifflin's Refer-a-friend Program. There is no limit to how many referrals you can submit, so get started today!

If the survey taker clicks this button it launches a new window to the link you configure in your dashboard



Employee/Candidate Job Referral – Using StaffingReferrals



Client Referral – Traditional form



Do you know someone who could benefit from the services of Dunder Mifflin like you have? One of the best compliments you can give us is a referral! Would you consider giving a referral for us today?

Not today

If the survey taker clicks this button it launches a new window to the link you configure in your dashboard



Client Referral – Traditional form



Do you know someone who could benefit from Dunder Mifflin?

One of the best compliments you can give us is a referral! Thank you for your trust and your business. Please use this form to send us your name and the name of a person you would like to refer to us. A friendly expert will reach out to see if Dunder Mifflin is a good fit.

our Name:	
Referrals Full Name:	
Referrals E-Mail:	
Referrals Phone:	
Comments & Questio	ins:



Soft Referral – Content marketing via LinkedIn

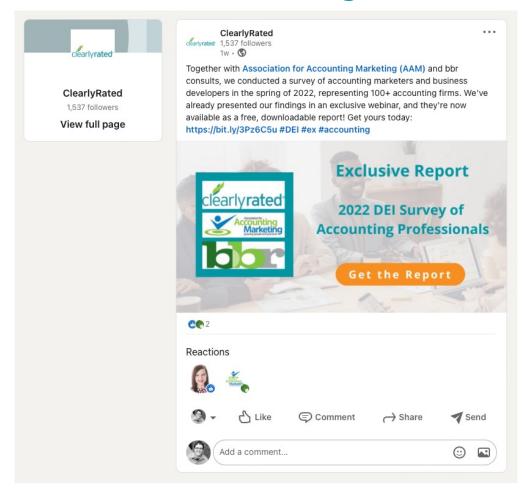


We have an exclusive report on DEI in the accounting profession that we would love to share with you and your colleagues in the industry. Would you consider helping your colleagues find the report by liking and sharing our LinkedIn post?

If the survey taker clicks this button it launches a new window to the link you configure in your dashboard



Soft Referral - Content marketing via LinkedIn





Soft Referral – Event marketing



We are hosting an evening of networking, idea sharing, and an open bar for local HR professionals on August 4th. Would you consider joining us and sharing this event with your friends and colleagues in the industry?





Soft Referral – Event marketing

Portland HR Dinner at Dunder Mifflin

Aug 4th, 2022 5:30pm - 8:00pm PST



PEER 150 Dinners bring together regional groups of Senior HR leaders for an evening of networking, idea sharing and content led by the PEER 150 Members. Steering away from the traditional conference format, these evening events provide an opportunity for the HR Community to come together in a relaxed environment with the ultimate goal of building meaningful connections and getting to the heart of the unique challenges HR leaders face today.

Agenda:

- 5:30 Arrival & Check-In
- 5:30-6:30 Networking Reception, Drinks & Private Office Tours
- 6:30-7:00 Buffet Dinner
- 7:00-7:15 Welcome Remarks from Greg Mitchell, CEO, First Tech Federal Credit Union
- 7:15-8:00 Presentation: "Innovation within HR"
- 8:00-8:30 Networking
- 8:30 Adjourn

Where:

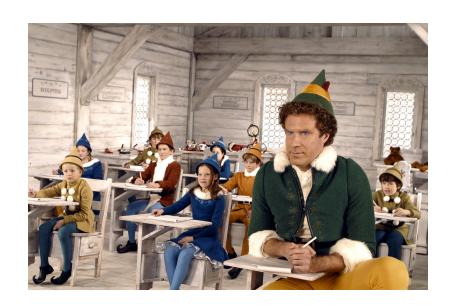
Dunder Mifflin



Register for this Event

ire		-	 _	+

Pause for a brief second to jot down your questions about: Referrals

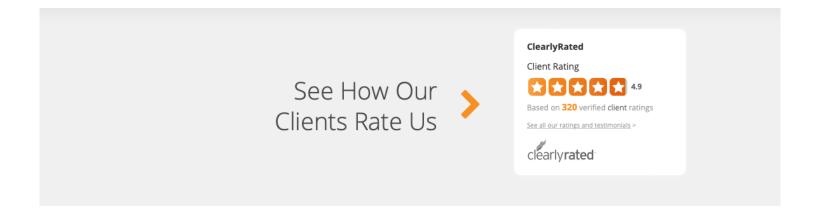








Current star rating widget



Our current website widget lacks testimonials, individual ratings, Best of award logos, and is less flexible when trying to integrate into your existing website design



Designed to allow you to integrate the widget into your existing website design

WORKING WITH DUNDER MIFFLIN

Here directly what our clients like best about working with us in their own v

Scrollable feed of testimonials with ratings that you can curate.

AMAZING CUSTOMER SERVICE

"Great customer support, rapid feedback on any issues, collaboration on successful paper orders, strong industry expertise."

3/19/2022

Becca J. Edsel Corp

ABSOLUTE EXPERTS

"The Dunder Mifflin team provided expertise and guidance, easy to use platform and dashboard, great customer service and a comprehensive summary report that allowed us to identify critical areas for action and impact."

3/19/2022

Mary B. Pets.com

DUNDER MIFFLIN IS AN AWARD WINNING FIRM

Dunder Mifflin has won the Best of Paper client award for 12 years running!





Option to include award logos for participating and winning firms

DUNDER MIFFLIN CLIENT STAR RATING

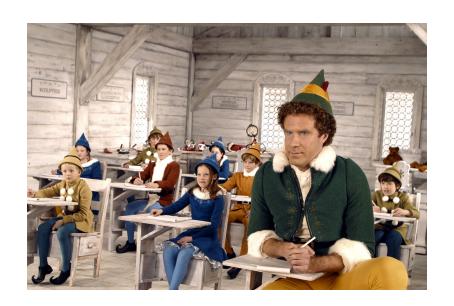
Dunder Mifflin has 593 verified ratings from their clients earning them 4.7 out of 5 stars!



Option to include brand level overall star ratings

clearly**rated**

Pause for a brief second to jot down your questions about: Advanced Website Widget





Amplify: Testimonial and Shout Out Spelling and Grammar Autocorrect

clearly rated

Amplify: Testimonial & Shout Out autocorrect

What do you like best about working with Nike?

Nike has the absolute best account mangers and always helps me with any issues that come up in such short order!					
	mangers managers				
	Submit Dismiss				

Sign your testimonial as:

- Jessica Simpson, MTV
- Anonymous

We will go upstream to automatically suggest and ask survey takers to confirm if they want to accept spelling and grammar edits to their testimonials and shout outs



Other editing use cases we will explore

- Giving you the power to apply spelling and grammar autocorrect in our dashboard even if the survey taker doesn't
- Allowing you to translate testimonials and shout outs to English
- Allowing you to redact names of people and companies



Pause for a brief second to jot down your questions about: Testimonial & Shout Out Autocorrect





Integrations Roadmap

- Sending contacts to survey data to us via our API
- Writing response data back to CRM/ATS systems
 - Bullhorn
 - Salesforce
 - Microsoft Dynamics and Power BI
 - Hubspot
- Automating the surveying process from CRM/ATS systems



Amplify



All existing amplification features, **plus** these new features:

- Enhanced testimonial capture
- Testimonial & Shout Out autocorrect
- One Advanced Website Widget

Always included in all subscriptions with ClearlyRated

Amplify Pro



All *Amplify* features, **plus these new features**:

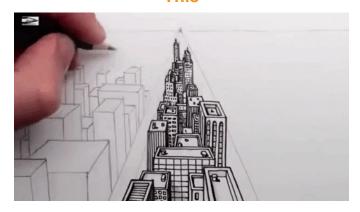
- Reviews (Google, etc.)
- Referrals
- Multiple Advanced Website Widgets

Everyone gets to try this for free on their next survey that launches after September

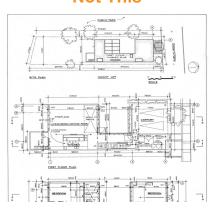


Insights is a long-term product vision We are sketching the vision to be refined into concrete plans

This



Not This

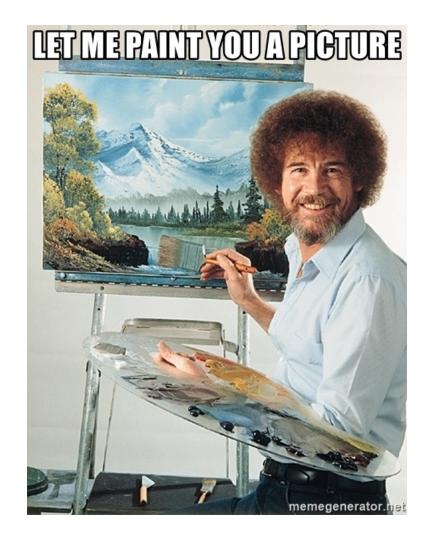




The one thing I can guarantee you is that what I show you today will not be exactly what we build. Your feedback and other inputs will evolve what you see today.

How do we move more of the burden of productivity to the software, not to you and your staff?





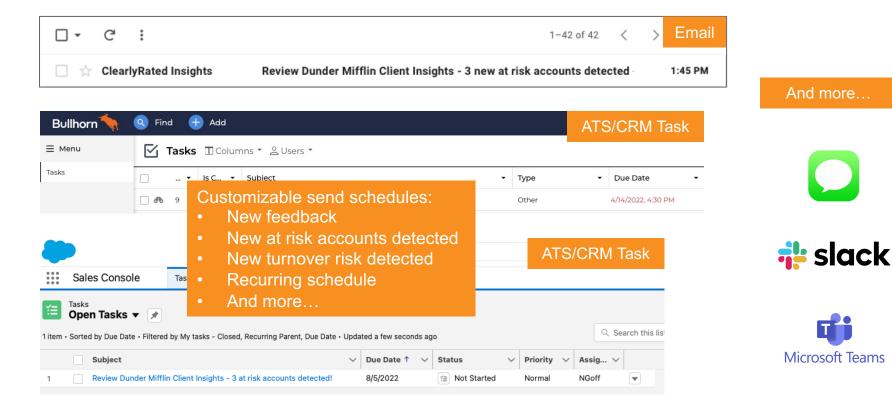


You are pulled in so many directions and into different communication tools





Insights: Starts where you and your staff are everyday



0%

2020

2021

2022

Account Risk Turnover Risk Grow **Trends Benchmarks Dunder Mifflin** *Insights* **Set Reminder** Share Generated 2, 2022 **Insight Alerts** How would you like to use it? You have \$2.22M in At Risk Revenuet 4.4% last 30 days **View Now** O Email You have Significant Turnover Risk at Pets.com **View Now** O Powerpoint **Image Download** Website **Your NPS Trend Your NPS Trend by Touchpoint** Add 80% 80% 70% 70% 60% 60% 50% 50% 40% 40% 30% 30% 20% 20% 10% 10%

0%

2023

2020

On boarding

2021

— Mid-assign ment

2022

2023

——End of assignment

Account Risk Turnover Risk

Benchmarks

Share

Dunder Mifflin *Insights*

Set Reminder

Generated: Ap

You have \$2.22M in At Risk Revenue 4.4% last 30 days

Extreme	Pets.com	3 New Detractors	\$1.2M at risk	Act: Snooze Delegate Add CRM Task		Making it easy to
High	Pan-Am	1 New Detractor	\$800K at risk	Act: Snooze Delegate Add CRM Task		distribute important analysis.
Medium	Blockbuster	No recent responses	\$223K at risk	Act: Snooze Delegate Add CRM Task	lgı	

View More

Bring automated and actionable intelligence.

Failure Insights

CRM Task Ignore

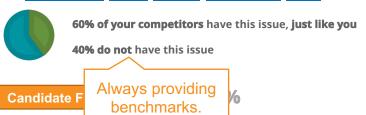
our *maigne Engine* analyzed an eext in your survey responses to give you quick insight into common issues with your At Risk Accounts.

Billing

Act: View Feedb

75%

Act: View Feedback Snooze Delegate Add CRM Task Ignore



0% of your competitors have this issue, just like you

100% do not have this issue

Providing clear next steps.

unt Service Failure Drivers

Our *msignt Engine* analyzed survey feedback service categories to learn what is creating the service failure with your At-Risk accounts.

Primary Service Failure Category:

Expectations listic expectations regarding the open positions you had them work on?

Of your At Risk accounts had this service failure



60% of your competitors have this issue, just like you

40% do not have this issue

Act: View Feedback Snooze Delegate Add CRM Task Ignore

Trends

Account Risk Turnover Risk Grow

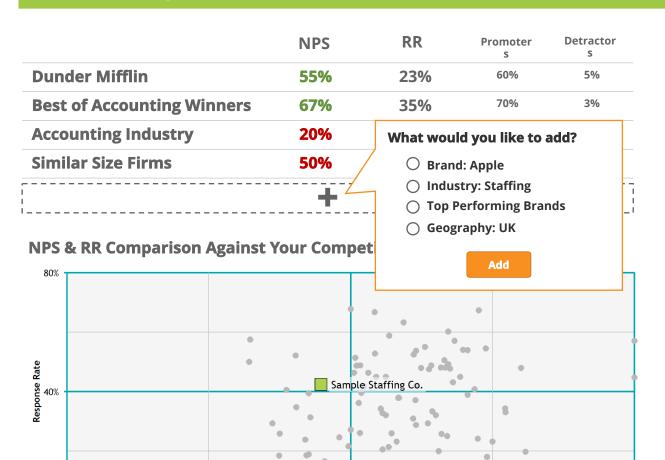
Benchmarks

Dunder Mifflin *Insights*

Set Reminder

Share

Generated: April 12, 2022



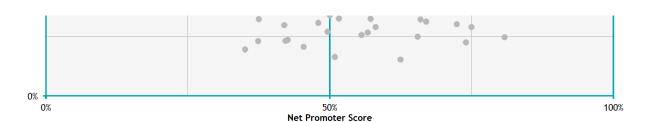


Dunder Mifflin *Insights*

Set Reminder

Share

Generated: April 12, 2022



Employee NPS Comparison by Identity

	You	Best of Accounting	Accounting Industry
Identity	NPS	NPS	NPS
LGBTQIA+ and/or sexual orientation minority	35.3%	68%	55%
Single parent or guardian family	42.6%	85%	59%
Parent or guardian with a dependent living in the home	48.8%	77%	64%
Armed Service Veteran	69.2%	73%	65%
Physically disabled	50.0%	*	66%
Disabled in another way (intellectual, sensory, mental illness)	35.3%	60%	48%
Have been convicted of or pled guilty to charges other than minor traffic violations	16.7%	*	59%

Trends

Account Risk Turnover Risk Grow

Benchmarks

Generated: April 12, 2022

Pets.com *Account Insights*

Set Reminder

Share

You have \$1.2M in At Risk Revenue at Pets.com

Extreme	Martha Washington Decision Maker	New Detractor	"We are so frustrated to have been overcharged three times in a row! Get it right please."	Act: Snooze Delegate Add CRM Task View Feedback Ignore
High	Bobby Tables Decision Contributor	Stable Passive	"Your invoicing system is broken. It keeps charging us more than it should be."	Act: Snooze Delegate Add CRM Task View Feedback Ignore
Medium	Kevin James Day to Day	Stable Passive	No text responses provided View More	Act: Snooze Delegate Add CRM Task View Feedback Ignore

Pets.com Experience Insight

Our Experience Insight Engine automatically analyzed all text in your survey responses to give you quick insight into common issues with Pets.com.

Top Issue: **Billing** (66% reference this)

"We are so frustrated to have been overcharged three times in a row! Get it right please." Martha Washington, Pets.com April 2nd,

"Your invoicing system is broken. It keeps charging us more than it should be." Bobby Tables, Pets.com February 2nd, 2022

View all

How does this compare to your other accounts?



Trends

Account Risk Turnover Risk Grow

Benchmarks

Pets.com *Account Insights*

Set Reminder

Share

Generated: April 12, 2022

You have Significant Turnover Risk at Pets.com

Extreme	Mary Jackson Sr. Database Engineer	New Detractor Mid-Assignment	\$53,589 at risk	Act: Snooze Delegate Add CRM Task View Feedback Ignore
Medium	Katherine Johnson Oracle Consultant	Stable Passive Mid-Assignment	\$33,589 at risk	Act: Snooze Delegate Add CRM Task View Feedback Ignore
Medium	Dorothy Vaughan <i>Python Developer</i>	Passive Onboarding	\$26,444 at risk	Act: Snooze Delegate Add CRM Task View Feedback Ignore

Pets.com Talent Experience Insight

Our Experience Insight Engine automatically analyzed all text in your survey responses to give you guick insight into common issues with Pets.com talent.

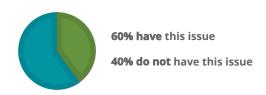
Top Issue: **Responsiveness** (66% reference this)

"Nobody calls me back within a reasonable amount of time. I need to have my calls returned." Mary Jackson, Pets.com April 2nd, 2022

"People tell me they are going to send me something the next day and it rarely happens." Dorothy Vaughan, Pets.com February 2nd, 2022

View all

How does this compare to your other talent?

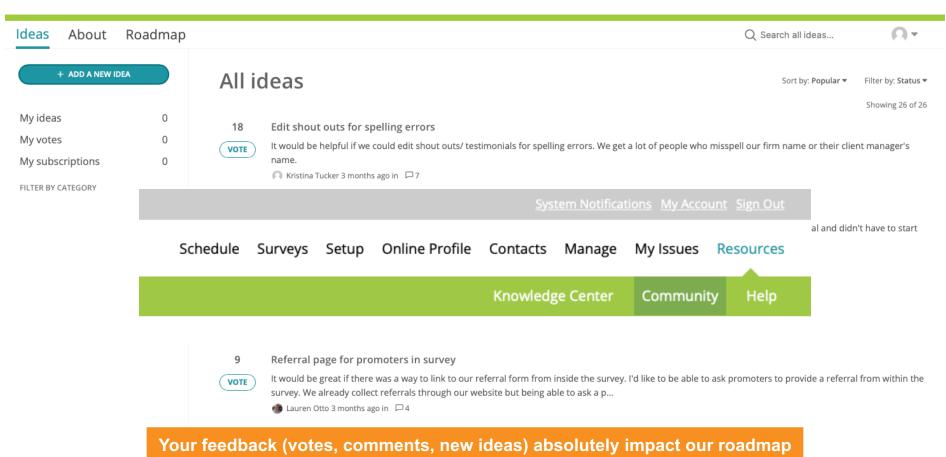


Pause for a brief second to jot down your questions about: Insights





clearly**rated** community



prioritization, so please vote!

Questions?



StaffingReferrals experience

Accept Michael Scott's Invite to Apply for a Job with Dunder Mifflin

Get a \$25 bonus when you get the job.*

Email	Or apply now with
john@smith.com ≅	Carret
First Name	G Google
	Or meet your recruiter
Last Name	
Cell Phone	
Zip	
APPLY NOW	

