



Eric Gregg

CEO & Founder
ClearlyRated

Modernize Your Staffing Sales Effort for 2020

Evolving Practice & Process To Align With The
Modern Staffing Buyer

September 25, 2019



Steven Cerny

Sales Director
CareerBuilder's
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Group



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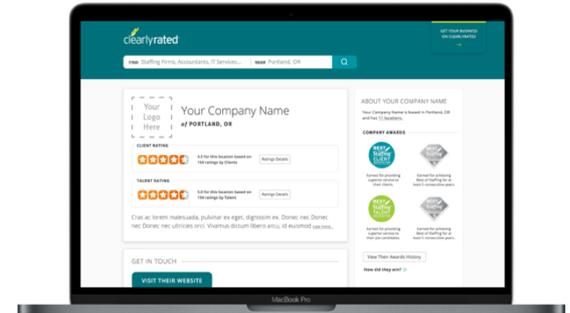
Simple, actionable client & talent surveys



Credible 3rd Party Award



Ratings & Reviews driven directory



HIRE

Enable applicant tracking systems

Supply onboarding solutions

Provide benefits and administrative solutions

SCREEN

Perform background screening

Coordinate drug testing



PLAN

Collect college data and insights

Assemble labor market data and insights

Review average compensation

Ensure OFCCP compliance

FIND

Post, distribute and advertise jobs

Source candidates

Create career sites and talent pipeline

Automate candidate matching technology

Gain social referral capabilities

Manage recruiting events

Would you buy this oven?

Rated “Best Buy” by
Consumer Reports

Achieved score of 72.
Competitors ranged
from 48 to 80.

CR Consumer Reports™

OVERALL SCORE **72**

BEST BUY

Whirlpool WOS51ECOAS wall oven

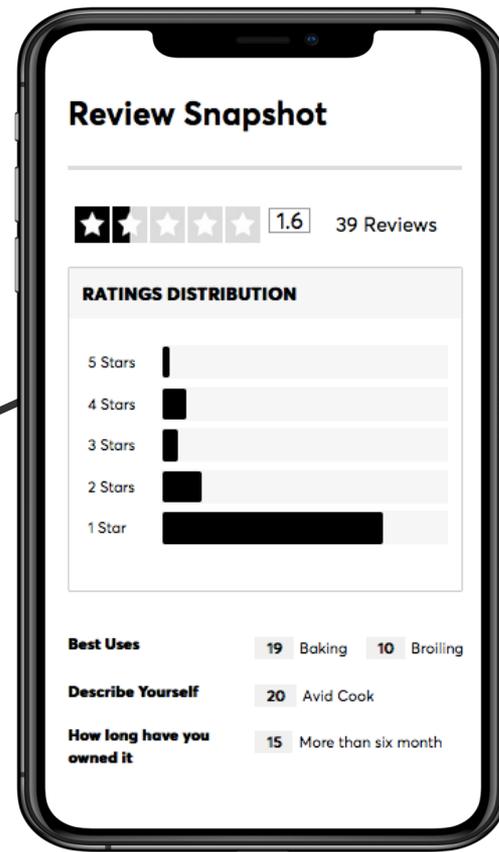
PRICE
\$1,169.00 - \$1,179.00

[Price & Shop >](#)

This Whirlpool 30-inch electric wall oven has the following:

- Touchpads for setting oven temperature.
- Large oven window.

What about now?



Or now?



★☆☆☆☆ 1 DO NOT BUY THIS OVEN!!

Had it only 6 months before the inside coating started flaking, cracking and the bottom warped to what appears to be a dangerous amount of distorting. Afraid to continue use and WP says it's cosmetic and blew us off. Turns out HUNDREDS have the same issue! I smell a class action coming!

[More Details](#) ▾

Bottom Line No, I would not recommend to a friend

Was this review helpful to you? [Flag this review](#)

★☆☆☆☆ 1 Do not use the self cleaning feature

I thought it was a nice oven till I ran the self cleaning. NEVER run the self cleaning. You will blow a thermal fuse and it will cost you a lot. After doing some internet searches and reading other reviews I know its a very common problem.

[More Details](#) ▾

Bottom Line No, I would not recommend to a friend

Was this review helpful to you? [Flag this review](#)

“Had it only 6 months before the inside coating started flaking and the bottom warped to what appears to be a dangerous amount of distorting. Afraid to continue use and WP says its cosmetic and blew us off. Turns out HUNDREDS have the same issue! I smell a class action coming!”

“I thought it was a nice oven until I ran the self cleaning. NEVER run the self cleaning. You will blow a thermal fuse and it will cost you a lot. After doing some internet searches and reading other reviews I know it is a very common problem.”

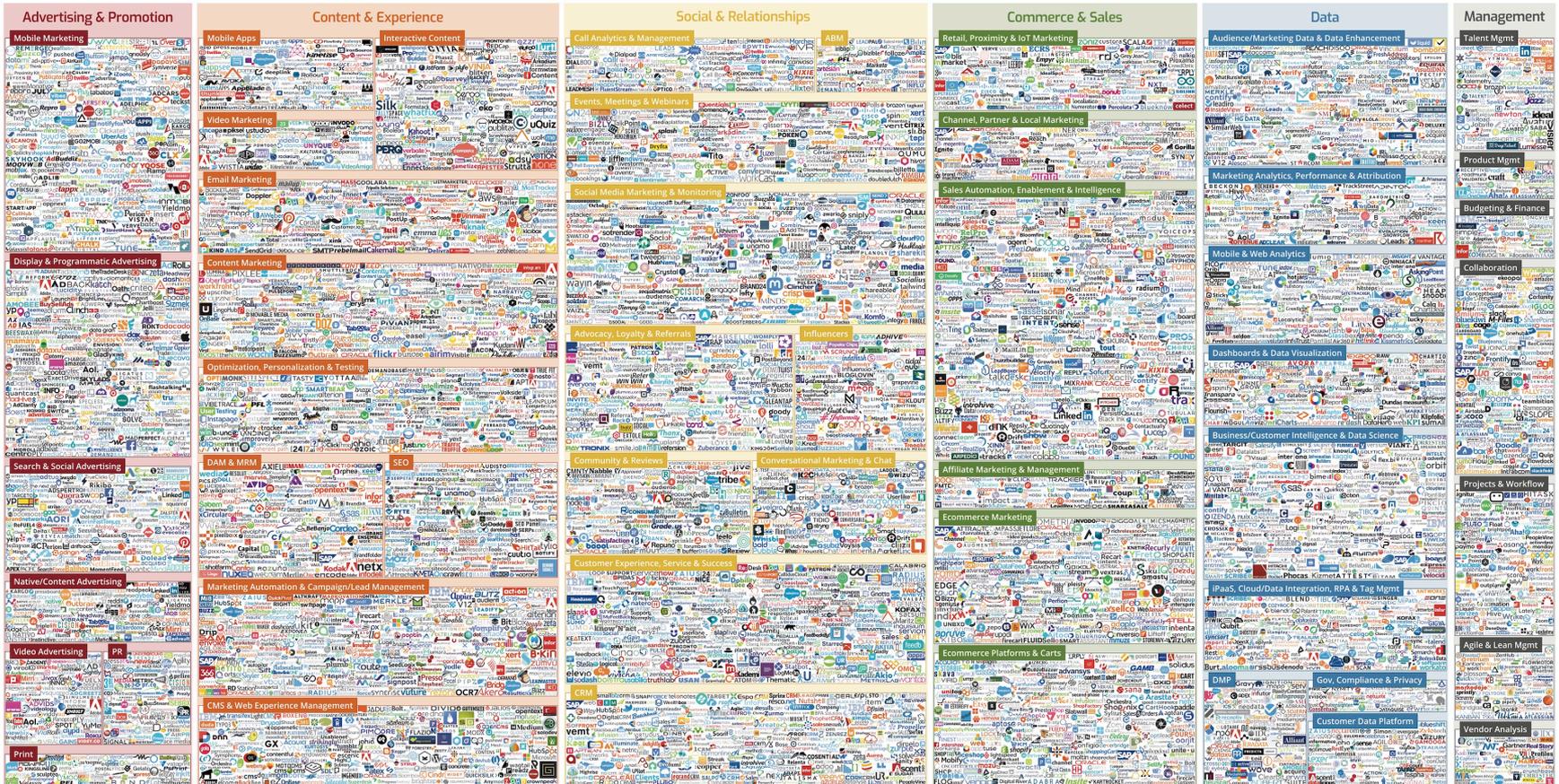
B2B Buying

57% of the way toward making a decision
before engaging with a sales team

SOURCE: Corporate Executive Board

80% of the B2B buying decision would happen
without engagement with salesperson

SOURCE: Forrester & Gartner



Decisions are getting confusing

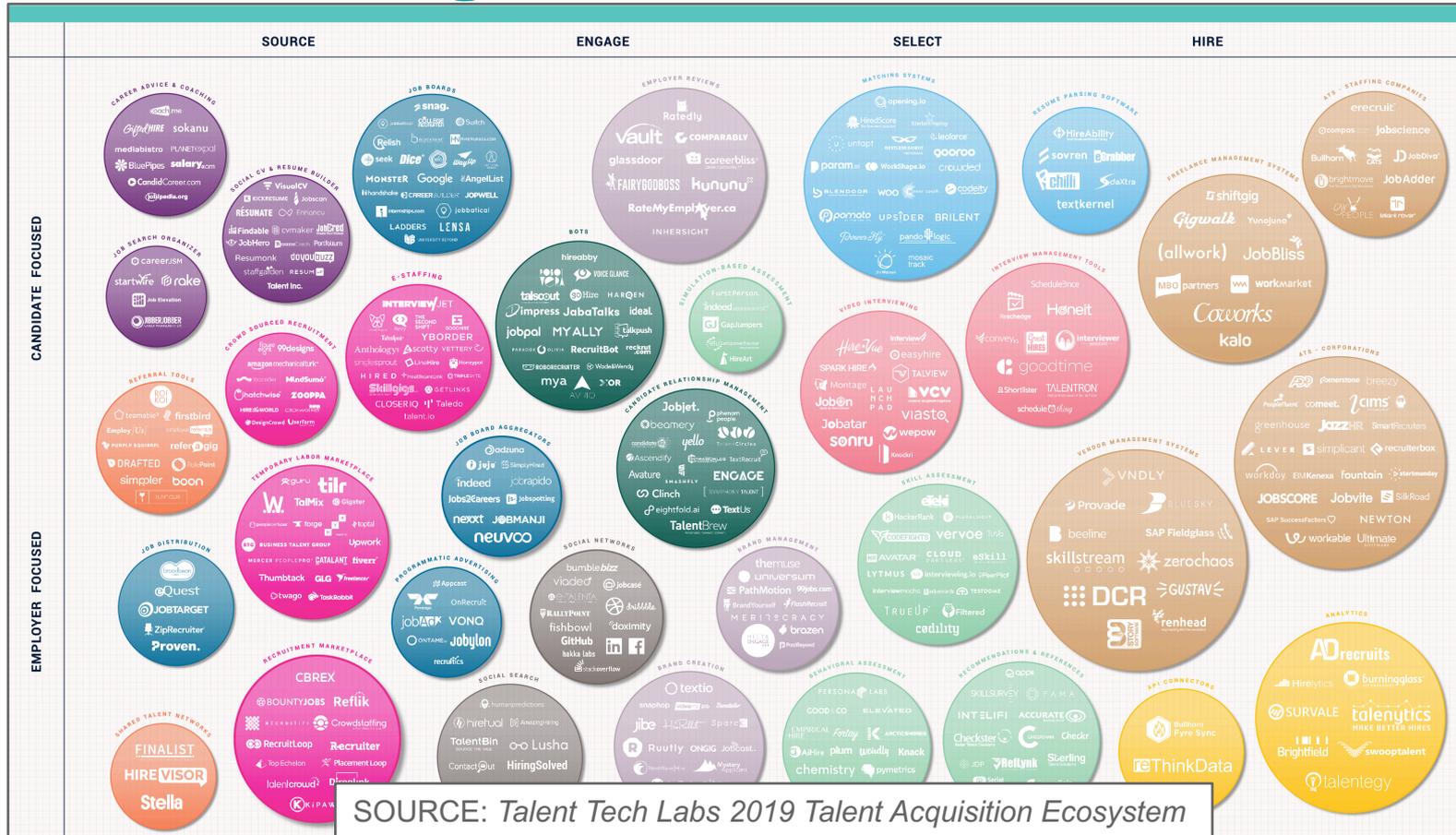


SOURCE: Scott Brinker Marketing Technology Media, LLC.

BUYER GROUPS

Today **6.8** v. **5.4** 3 years ago

And staffing is no different



Differentiation is earned, not assumed.

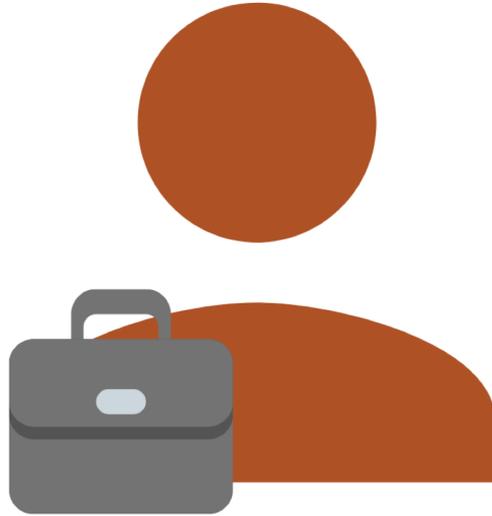
54% of buyers think that all staffing firms are mostly the same.

20,000

staffing firm providers in the U.S.



Half of staffing leaders are 48 or older





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**Let's begin with
understanding who our buyer is**

Buyer Demographics

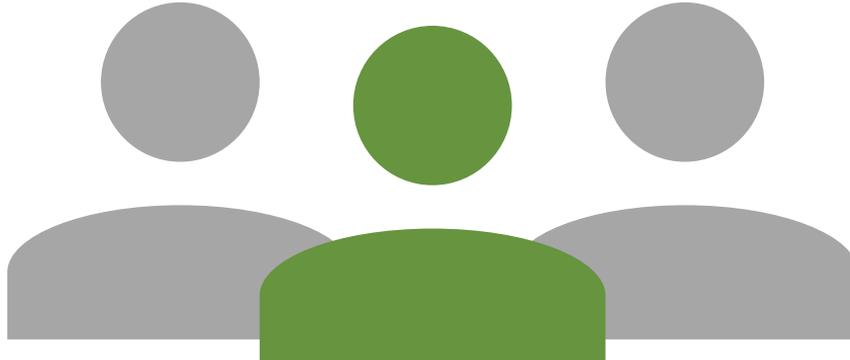


Generation	
Gen Z	4%
Millennials	35%
Gen X	41%
Baby Boomers	20%
Silent Gen	1%

Gender	
Female	51%
Male	49%

Experience	
Average	15 Years

Buyer Group Size



Buyer Group Size	
1 Person	13%
2 People	31%
3 People	33%
4 People	13%
5+ People	10%

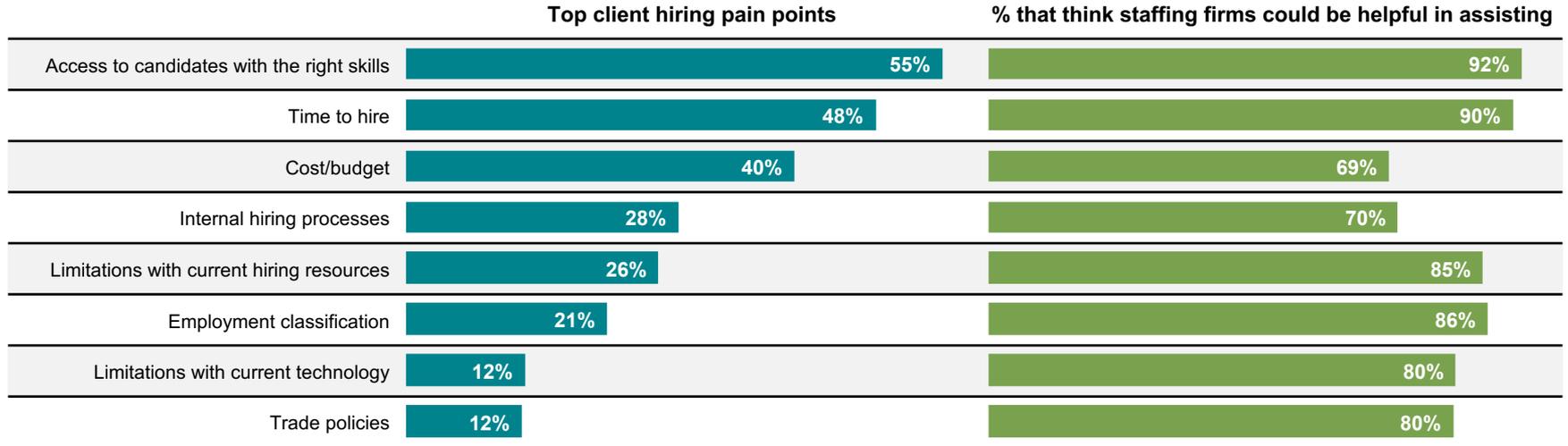
Buyer existing beliefs about staffing firms

To what extent do you believe the following are true about staffing and recruiting companies, in general?

Staffing and recruiting companies...	Agree	Strongly Agree
Help you hire more quickly than searching on your own	89%	43%
Give you more flexibility than traditional employees	85%	38%
Provide you higher quality candidates than you could find on your own	73%	28%
Are too expensive	67%	24%
Are all mostly the same	55%	14%
Have selfish motives	50%	17%

SOURCE: 2019 ClearlyRated, CareerBuilder and ASA

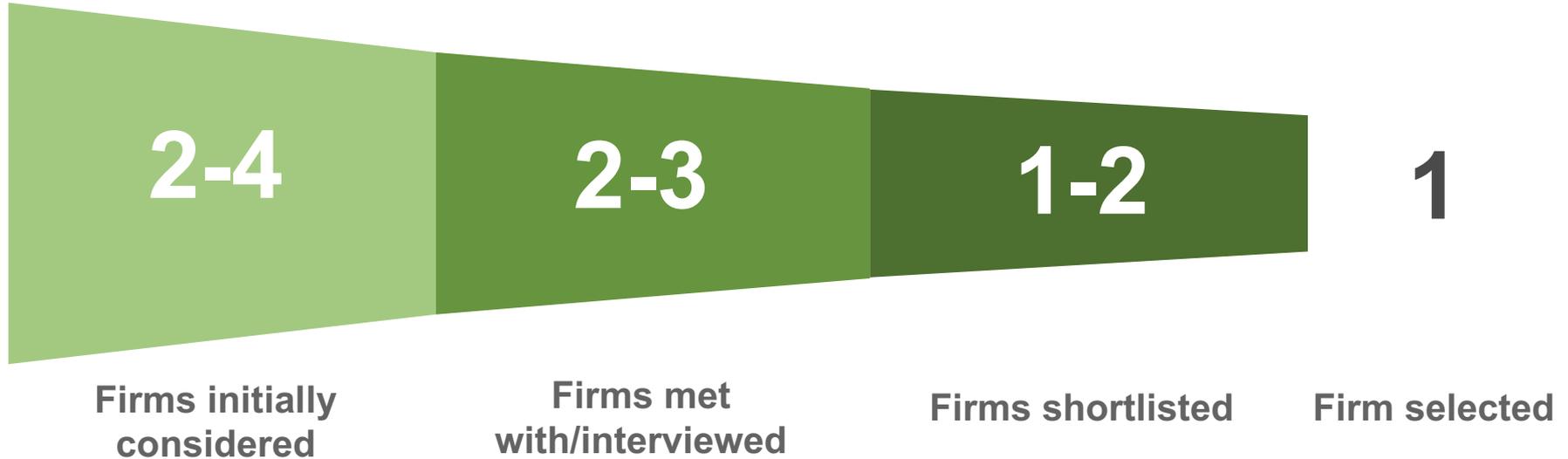
Primary Pain Points



SOURCE: 2019 ClearlyRated, CareerBuilder and ASA

Buyer funnel dynamics

50% of buyers
(25th percentile to 75th percentile)



SOURCE: 2019 ClearlyRated, CareerBuilder and ASA

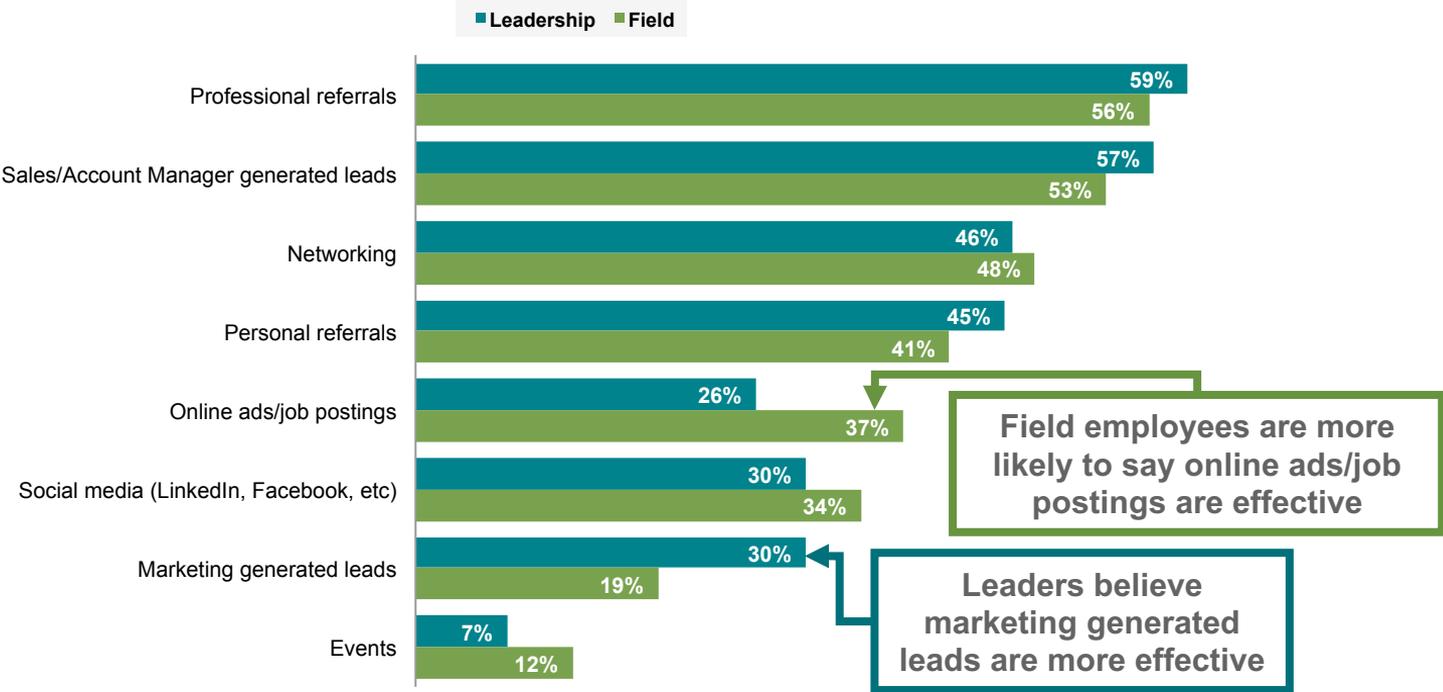
Now let's look at the buyer journey and look for potholes in the road to avoid

Overview of entire buyer journey



Awareness: Generating leads

Most effective sources in generating new job orders



SOURCE: 2019 ClearlyRated, CareerBuilder and ASA



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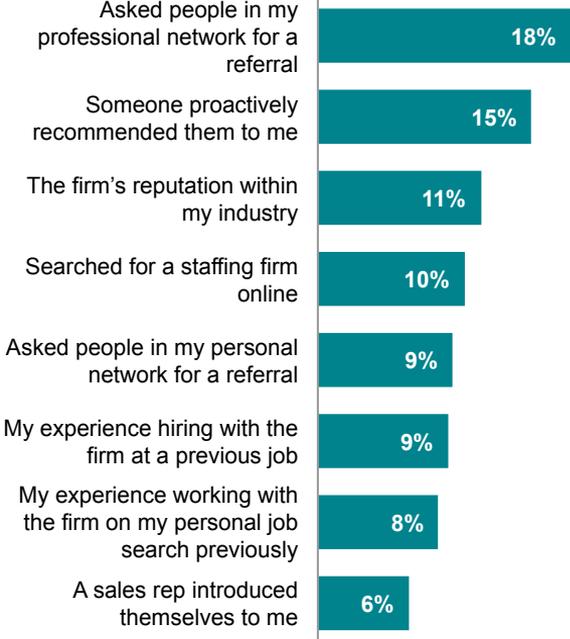


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Awareness: Resources or Methods

Resources or methods clients use to first become aware of their primary staffing firms



Resources or methods clients use to help vet their primary staffing firms



SOURCE: 2019 ClearlyRated, CareerBuilder and ASA

Consideration: Vetting

Additional research done after receiving a referral for a staffing firm	Millennials	Gen X	Baby Boomers
Search for the staffing firm online	50%	35%	29%
Ask other people in my professional network if they know of the firm	46%	39%	56%
Read reviews of the staffing firm online	43%	40%	37%
Go to the staffing firm's website to read about them	43%	33%	31%
Ask other people in my personal network if they know of the firm	35%	30%	35%
Reach out to a sales rep of the firm to learn more	32%	27%	25%
Look for the firm on social media	21%	19%	13%
Don't do additional research, I trust the referral/recommendation	3%	10%	10%



SOURCE: 2019 ClearlyRated, CareerBuilder and ASA

Consideration

Right now, only....

24% of clients are “very likely” to take a meeting with a sales representative from a staffing firm they haven’t heard of

However, clients are...

73% more likely to take the meeting if that sales rep is from a staffing firm that is seen as an industry expert

46% more likely to take the meeting if that sales rep can point to their firm’s great online ratings and reviews

34% more likely to take the meeting if that sales rep can provide 10 peer testimonials from the client’s industry



SOURCE: 2019 ClearlyRated, CareerBuilder and ASA





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Selection

Top reason clients work with staffing firms	Staffing Professionals	Clients
Ability to find high quality talent	25%	22%
Strong reputation	20%	17%
Liked the account manager/recruiter	15%	8%
Ability to find specific/niche skill sets	12%	15%
Consultative approach	11%	6%
Responsiveness	9%	9%
Outstanding references/referral	3%	10%
Lowest price	3%	7%
Positive online ratings/reviews	2%	7%

Answers are sorted by Staffing Professionals results. Client results are from 2019 Staffing Buyer Study.



SOURCE: 2019 ClearlyRated, CareerBuilder and ASA



Selection

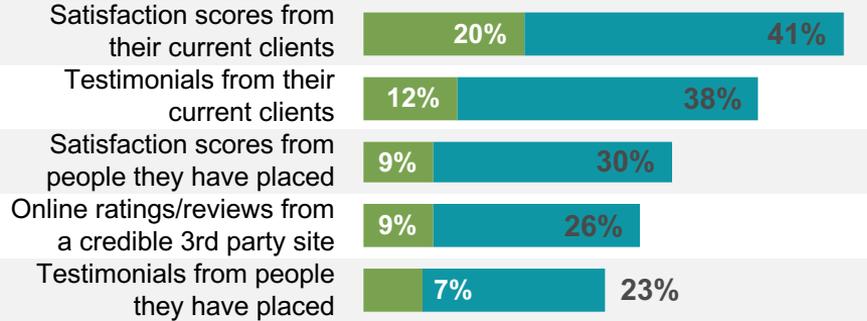
Most persuasive factors in demonstrating the unique value of a staffing firm

■ Top Ranked ■ Total Mentions

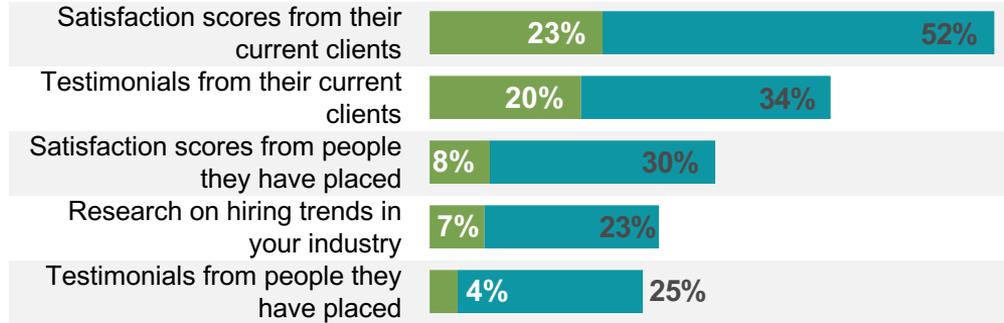
Millennials



Gen X



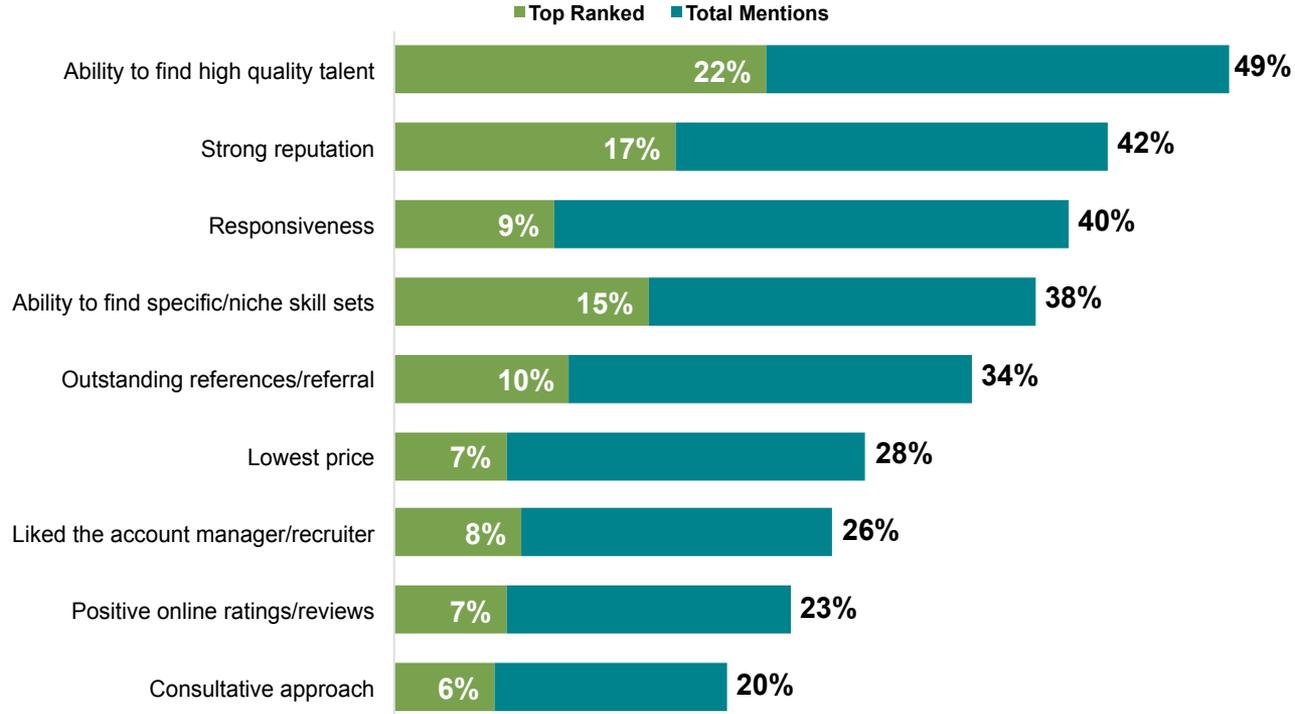
Baby Boomers



SOURCE: 2019 ClearlyRated, CareerBuilder and ASA

Selection

Top reasons clients ultimately selected their primary firm



SOURCE: 2019 ClearlyRated, CareerBuilder and ASA



Evaluation

Perception of how staffing firm compares to others in the following areas	Staffing Professionals (% "Better" than others)	Clients (% "Better" than others)
Service	88%	64%
Responsiveness to emails/phone calls	84%	63%
Quality of talent provided	82%	61%
Value, given the price	77%	55%
Communication around open orders/progress	76%	61%
Knowledge of employment trends, best practices	74%	60%
Time to fill open job orders	64%	59%
Technology leveraged to improve the experience	57%	54%

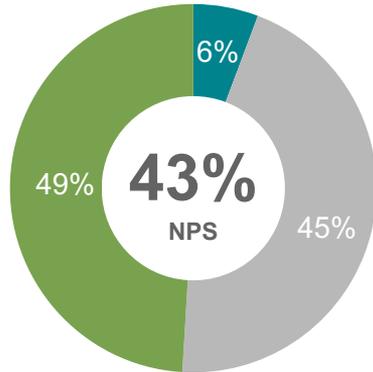
SOURCE: 2019 ClearlyRated, CareerBuilder and ASA



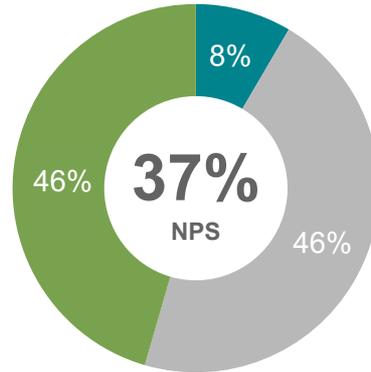
Evaluation

How likely do you think current clients would be to recommend your staffing firm to their friends or colleagues?

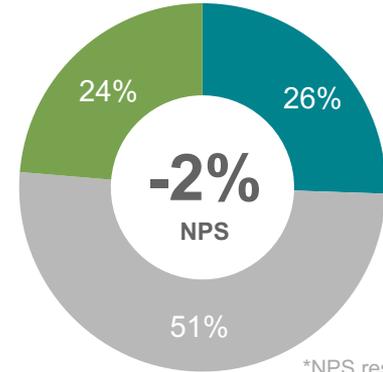
Leadership - Perceived Client NPS



Field - Perceived Client NPS



Actual Client NPS*



■ Detractors (0-6) ■ Passives (7-8) ■ Promoters (9-10)

*NPS results for clients come from the 2019 Staffing Buyer Study in regards to their primary staffing firm

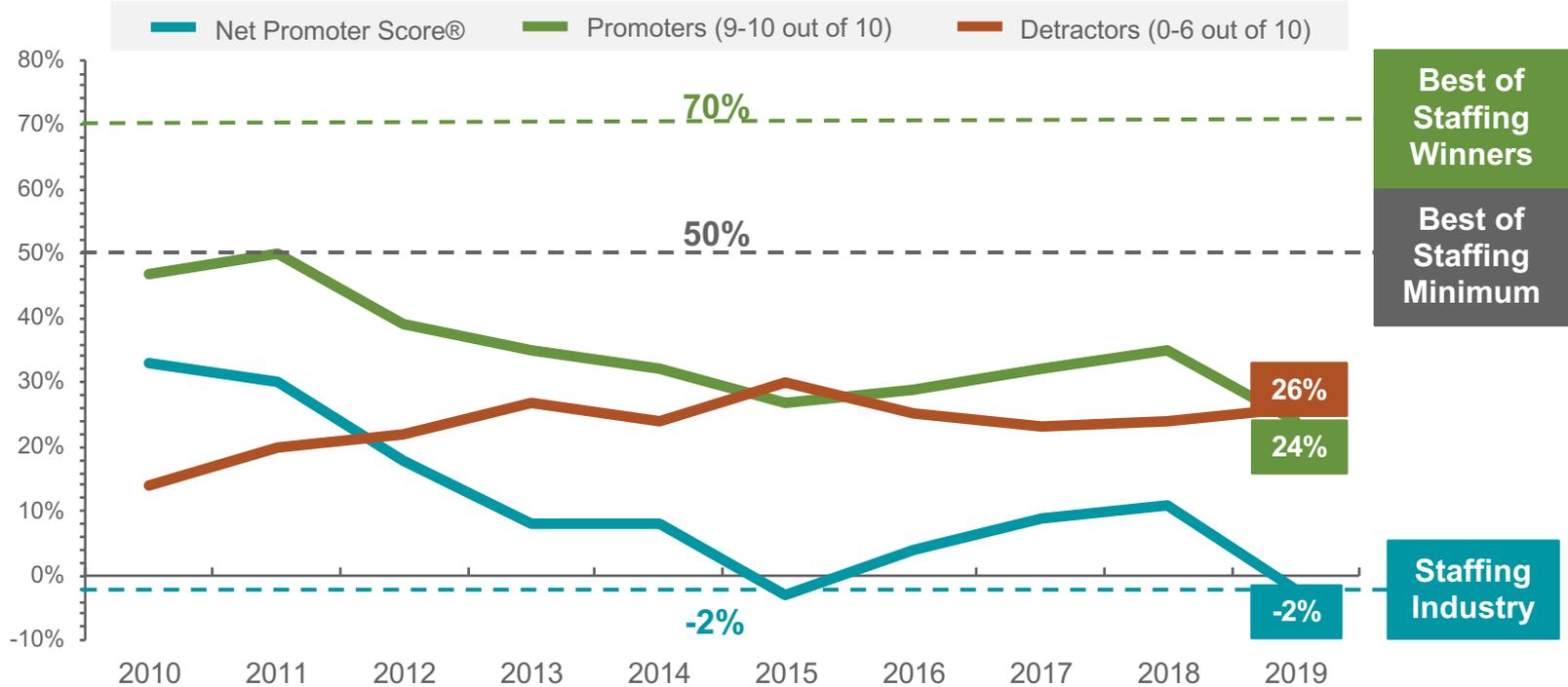


SOURCE: 2019 ClearlyRated, CareerBuilder and ASA



Evaluation

Likelihood to Recommend Working with Primary Staffing Firm



SOURCE: 2019 ClearlyRated, CareerBuilder and ASA



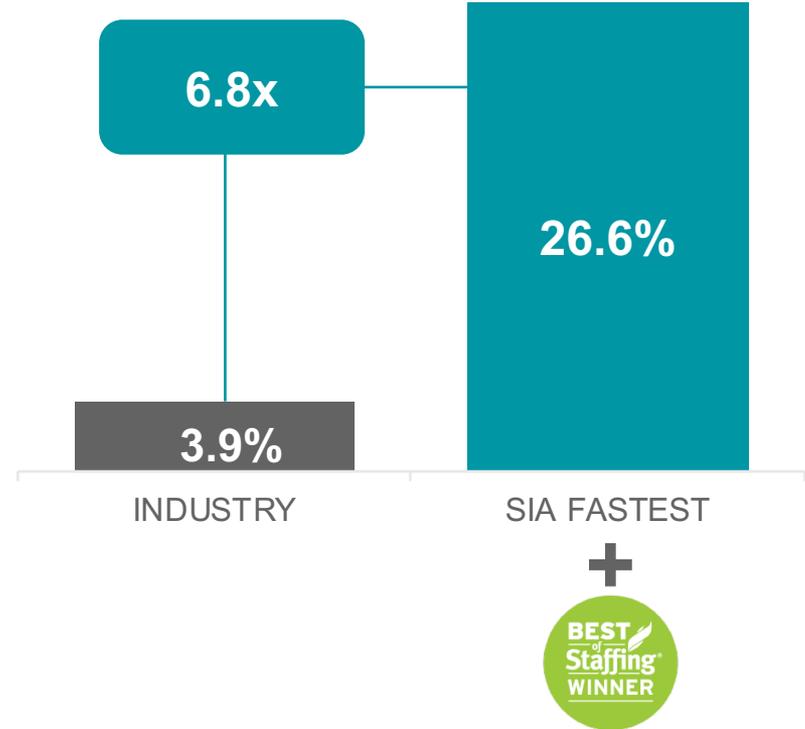
Evaluation



2018
**Fastest Growing
US Staffing Firms**

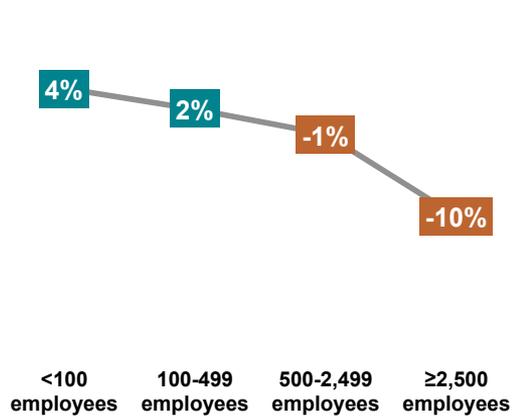
- 94 Firms >15% CAGR Revenue Growth
- 2013-2017 Revenue Analyzed

27

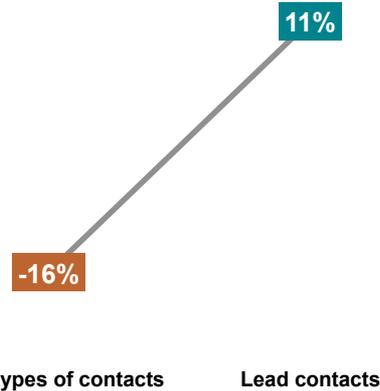


Evaluation

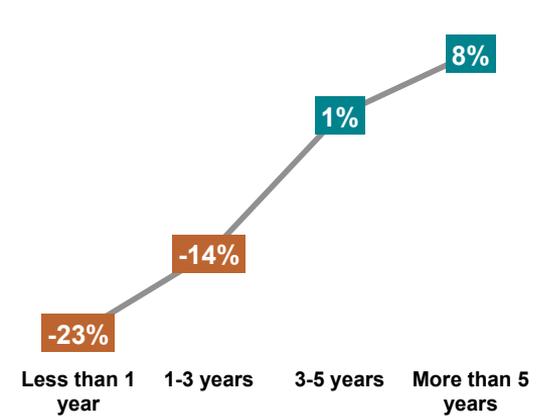
Client NPS by client organization size
(number of employees)



Client NPS by relationship of
respondent to staffing firm



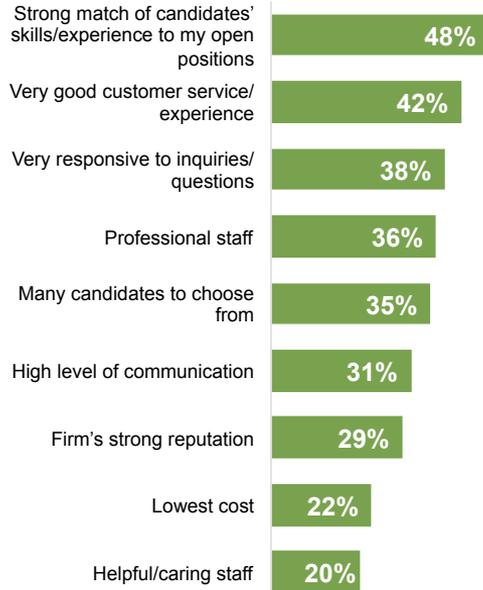
Client NPS by length of relationship
with primary staffing firm



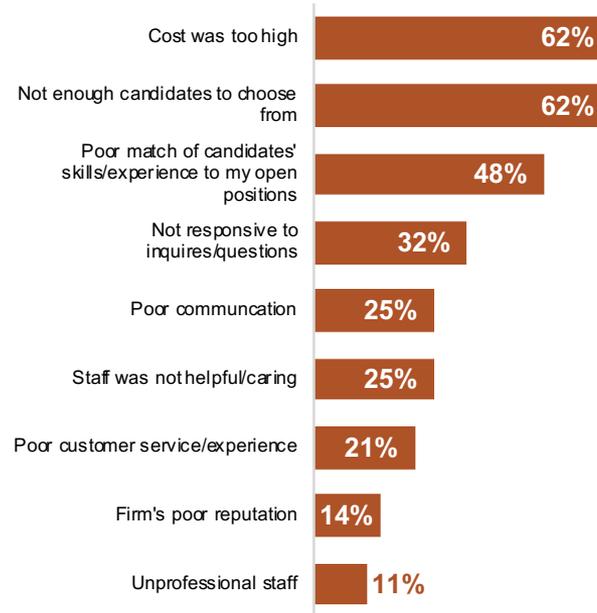
SOURCE: 2019 ClearlyRated, CareerBuilder and ASA

Evaluation

Promoters (9-10) reason for rating



Detractors (0-6) reason for rating



SOURCE: 2019 *ClearlyRated*, *CareerBuilder* and *ASA*

Expansion



SOURCE: 2019 ClearlyRated, CareerBuilder and ASA





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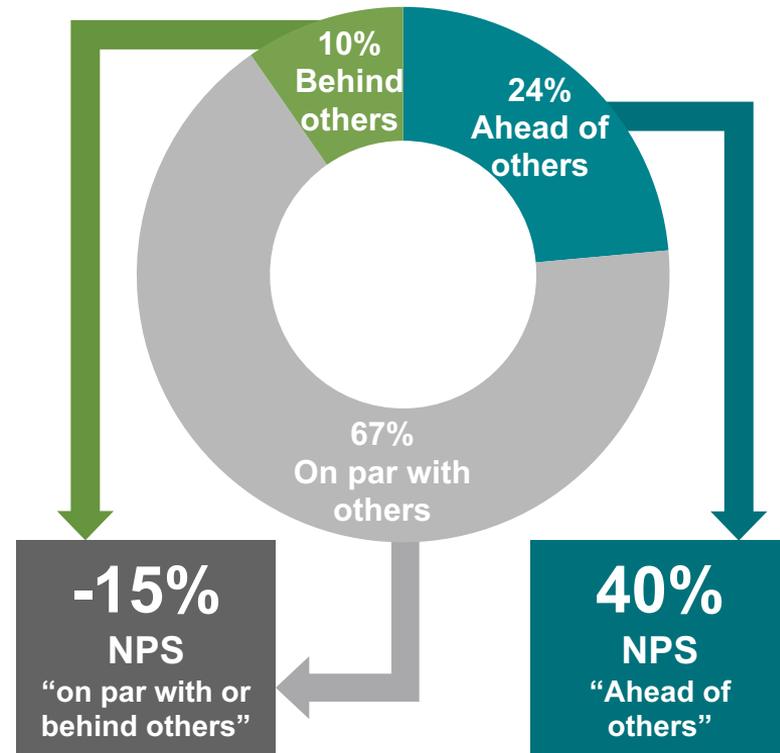




Finally, let's look at 3 bold predictions impacting buyer behavior

Bold prediction #1:
Staffing firms who leverage technology the most strategically will outpace the industry dramatically.

Client perception of primary firm's use of technology, compared to other firms



Bold prediction #1:

Staffing firms who leverage technology the most strategically will outpace the industry dramatically.

63%

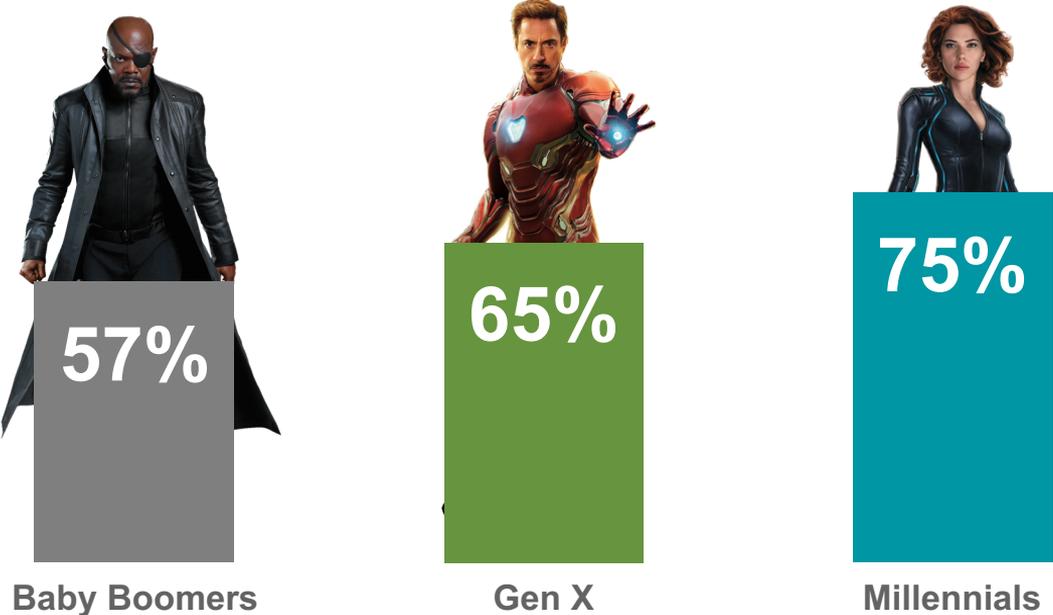
of leaders don't feel they have all of the technological tools to be successful.

73%

of leaders believe technology will rapidly change their firm in the next 5 years.

Bold prediction #1: Staffing firms who leverage technology the most strategically will outpace the industry dramatically.

percent that agree with the following statement, by generation
Would prefer to research a firm online instead of engaging with a sales person



Bold prediction #1: Staffing firms who leverage technology the most strategically will outpace the industry dramatically.

percent that agree with the following statement, by generation

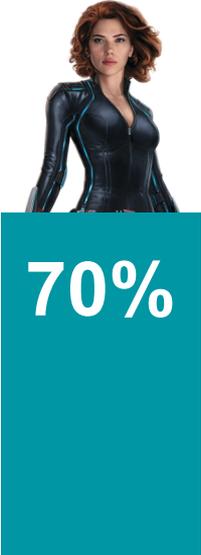
Would prefer to place a job order online rather than talking to a recruiter by phone or in person



Baby Boomers



Gen X



Millennials



SOURCE: 2019 ClearlyRated, CareerBuilder and ASA

Bold prediction #1: Staffing firms who leverage technology the most strategically will outpace the industry dramatically.

percent that agree with the following statement, by generation

In 5 years, most of the value staffing firms provide will be replaced by technology.



Baby Boomers



Gen X



Millennials

Bold prediction #1: Staffing firms who leverage technology the most strategically will outpace the industry dramatically.

Technology used in the recruitment process (% "currently use")	Small Staffing Firms (<50 employees)	Mid-Size Staffing Firms (50-500 employees)	Large Staffing Firms (>500 employees)
Matching technology to match open jobs to potential candidates	46%	46%	57%
Video/online interviewing	32%	40%	64%
Search of multiple 3rd party resume databases within a single search bar	28%	38%	58%
Automatically update candidate profiles with data from the open web	20%	33%	37%
Automatically populate email drip campaigns with relevant candidates	22%	27%	41%
Next generation search technology (e.g., natural language/semantic searching)	18%	24%	40%

SOURCE: 2019 *ClearlyRated*, *CareerBuilder* and *ASA*



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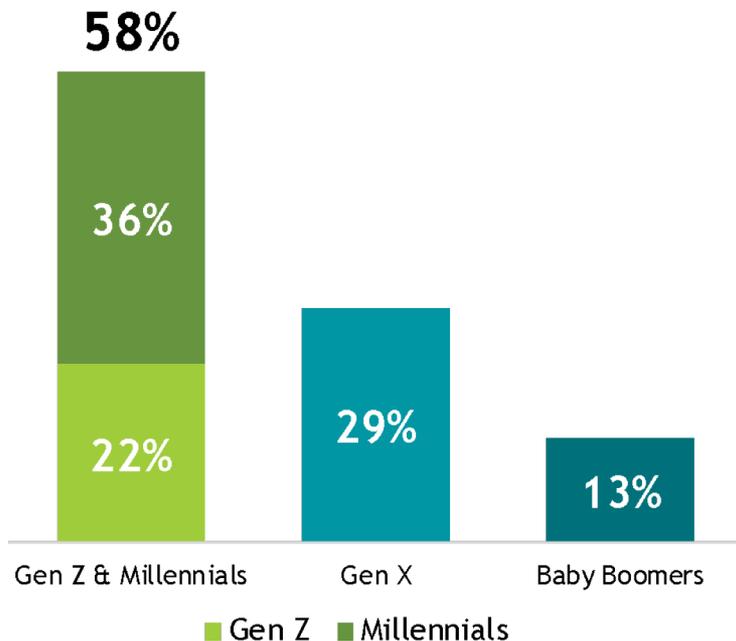


Measure the client and talent experience.
Build online reputation.
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Bold prediction #2:
Online reputation
will be more
persuasive than
referrals within the
next 5 years.

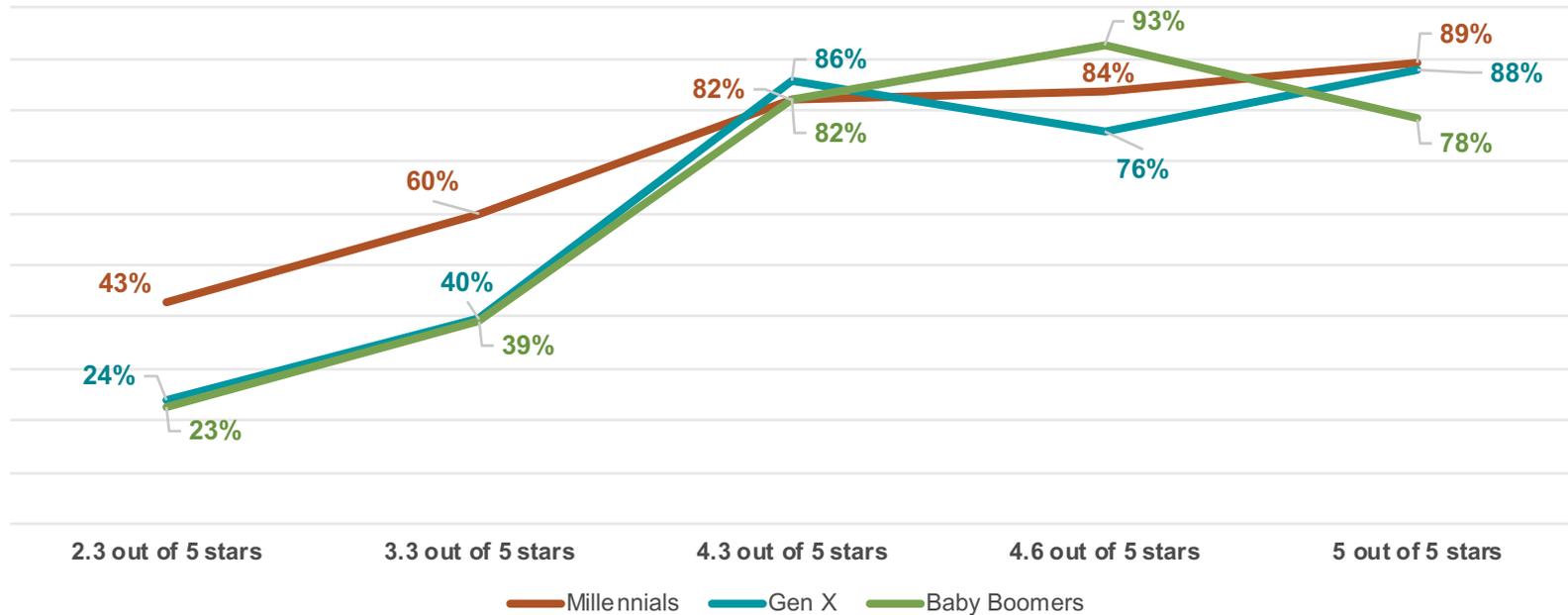
Projected percentage of each generation
in the labor force in 2028



SOURCE: ClearlyRated, Upwork - 2018

Bold prediction #2: Online reputation will be more persuasive than referrals within the next 5 years.

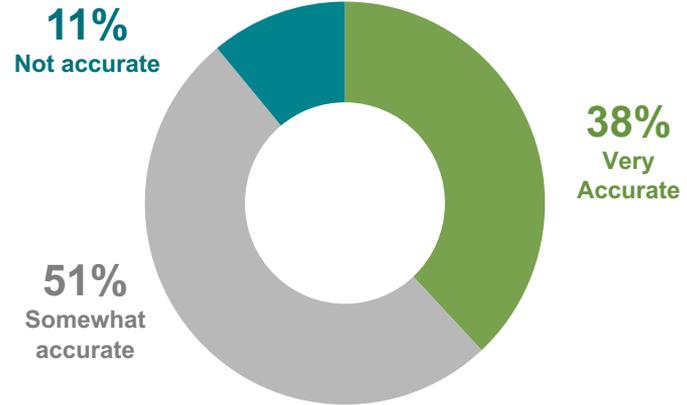
% Likely to engage with staffing or recruiting company



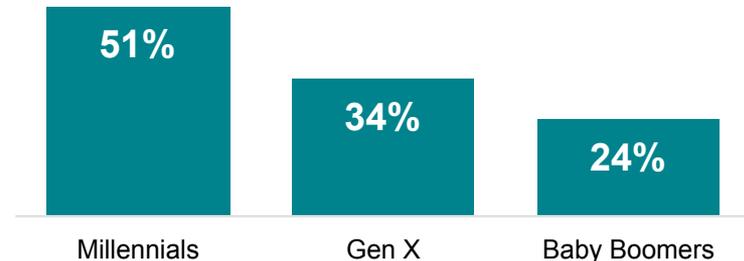
Bold prediction #2:

Online reputation will be more persuasive than referrals within the next 5 years.

How accurately online Staffing firm reviews reflect the experience of clients and candidates



Percent that believe online staffing firm reviews are very accurate





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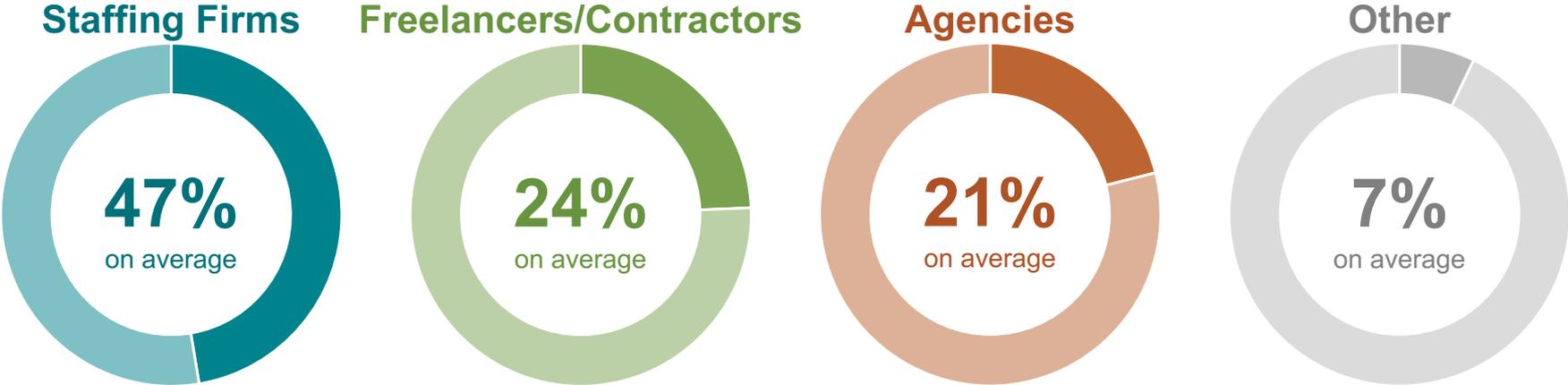


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Bold prediction #3: Staffing firms will compete with freelancing sites and agencies for job orders.

Percentage of clients' total outsourced flexible talent spent on...

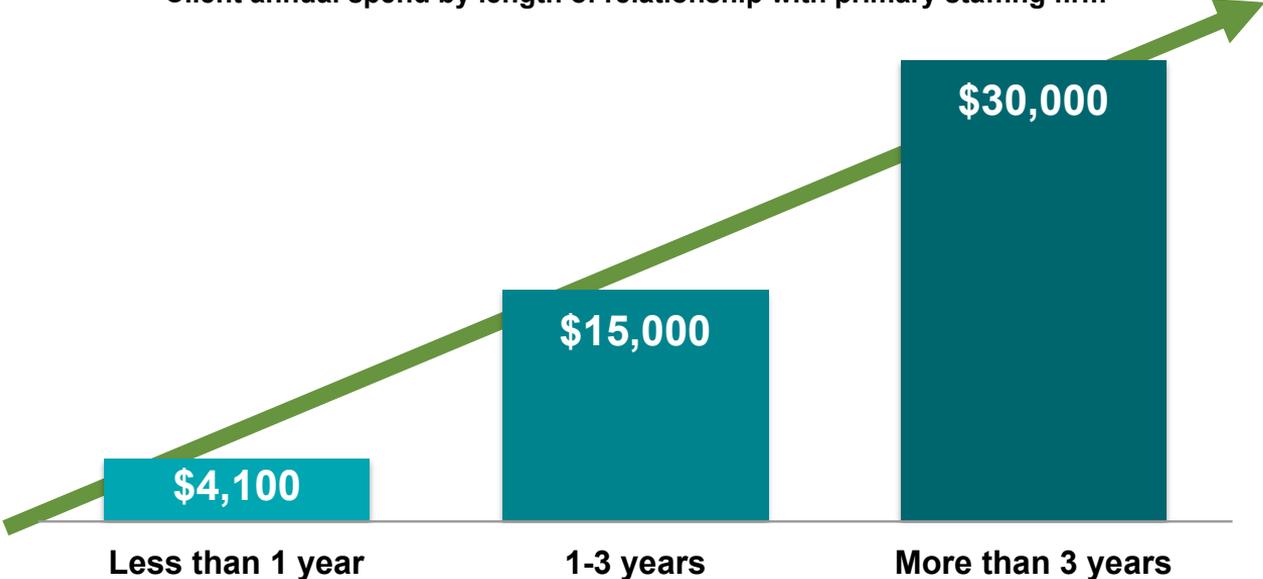


SOURCE: 2019 ClearlyRated, CareerBuilder and ASA

Bold prediction #3: Staffing firms will compete with freelancing sites and agencies for job orders.

Client annual spend by length of relationship with primary staffing firm

\$25,000
Client median annual spend with primary staffing firm





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Parting Thought:
Don't overpromise.
Overdeliver.



Questions?

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