



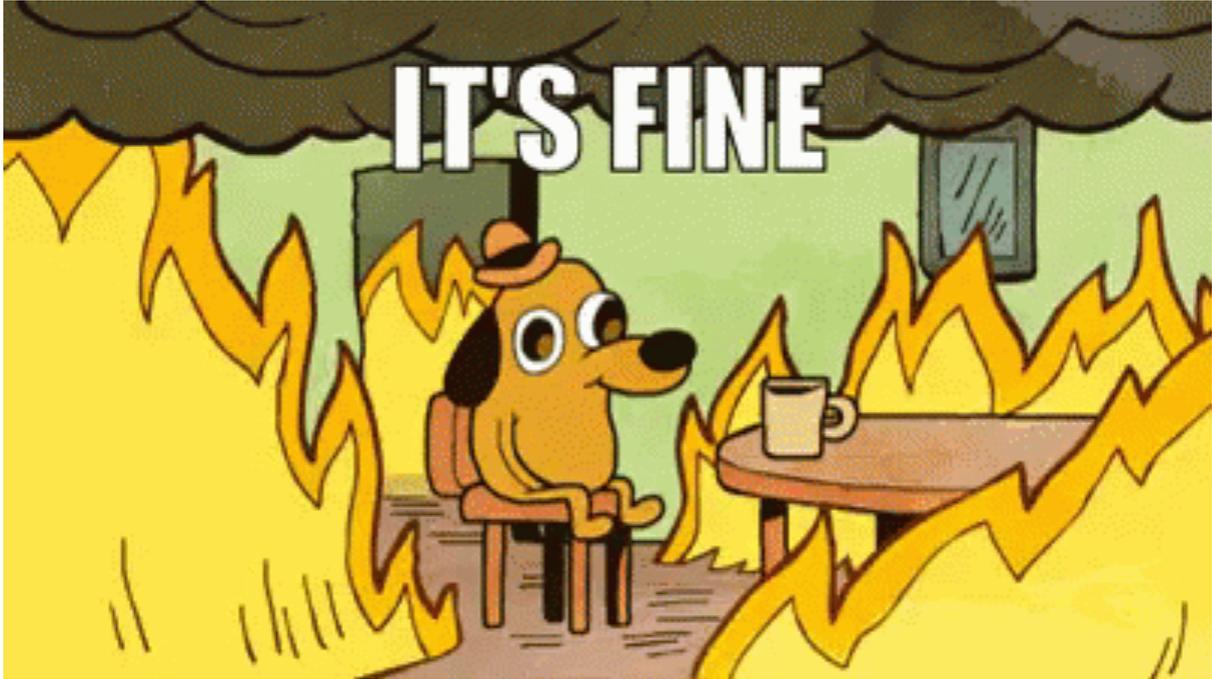
Best of Staffing® 2021: Maximizing value and a sneak peek at *NEW* features

Presented by:

Eric Gregg, CEO & Founder
Bridget Harper, VP of Customer Success



2020 in a nutshell...



Today's Agenda

1. Overview of current state of staffing industry.
2. Share latest research on impact of service on staffing bottom line.
3. Outline ClearlyRated tools available to help you now and *NEW* features for 2021.



Thank you to our Best of Staffing® sponsors!

Presenting Sponsor



Gold Sponsor



Best of Staffing participants stand out against the industry



=

FEWER THAN

2%

of all staffing
firms earned
client + talent
in 2020

TESTIMONIALS

179k

For firms
from clients & talent
for outstanding
service

SHOUT OUTS

137k

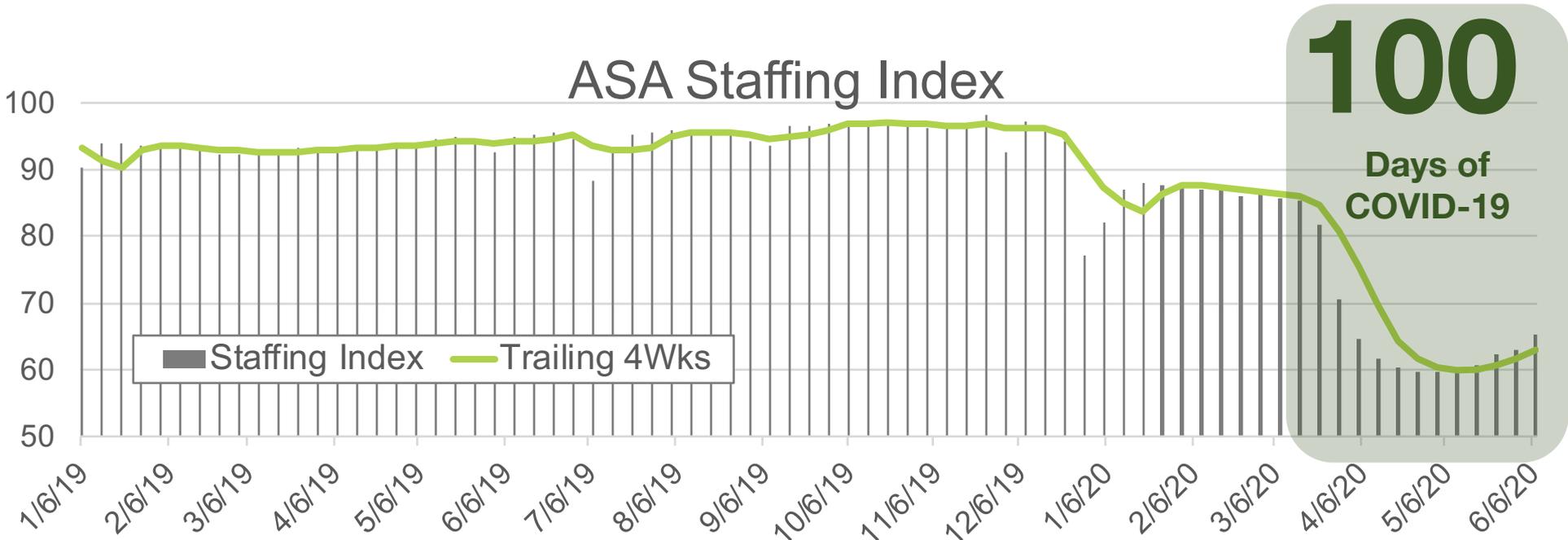
from clients & talent
for outstanding
individual service
providers

Where the Industry is Today

And what's in store for
the next 6 months



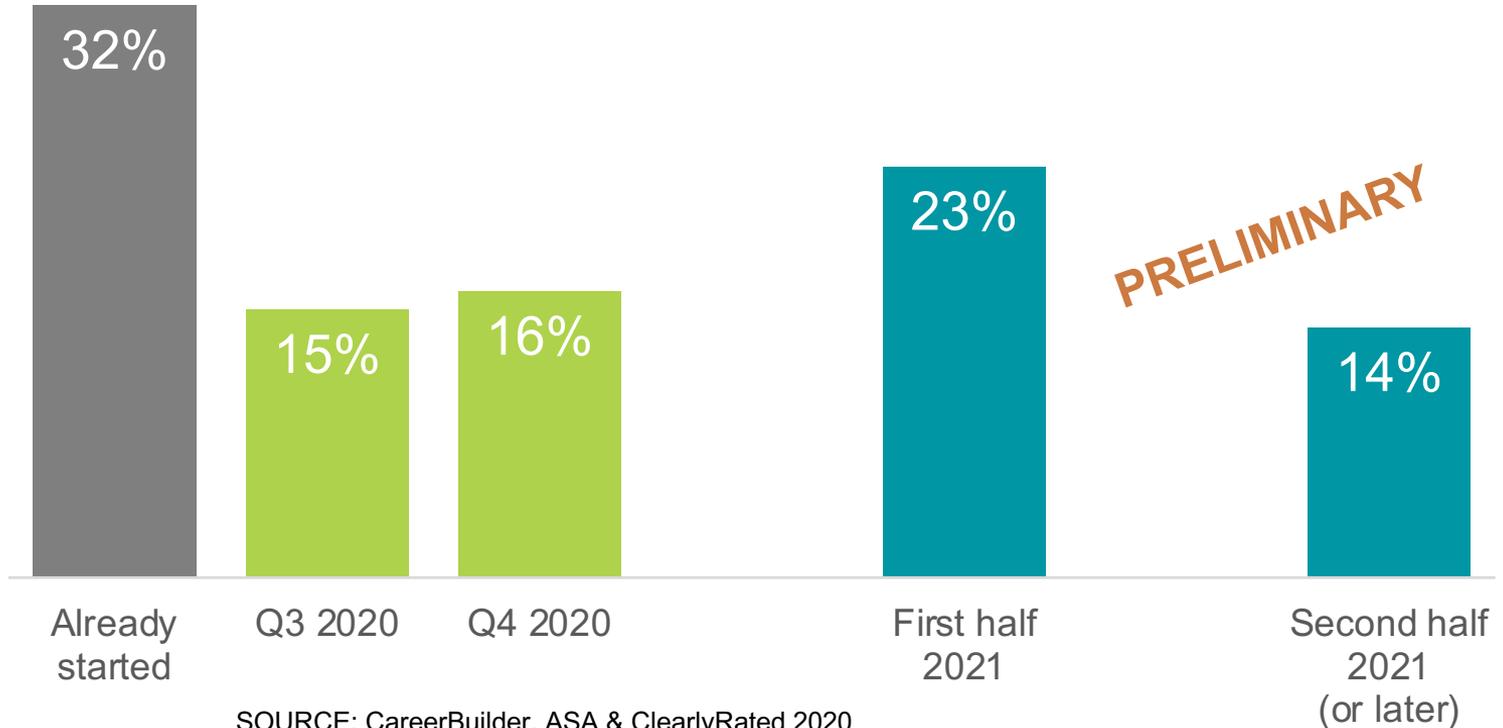
The industry recovery has begun, but down significantly



SOURCE: American Staffing Association *Weekly Staffing Index*

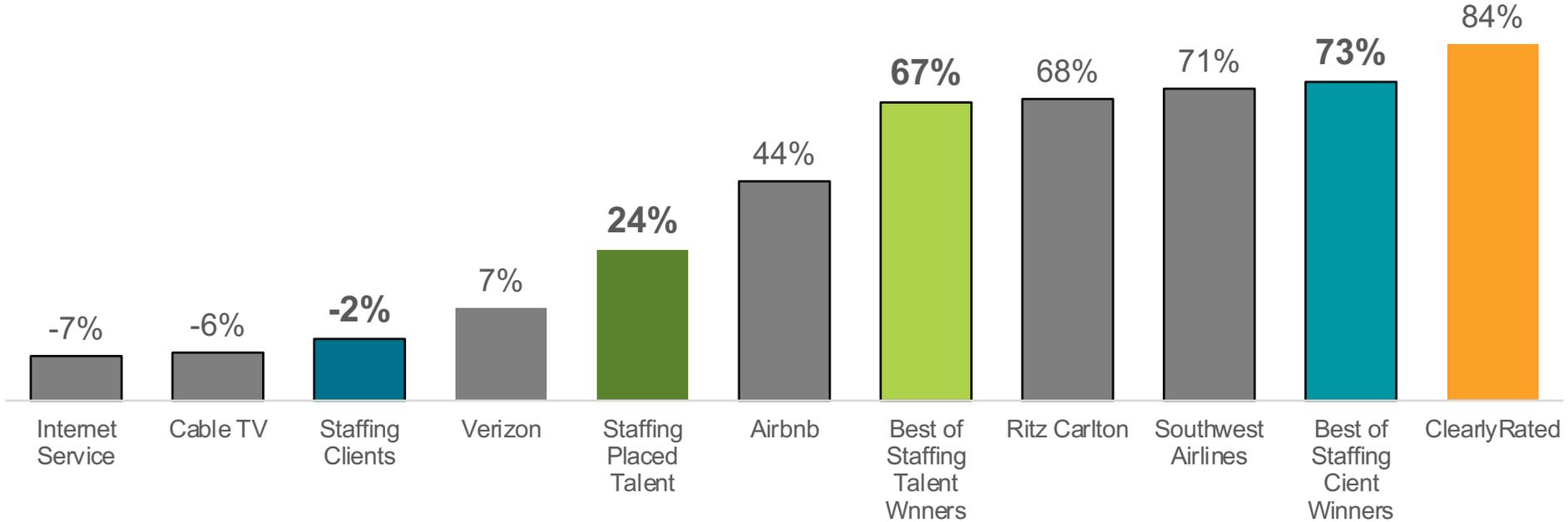
Two-thirds of staffing pros believe recovery this year

When will the economic recovery start for our industry?



SOURCE: CareerBuilder, ASA & ClearlyRated 2020

NPS in staffing – service level in context



SOURCE: ClearlyRated, ASA, CareerBuilder, SatMetrix

The ROI of Service Excellence

How to protect and grow revenue during an economic downturn

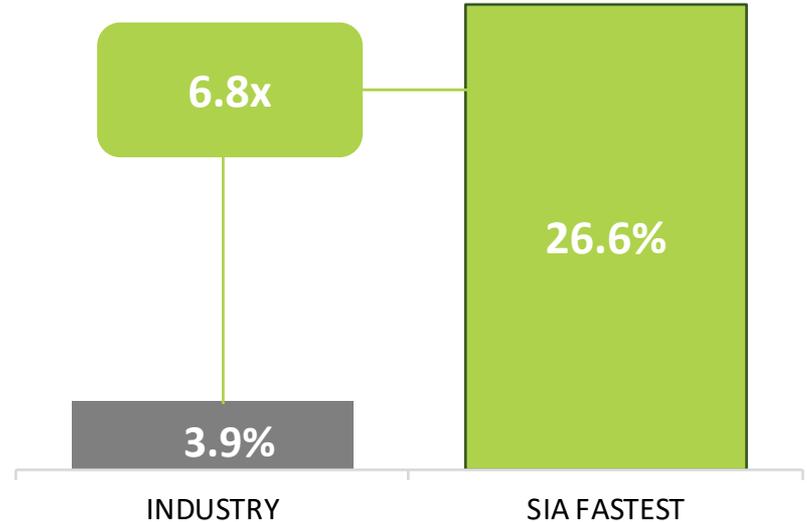


Best of Staffing winners grow faster than the industry



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

27



+



Best of Staffing winners grow faster than the industry



2018
Largest Staffing Firms in the US

- 143 Firms > \$100M Revenue
- 2015-2017 Revenue Analyzed

49 clearlyrated®
Clients



What is the financial impact of service for staffing firms?

CLIENTS

The average client is worth
>\$75k
in annual revenue.

Detractors are
56% less likely
to reorder and

decrease spend by **14%**
in the following year.

TALENT

1% reduction
in detractors leads to a

43 basis point
gain in staffing gross margin,
equal to

\$86k
in gross margin for a \$20M
staffing firm

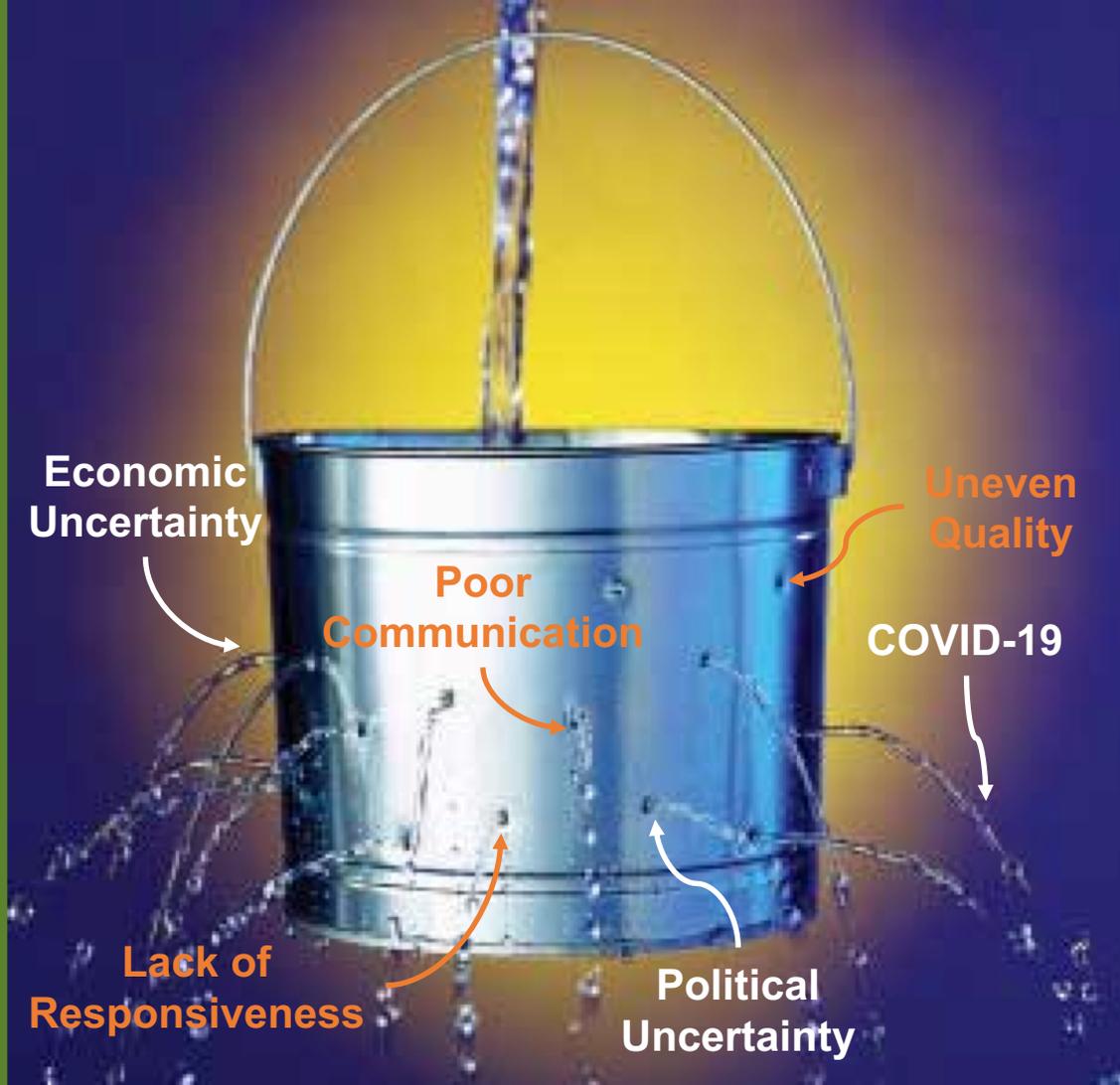
STAFF

Each account manager or
recruiter who leaves costs the
average staffing firm

\$241k
In lost revenue

The Leaky Bucket Metaphor

Don't set back growth
with preventable churn



Protecting revenue: Lessons from 2009 and beyond

What we learned in 2009

1. Client NPS went up.
2. Talent NPS was mostly unchanged.
3. Clients use the economy to push for concessions.
4. Buyers become more risk averse in their decisions.
5. Changes in NPS lead changes in financials by 6-12 months.

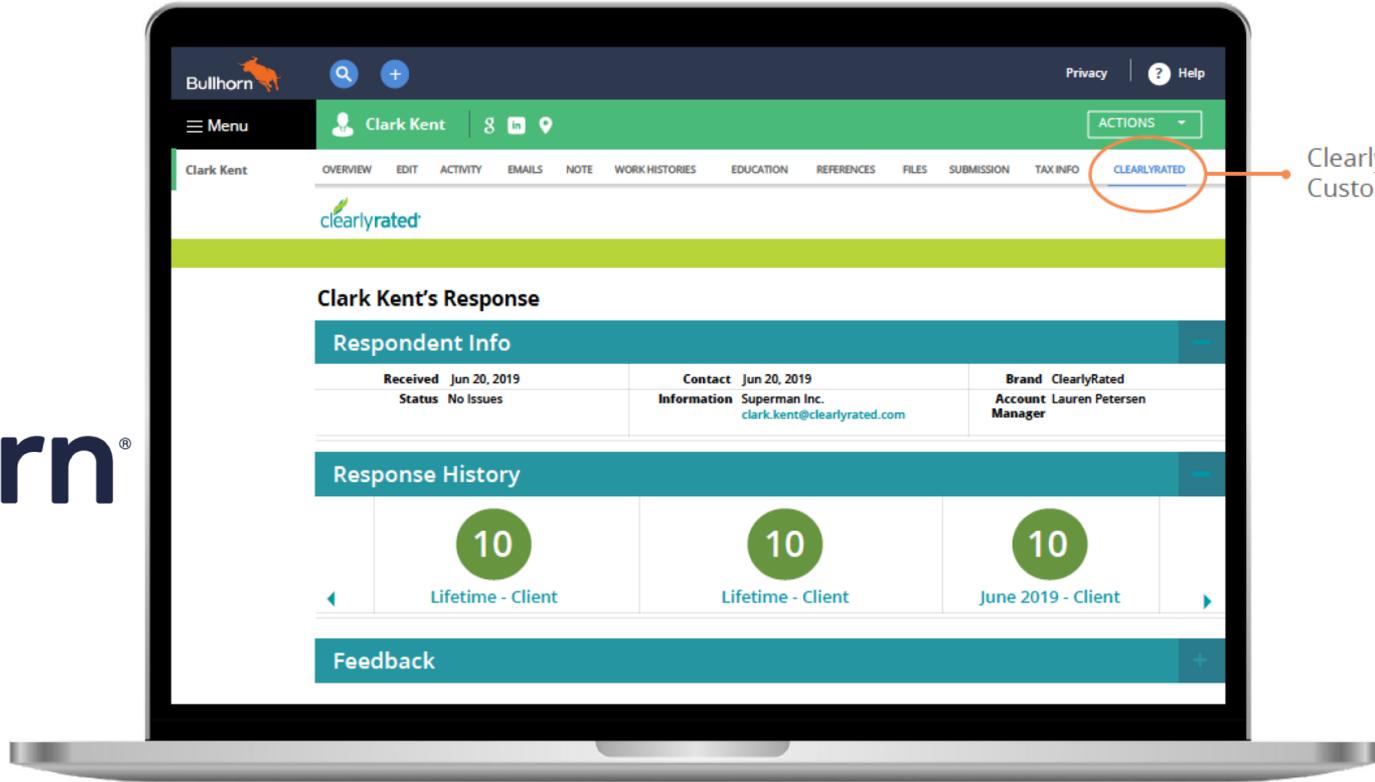
What (we think) is different in 2020

1. There is even greater uncertainty.
2. Reputation even more important when you can't "be in the room".
3. Social proof more expected as means of differentiation.
4. Build (and show) expertise.
5. Brand trust is critical to success with clients, talent and internal employees.

Get real-time feedback in front of the right field employees



Bullhorn®



ClearlyRated Custom Tab

Get real-time feedback in front of the right field employees



The screenshot shows a Salesforce interface for a lead named Abe Lincoln. The lead's details include: Title: CEO, Company: Whitehouse Inc., Phone (2): (610) 265-9100, and Email: abe@us.gov. The lead is currently in the "Working - Contacted" stage. Below the lead details, there is an "Activity" section with tabs for "Details", "Chatter", and "News". Under the "Details" tab, a "ClearlyRated" activity is visible, showing a response from Abe Lincoln. The response includes a "Respondent Info" section with the following details:

Received		Contact Information		Brand	
Nov 27, 2019		Abe Lincoln	CEO	ClearlyRated	
Status	No Issues	Whitehouse Inc.		Account Manager	Ryen Salo
		abe@us.gov		Salesperson	Eric Gregg
		(Phone)1-800-323-5512		Industry	Government



Get real-time feedback in front of the right field employees



The screenshot displays the Dynamics 365 interface for a contact named Cathan Cook. The main content area is titled "Cathan Cook's Response" and is divided into several sections:

- Respondent Info**: A teal header section.
- Response History**: A table showing survey details.
- Feedback**: A section with a grid of survey questions and their corresponding responses.

NPS	Survey	Completed
10	March 2020 - Client	Mar 27, 2020

NPS Question	Response	Rating
Based on your most recent experience, how likely is it that you would recommend ClearlyRated to a friend or colleague?		10
What is the primary reason behind the rating you provided?	No Response	
Have you identified any at-risk clients based on the survey feedback you've received?	Yes No Don't Know	
Has your ClearlyRated survey program helped you differentiate yourself from competitors?	Yes No Don't Know	
Has your ClearlyRated survey program provided a positive ROI, given the cost?	Yes No Don't Know	



#AM2DM

Best of Staffing

Maximizing the value
you already have



96.3% of ClearlyRated's staffing clients
say their program helps differentiate them



ClearlyRated + Best of Staffing 12 Years Strong



8 months

Miley Cyrus and Liam Hemsworth



6 years

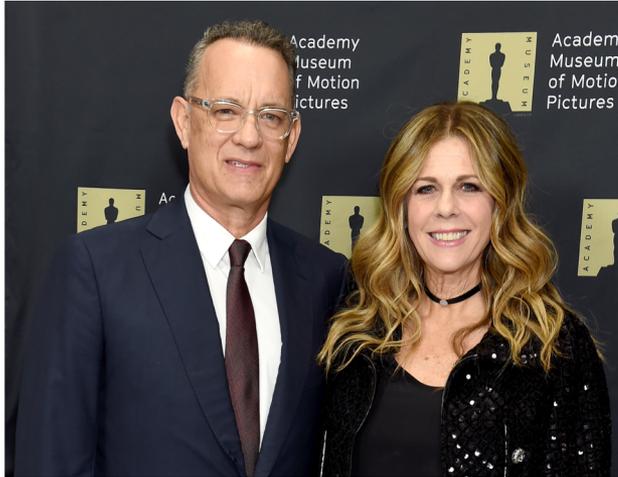
Katie Holmes and Jamie Foxx



8 years

Adele and some guy who never really deserved Adele

ClearlyRated + Best of Staffing 12 Years Strong



32 years
Tom Hanks and Rita Wilson

#RelationshipGoals



36 years
Denzel & Pauletta Washington

ClearlyRated is helping spread the #goodnews for you

ClearlyRated
1,057 followers
2w • 🌐

Incredibly proud to share this [#goodnews](#) from our partners at [Staffmark](#) These are trying times for America's workforce and for the [#staffingindustry](#) as a whole - but stories like these keep us going! Thank you, Staffmark te ...see more

Staffmark [#goodnews](#) from clearlyrated

“
During Covid-19, Staffmark found me a job at a time no one was hiring. Because of them, I am able to continue to provide for my 4 boys. Thank you.
”

- Testimonial from talent placed by Staffmark
03/24/2020

Staffmark - Best of Staffing Winner | ClearlyRated
clearlyrated.com

ClearlyRated
1,057 followers
2w • 🌐

Need to hear some [#goodnews](#) this morning? Just read these heartfelt words of thanks shared with our partners at [Accountable Healthcare Staffing](#) from a nurse they helped place. To Cynthia, Erin, and Stacy - thank you so r ...see more

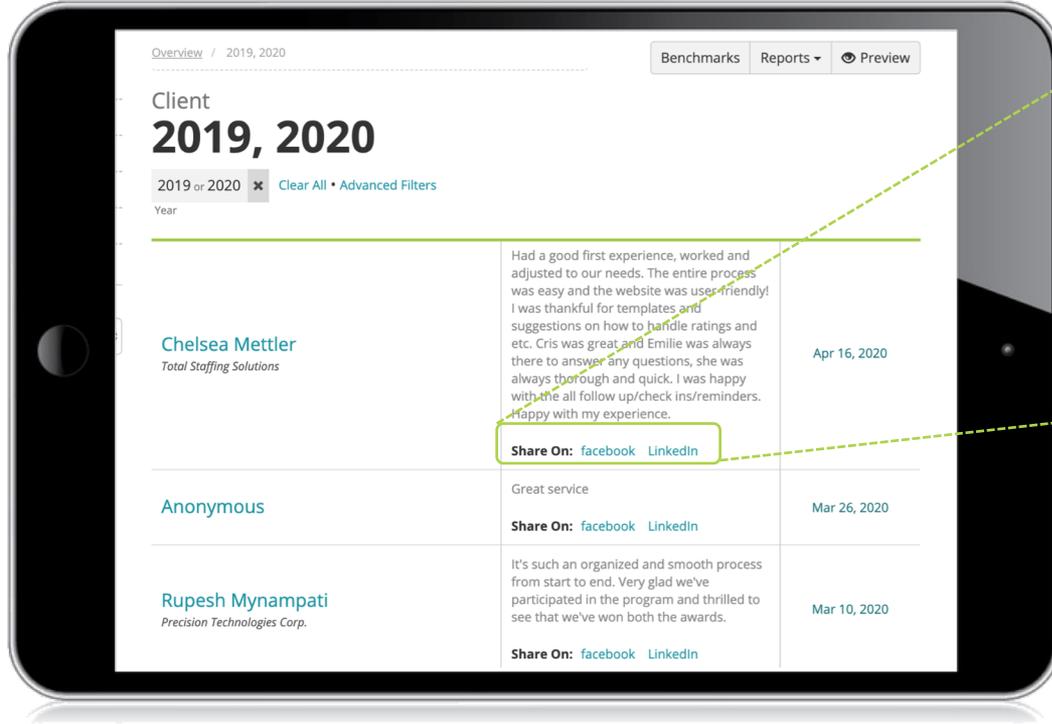
Accountable Healthcare [#goodnews](#) from clearlyrated

“
Everyone at Accountable Healthcare has been extremely nice and helpful. Thank you, Cynthia, for all your tender loving care. Thank you for always being considerate of the integrity that I bring to my profession. Thank you, Erin, for valuing my worth as a registered professional nurse. Thank you, Stacy, for always getting the paperwork to me on time and making sure I always knew where to sign. It has been a wonderful experience thank you all again from the bottom of my heart.
”

- Testimonial from talent placed by Accountable Healthcare
3/25/2020

Accountable Healthcare Staffing | ClearlyRated
clearlyrated.com

Take actions on testimonials on Facebook and LinkedIn



**POST
TESTIMONIALS
DIRECTLY TO
FACEBOOK AND
LINKEDIN**



#goodnews

Take actions on past testimonials on Facebook and LinkedIn

Respondent	Response	Date
John Gross <i>BST</i>	Emilie Cleemis is very reachable and responsive to our needs. We are preparing to send two surveys in the next 10 days and she was helpful with the process. Share On: facebook LinkedIn NEW FEATURE	Jun 17, 2020
Mike McBrierty <i>Elassen Group</i>	Consistent high quality service and continued enhancements and updates. Everyone on the team has been great to work with. Love the dashboard and all of the data provided. Share On: facebook LinkedIn	May 28, 2020
Shannon Ronspies <i>Staffmark Group</i>	Great Customer Service Share On: facebook LinkedIn	May 21, 2020
Matt Nagler <i>BANKW Staffing, LLC.</i>	You guys are the best! Share On: facebook LinkedIn	May 20, 2020
Laura Cataldo	Great customer service by Zita. Always responds to any requests or questions I may have, I know I	

Eric Gregg
June 19 at 10:04 AM · ClearlyRated · 🧑

Are things normal? Definitely not... but they are getting busier. Great work by Emilie. Way to keep the service levels high **Bridget Harper** and the rest of the **ClearlyRated** team!

"Emilie Cleemis is very reachable and responsive to our needs. We are preparing to send two surveys in the next 10 days and she was helpful with the process."

clearlyrated
CLEARLYRATED.COM
ClearlyRated | ClearlyRated
ClearlyRated of Portland, OR has 403 verified ratings from their clients earning them 4.9 out of 5 stars!

**POST TESTIMONIALS
DIRECTLY TO FACEBOOK
AND LINKEDIN**



#goodnews

Share the love with staff by posting shout-outs to LinkedIn

Respondent	Shouting Out	Shout Out
Christine Strukel <i>Maner Costerisan</i>	Zita Flaherty	She made the onboarding and transportation easy and almost gun. Thanks for the reminders too. Share On: LinkedIn NEW FEATURE
Mike McBrierty <i>Eliassen Group</i>	Zita Flaherty	Zita has done an amazing job in helping us integrate a newly acquired firm into our survey program. Always a pleasure to work with and a valued partner for us. Keep up the great work and thanks for all that you do. Share On: LinkedIn
Shannon Ronspies <i>Staffmark Group</i>	Lauren Petersen	Lauren has given exceptional service getting Wendy and myself up to speed on ClearlyRated and NPS processes for Staffmark Group! I appreciate all she does for us! Thank you! Share On: LinkedIn
Matt Nagler <i>BANKW Staffing, LLC.</i>	Ryen Salo	She just awesome and is a great account manager. Share On: LinkedIn

Eric Gregg
CEO & Founder at ClearlyRated
2d • Edited • 🌐

Working remotely means leaders need to trust their teams even more than usual. That's easy to do when clients say things like this. **ClearlyRated** client **Mike** gave **Zita Flaherty** this amazing shout out on May 28: "Zita has done an amazing job in helping us integrate a newly acquired firm into our survey program. Always a pleasure to work with and a valued partner for us. Keep up the great work and thanks for all that you do."

To see our ratings and testimonials, check out our ClearlyRated profile here: <https://lnkd.in/g-k4YtC>

👍 7

Reactions

👍 👍 👍 👍 👍 👍 👍

👍 Like 🗨 Comment ➦ Share 📧 Send

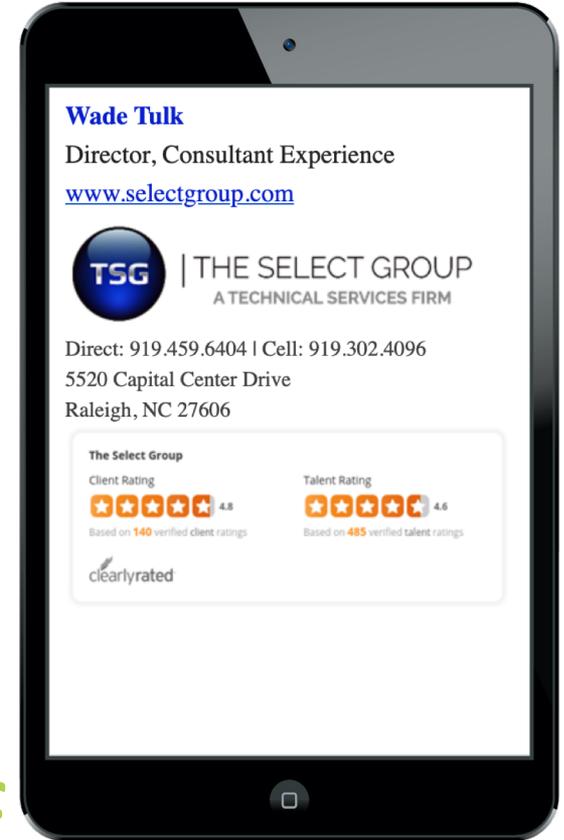
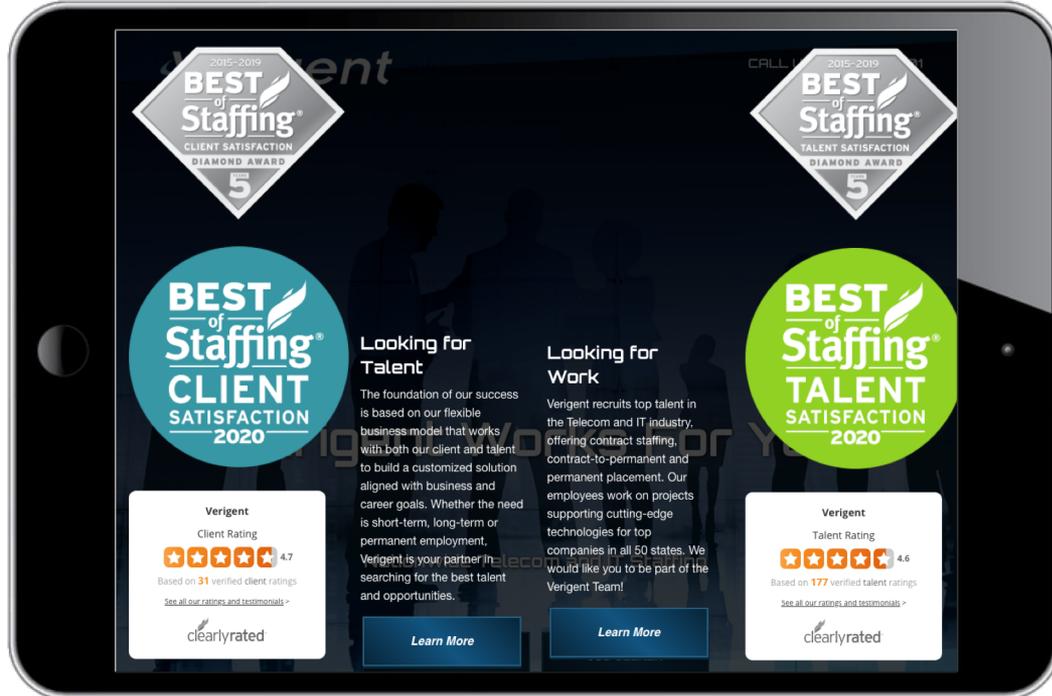
📈 709 views of your post in the feed

**POST SHOUT-OUTS
DIRECTLY TO LINKEDIN**



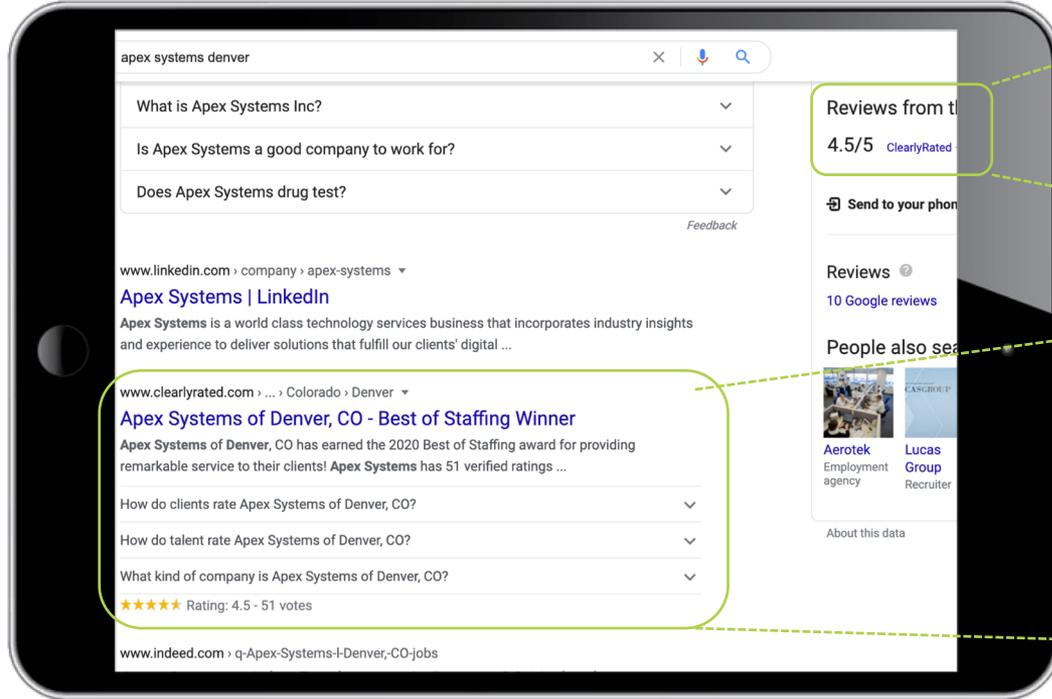
#goodnews

Use your service as a differentiator with star ratings widgets



#socialproof

Bolster your SEO and online reputation



Reviews from the web

4.5/5 **ClearlyRated** · 51 votes

www.clearlyrated.com › ... › Colorado › Denver

Apex Systems of Denver, CO - Best of Staffing Winner

Apex Systems of Denver, CO has earned the 2020 Best of Staffing award for providing remarkable service to their clients! **Apex Systems** has 51 verified ratings ...

How do clients rate Apex Systems of Denver, CO? ▾

How do talent rate Apex Systems of Denver, CO? ▾

What kind of company is Apex Systems of Denver, CO? ▾

★★★★★ Rating: 4.5 - 51 votes



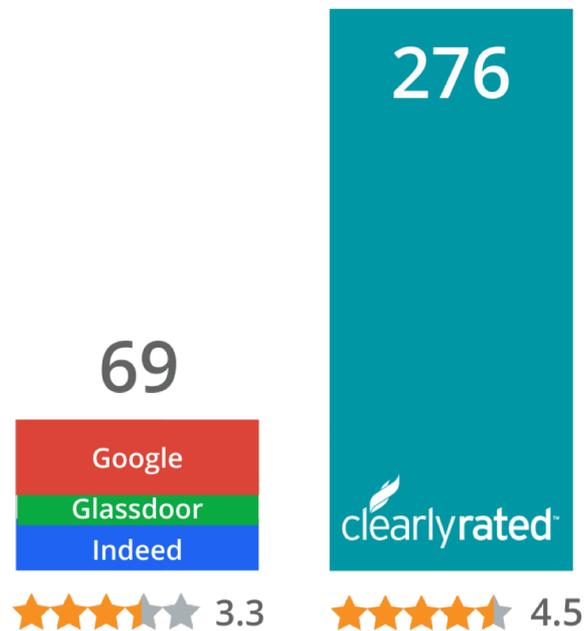
#socialproof

Differentiate and Acquire

Service transparency is your key to trust and growth post-COVID



Average Number of Ratings Per Location



SOURCE: Analysis of 245 staffing firm locations chosen at random from the 150 largest firms in the United States

Bolster your SEO and online reputation



#socialproof

Bolster your SEO and online reputation

5 steps to take today to improve your Google Search Rank

1. Ensure all your contact information is updated for your profile pages (address, phone, email, etc.)
2. Share ratings by location.
3. Customize your page.
4. Link back.
5. Keep your profile page reviews updated.

Bonus: Request an SEO Audit from us!



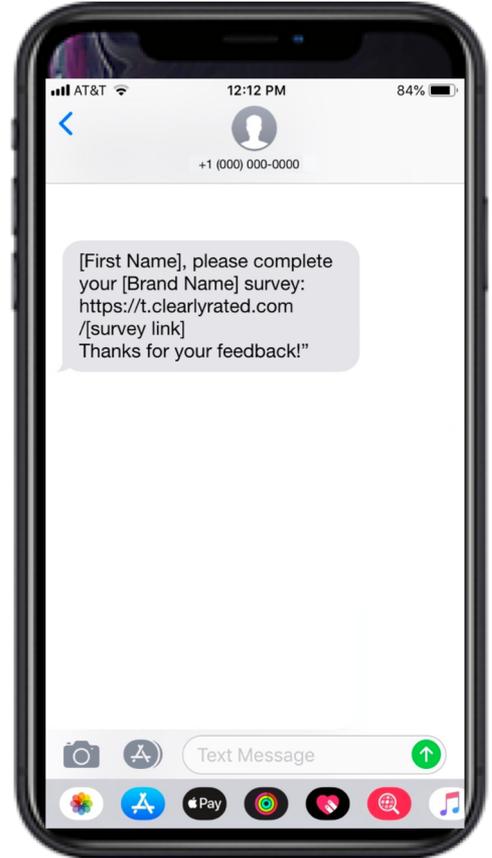
#socialproof

SMS distribution

*Additional Cost

70% of customers say SMS is a good way for a business to get their attention
(source: [flowroute](#))

Texting is the **#1** most used way of communication among Americans younger than 50
(source: [Gallup](#))



Best of Staffing 2021

NEW Employee Survey Option



Introducing Best of Staffing - Employee



25% = median
annual turnover rate
of account managers
and recruiters in the
staffing industry

**EMPLOYEE SURVEY
INCLUDED AT NO
ADDITIONAL COST
FOR 2020**

Why you should participate in Best of Staffing - Employee

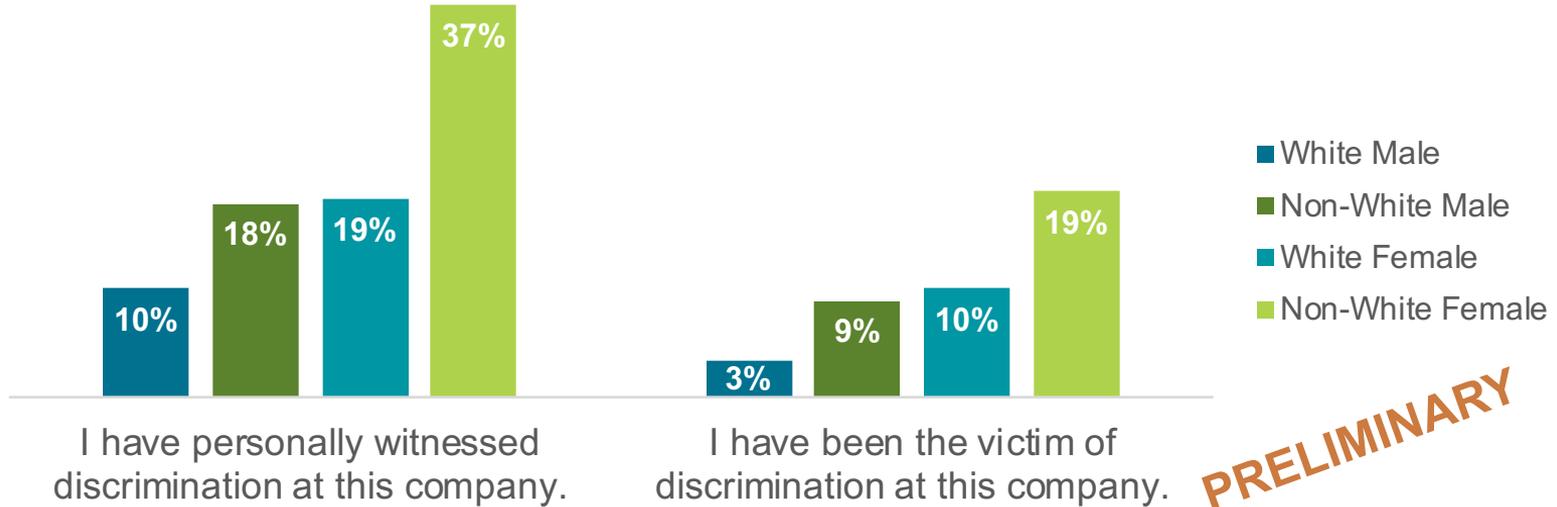
Why your firm should participate

1. A **FREE** basic survey for 2020.
2. Anxiety is high.
3. This is a loyalty 'moment of truth'.
4. Disruptions to internal staff will effect your recovery.
5. Client + Talent satisfaction impacted by satisfaction of internal staff.

How Best of Staffing employee survey is different

1. Simple for employees (<20 questions).
2. Testimonials and shout-outs automated to help with recruiting.
3. Diversity, equity & inclusion (DEI) questions built in, along with key DEI demographics.
4. Ability to benchmark DEI vs. other firms (*PAID version only*)
5. Within Best of Staffing program.

Why the survey will provide a focus on DEI



SOURCE: CareerBuilder, ASA & ClearlyRated 2020

Questions?



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BRIDGET HARPER

VP of Customer Success

bridget.harper@clearlyrated.com

[linkedin.com/in/bridgetharper](https://www.linkedin.com/in/bridgetharper)

97.9% of ClearlyRated's staffing clients say
their program delivers a positive ROI



CLIENT RATING



4.9 for this location based on
341 ratings by clients