



# ClearlyRated® for Staffing Firms

Measure the client and talent experience.  
Build online reputation.  
Differentiate on service quality.



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## Who is ClearlyRated?

Headquartered in Portland, Oregon, ClearlyRated is a team of men and women who believe it's good business for professional service providers to place the client and talent experience at the heart of their growth strategy.

To that end, we're on a mission to help staffing firms credibly differentiate themselves based on the service they provide.

## What is ClearlyRated®?

The ClearlyRated client experience program blends a short client or talent satisfaction survey with an online profile highlighting star ratings and testimonials earned by the firm. Imagine if JD Power & Associates had a love child with Glassdoor.com, and you see where we're going.

## What is "Best of Staffing®"?

Participating firms are eligible to earn ClearlyRated's annual "Best of Staffing" award for service excellence. Winners are publicly acknowledged for their service accomplishments and are listed on ClearlyRated.com.

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### INDUSTRY PARTNERS

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[clearlyrated.com/solutions](https://clearlyrated.com/solutions) →

## The Net Promoter® Methodology

ClearlyRated client and talent surveys use the Net Promoter Score (NPS®) methodology. NPS is a simple metric based on the question “How likely are you to recommend our company to a friend or colleague?” The question is answered on a 0–10 scale, with ten being extremely likely to recommend and zero being not at all likely.

Responses to this question are divided into three categories:



### DETRACTORS

Give a rating of 0-6



### PASSIVES

Give a rating of 7-8



### PROMOTERS

Give a rating of 9-10

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



NPS is calculated by subtracting the percentage of detractors from the percentage of promoters:

16 / 20 **PROMOTERS** = 80%

2 / 20 **DETRACTORS** = 10%



**= 70% NPS ( 80% – 10% )**

## What Our Clients Say

"I speak on behalf of my entire company when I say that we truly love partnering with ClearlyRated. It honestly is one of our most beneficial partnerships. Our biannual survey campaign helps keep us in check on what we need to continue doing and where we can improve and it benefits all teams in our office. AND THE BEST PART, it's SO easy!! I think a big part of this is our Account Manager, Ryen, and her incredible level of service. Seriously, she makes it incredibly easy on me which is so appreciated."



**ASHLEY BRICKMAN**

Engagement Manager | IDR, Inc.

"ClearlyRated is the only game in town who has structured a program that allows customers and employees to weigh in on how they experience the services provided by a staffing agency. The process drives ongoing improvements in service performance and keeps the entire staff accountable to deliver in accordance to a company's service promises."



**JEANNE KNUTZEN**

CEO | PACE Staffing

"The experience is excellent but the tools and metrics provided that will be used to help us grow and improve are invaluable. We love being able to promote our ratings internally and externally and see the value it brings our employees and organization. We have had the most amazing support from our Account Manager and the entire ClearlyRated team."



**JON KEIL**

Director of Corporate Operations | The Salem Group

## How It Works



### Measure client and talent satisfaction with Net Promoter® Score

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NPS is a single metric that allows staffing firms to measure and grow client and talent satisfaction and service quality across their firm.



### Celebrate service wins and tackle client and talent issues

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Shout out notifications allow clients and talent to recognize members of your team that have gone above and beyond the call of duty, while issue tracking helps you address client and talent concerns before they create churn.



### Build online reputation with ratings and testimonials

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NPS scores are validated and translated into 5-star client and talent ratings, which populate real-time on your firm's ClearlyRated.com profile (along with testimonials from clients and candidates who love you).



### Win a third-party award for client and talent satisfaction

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Qualifying staffing firms receive an accredited industry award, based exclusively on ratings provided by your clients and candidates, to help you demonstrate your commitment to client and talent satisfaction and differentiate from the competition.



### Grow your business on a foundation of service excellence

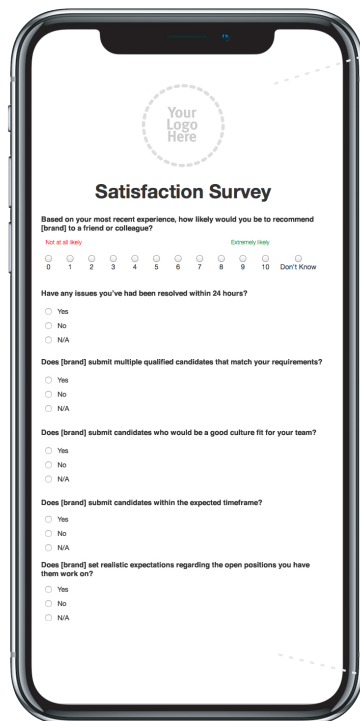
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Surveying your clients and talent is not a new idea. But investing in an industry-validated survey program designed specifically to help your firm foster a culture of service excellence and leverage client and talent feedback for growth — that's the promise of ClearlyRated.




## 8-Question Client Survey

This is a preview of the survey that your clients will receive. On average, staffing firms that survey clients and candidates through ClearlyRated see a 32% response rate.



This Net Promoter® Score (NPS) question is the globally recognized survey question that determines a client's and candidate's level of loyalty to your firm. This metric determines if your firm earns the Best of Staffing® award.

After a decade of client satisfaction research for professional service firms, ClearlyRated has identified these 5 key drivers of client satisfaction.



### Satisfaction Survey

Based on your most recent experience, how likely would you be to recommend [brand] to a friend or colleague?

Not at all likely Extremely likely

☐ 0
 ☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5
 ☐ 6
 ☐ 7
 ☐ 8
 ☐ 9
 ☐ 10
 ☐ Don't Know

Have any issues you've had been resolved within 24 hours?

☐ Yes  
☐ No  
☐ N/A

Does [brand] submit multiple qualified candidates that match your requirements?

☐ Yes  
☐ No  
☐ N/A

Does [brand] submit candidates who would be a good culture fit for your team?

☐ Yes  
☐ No  
☐ N/A

Does [brand] submit candidates within the expected timeframe?

☐ Yes  
☐ No  
☐ N/A

Does [brand] set realistic expectations regarding the open positions you have them work on?

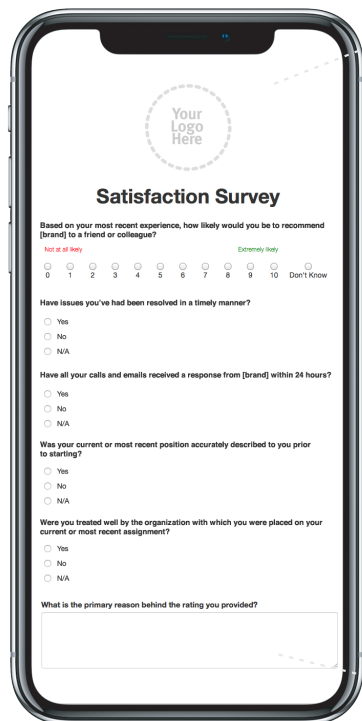
☐ Yes  
☐ No  
☐ N/A

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?


## 7-Question Talent Survey

This is a preview of the survey that your talent will receive. On average, staffing firms that survey clients and candidates through ClearlyRated see a 32% response rate.



This Net Promoter® Score (NPS) question is the globally recognized survey question that determines a client's and candidate's level of loyalty to your firm. This metric determines if your firm earns the Best of Staffing® award.

After a decade of talent satisfaction research for professional service firms, ClearlyRated has identified these 5 key drivers of talent satisfaction.



### Satisfaction Survey

Based on your most recent experience, how likely would you be to recommend [brand] to a friend or colleague?

Not at all likely Extremely 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  
☐ No  
☐ N/A

Have all your calls and emails received a response from [brand] within 24 hours?

☐ Yes  
☐ No  
☐ N/A

Was your current or most recent position accurately described to you prior to starting?

☐ Yes  
☐ No  
☐ N/A

Were you treated well by the organization with which you were placed on your current or most recent assignment?

☐ Yes  
☐ No  
☐ 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?

## Initial Email Invitation Sent to Clients and Candidates

Dear [fname],

Your opinion is important to us. Please help us improve by completing a quick, [question\_count] 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	Don't Know
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(0 – Not at all likely and 10 – Extremely likely)

(Please note: clicking selection above will direct you to the rest of the survey)

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 ClearlyRated on behalf of [Brand]. If you have any questions or problems with the survey, please contact ClearlyRated at 800-921-2640, or by email at [survey@clearlyrated.com](mailto:survey@clearlyrated.com)*

*Please read our [Privacy Policy](#) and [Official Drawing Rules](#). To unsubscribe from all future surveys conducted by ClearlyRated, please click here: [\[unsubscribe\]](#)*

Incentives are optional and managed by your company. We suggest adding one if possible, it does increase response rate. The incentive can be anything from a VISA gift card, to a donation to a charity, we've even seen clients give away an iPad.

Typically a VISA gift card is between \$100-\$300 and donations are between \$150-\$500.



## Who to Survey

Surveying your clients and talent with ClearlyRated grants your firm eligibility to win the annual Best of Staffing® award for service excellence. Each participating staffing firm must pass the eligibility standards before they can move forward to earn the award.

### Preparing Your Contact List

To be eligible for the award, each participating agency must provide ClearlyRated a list of **100% of their clients** who were billed for services and/or **100% of talent** who were placed on assignment, at least once, during a three month (minimum) to twelve month (maximum) consecutive period. The consecutive period must fall within the trailing twelve months from the survey launch date.

**EXAMPLE:** You request a list from your accounts receivable department of clients who were billed in June, July and August. These are three consecutive months, so your list meets the requirement.



You must choose billed clients from 3 consecutive months.

### Response Rate Requirements

Participating staffing firms must receive at least a 20% response rate AND at least 15 responses, or a minimum of 250 responses.

**EXAMPLE 1:** You provide a list of 35 clients. 17 of those clients complete the survey; that's a 49% response rate. You meet the award eligibility requirement of at least a 20% response rate and at least 15 total responses.

**EXAMPLE 2:** You provide a list of 172 clients. 31 of those clients complete the survey; that's an 18% response rate. This firm does NOT meet the response rate requirements of at least a 20% response rate, despite having received 15+ responses.

**EXAMPLE 3:** You provide a list of 1500 clients. 280 clients complete the survey; that's a 19% response rate. This firm meets the award eligibility requirements because they have at least 250 responses despite not having a 20% response rate.



You must have at least 15 responses and a 20% response rate.

## How to Use Survey Results to Improve ROI

The ClearlyRated client and talent experience program is powered by a survey platform and reporting dashboard designed to help staffing firms maximize the ROI of their survey initiative.

### CLEARLYRATED DASHBOARD

Your online dashboard of survey responses.

### PINPOINT SERVICE ISSUES

Why is Phoenix's satisfaction score so low? What's happening here?

### REWARD TOP PERFORMERS

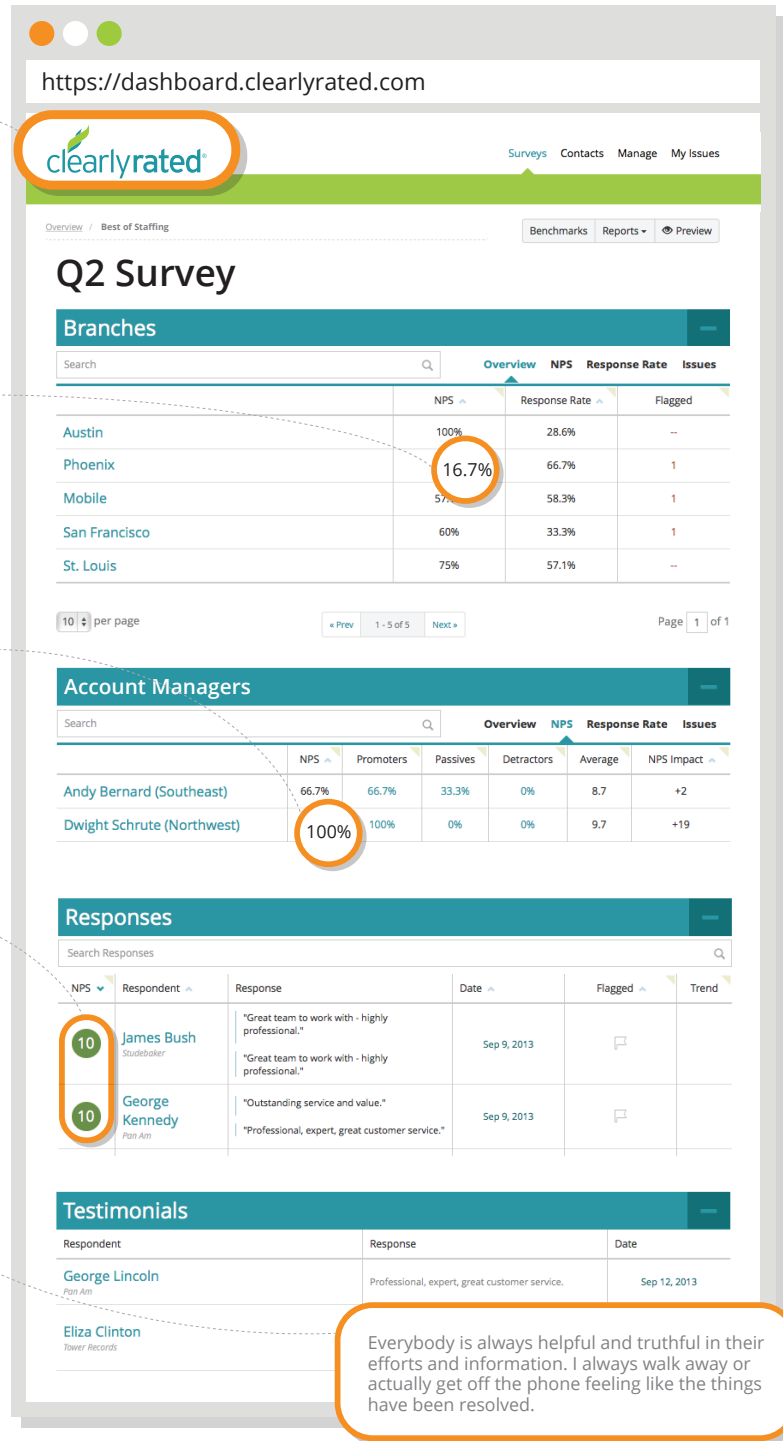
Dwight is doing a really great job! Recognize in next staff meeting.

### GET REFERRAL PROSPECTS

These guys are happy customers. Ask for referrals.

### GET FRESH TESTIMONIALS

Great testimonial. Post this on your website ASAP!



## How to Use Responses in Your Business

The ClearlyRated client and talent experience program is powered by a survey platform and reporting dashboard designed to help staffing firms maximize the ROI of their survey initiative.

### CLEARLYRATED DASHBOARD

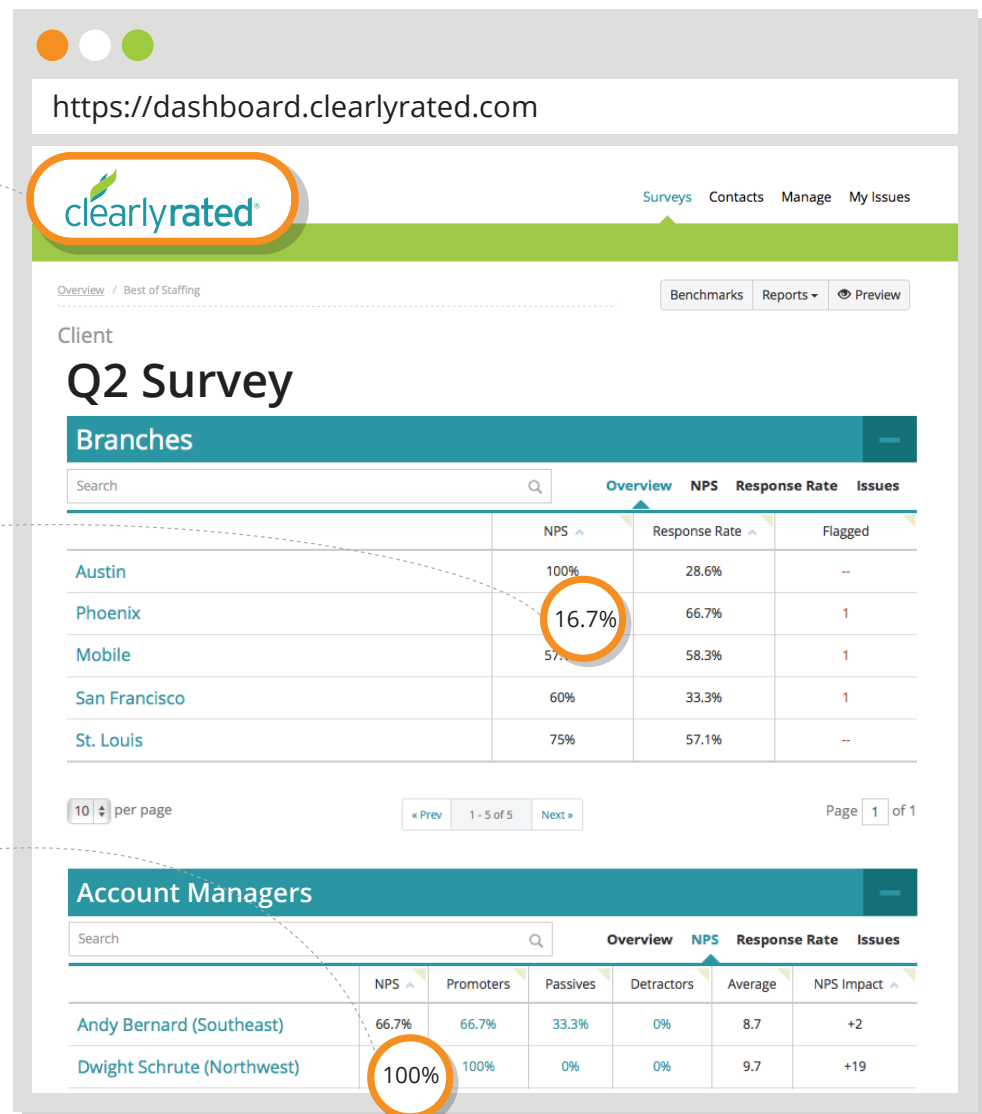
Your online dashboard of survey responses.

### PINPOINT SERVICE ISSUES

Why is Phoenix's satisfaction score so low? What's happening here?

### REWARD TOP PERFORMERS

Dwight is doing a really great job! Recognize in next staff meeting.



Plus/Enterprise reporting package shown.

## How to Use Feedback in Your Marketing

Your online reporting dashboard provides much more than diagnostic information; you'll also glean valuable testimonials and recognize potential business development opportunities when you review candid and timely responses.

### CLEARLYRATED DASHBOARD

Your online dashboard of survey responses.

### GET REFERRAL PROSPECTS

These guys are happy customers. Ask for referrals.

### GET FRESH TESTIMONIALS

Great testimonial. Post this on your website ASAP!

The screenshot shows the ClearlyRated dashboard at <https://dashboard.clearlyrated.com>. The dashboard includes a navigation bar with links for Surveys, Contacts, Manage, and My Issues. The main section is titled 'Client Q2 Survey' and features a 'Responses' table and a 'Testimonials' section.

**Responses Table:**

NPS	Respondent	Response	Date	Flagged	Trend
10	James Bush Studebaker	"Great team to work with - highly professional."	Sep 9, 2016		
10	George Kennedy Pan Am	"Outstanding service and value." "Professional, expert, great customer service."	Sep 10, 2016		

**Testimonials Table:**

Respondent	Response	Date
George Lincoln Pan Am	Professional, expert, great customer service.	Sep 12, 2016
Eliza Clinton Tower Records		

Plus/Enterprise reporting package shown.

Everybody is always helpful and truthful in their efforts and information. I always walk away or actually get off the phone feeling like the things have been resolved.

## Star Ratings and Testimonials on ClearlyRated.com

When you survey clients and talent with ClearlyRated, your firm earns star ratings and testimonials on ClearlyRated.com — making it easier to credibly prove your service quality to prospective clients and job seekers. The features on your firm's profile page will depend on the number of locations you have.

**BRAND LOGOS**

**LOCATION**

**CONTACT INFO**

**TESTIMONIALS**

**AWARD BADGE**

**RATINGS**

www.clearlyrated.com

clearlyrated

FIND Staffing Firms, Accountants, IT Services... NEAR Portland, OR

Your Company Name  
of PORTLAND, OR

**CLIENT RATING**  
4.5 for this location based on 154 ratings by Clients

**TALENT RATING**  
5.0 for this location based on 154 ratings by Talent

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GET IN TOUCH

VISIT THEIR WEBSITE

email: [info@yourcompany.com](mailto:info@yourcompany.com)  
phone: (503) 977-6295

Your Company Name of Portland, OR  
522 SW 5th Avenue Suite 600  
Portland OR 97204  
[View Map](#)

in f t i

TESTIMONIALS

About this Location

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud."

—A CLIENT on DECEMBER 13, 2017

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud."

—A CLIENT on DECEMBER 13, 2017

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—A CLIENT on DECEMBER 13, 2017

ABOUT YOUR COMPANY NAME

Your Company Name is based in Portland, OR and has 11 locations.

**COMPANY AWARDS**

**BEST STAFFING CLIENT**  
Earned for providing superior service to their clients.

**BEST STAFFING TALENT**  
Earned for achieving Best of Staffing for at least 5 consecutive years.

**BEST STAFFING CLIENT**  
Earned for providing superior service to their clients.

**BEST STAFFING TALENT**  
Earned for achieving Best of Staffing for at least 5 consecutive years.

View Their Awards History

How did they win? >

**COMPANY RATING**  
Overall rating for 5 Your Company Name locations

**OVERALL CLIENT RATING**  
4.5 based on 5,219 ratings

**OVERALL TALENT RATING**  
4.5 based on 5,219 ratings

**COMPANY HEADQUARTERS**

Your Company Name  
522 SW 5th Avenue Suite 600  
Portland OR 97204  
[View Map](#)

This location does NOT accept visitors without an appointment. Please contact Your Company Name before visiting this location.

email: [info@yourcompany.com](mailto:info@yourcompany.com)  
phone: (503) 977-6295

## Ongoing Program Improvements

We're continually evaluating and updating the feature sets of our survey program in order to more effectively partner with you. For the most up-to-date information on our current offerings, reach out to your ClearlyRated contact.

### We also...

- **Offer a variety of different integrations with commonly used applications.** Our integrations allow you to access your survey results in the tools you already use and, after a painless initial setup, automate your survey sends. We currently integrate with the following applications:
  - Bullhorn
  - Salesforce
  - Microsoft
- **Support a variety of survey frequencies and touchpoints.** Not every survey program is best served by a single annual check-in, and we are able to support a variety of cadences, including:
  - Monthly
  - Weekly
  - Daily
- **Offer an established Talent Engagement Program.** We survey your talent with a unique question set developed from over a decade of proprietary research. Surveys are delivered to your talent at key touchpoints, including:
  - Onboarding
  - Mid-Assignment
  - End of Assignment
- **Survey internal employees in addition to external clients and talent.**
- **Create opportunities to do even more with the testimonials we collect on your behalf.** We've developed technology to help you amplify the impact of your most positive feedback, including:
  - Social sharing on LinkedIn and Facebook
  - Star Rating widget for your website or email

**Ask Your ClearlyRated Contact for More Information!**



## ClearlyRated Survey Package Features

When you survey clients and talent with ClearlyRated, your firm earns star ratings and testimonials on ClearlyRated.com — making it easier to credibly prove your service quality to prospective buyers. Pricing for your ClearlyRated survey program will depend on the audience you choose to survey (clients, talent, or both), the number of physical locations your company has, and survey frequency and package level.

	Premium	Plus	Enterprise
NPS® Drivers satisfaction survey (up to 8 questions)	✓	✓	✓
Number of brands able to survey	2*	2*	2*
Real-time access to survey results	✓	✓	✓
View survey responses with Bullhorn ATS, Salesforce, or Microsoft Dynamics	✓	✓	✓
<b>Star ratings on ClearlyRated.com</b> <ul style="list-style-type: none"> <li>• Real-time star ratings can also be displayed on firm website and in corporate email signatures</li> </ul>	✓	✓	✓
<b>Access to ClearlyRated Marketing Toolkit</b> <ul style="list-style-type: none"> <li>• Social media tools</li> <li>• Best of Staffing press release template (winners only)</li> </ul>	✓	✓	✓
Get fresh testimonials	✓	✓	✓
Real-time email alerts	✓	✓	✓
Get internal employee Shout Outs	✓	✓	✓
Best of Staffing award logo (winners only)	✓	✓	✓
Issue resolution tracking		✓	✓
Get NPS by account manager, industry, practice area, or client company		✓	✓
Additional survey questions (up to 10 total)			✓
API access			✓

\* Additional brands available at incremental cost.



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