

# Client Service and Brand Differentiation

## Lessons from 2020 Best of Staffing® Winners

Moderated by:



Eric Gregg

Panelists:



Celeste Bottorff



Scott Morefield



Marian Brady

Thurs. March 19th, 2020

# Let's address my current workplace reality...



# Thank you to our Best of Staffing® sponsors!

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The logo for Indeed, featuring a blue arc above the word "indeed" in a lowercase, blue, sans-serif font.

The logo for Glassdoor, featuring the word "glassdoor" in a lowercase, green, sans-serif font with a registered trademark symbol.

# About ClearlyRated



Est. 2003

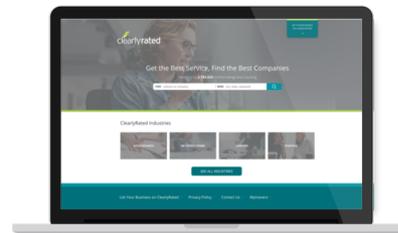
Focus on professional service providers since 2007

We believe it's **good business** to place client satisfaction at the heart of your growth strategy.



Annual award program for client and talent service.

Recognizes firms that have demonstrated exceptional service quality based exclusively on ratings provided by their clients and talents.



Launched July 2018

Online service provider directory that translates client and talent satisfaction scores into online ratings and testimonials.

A background image showing a business meeting with people in suits, overlaid with a teal color filter. The image is slightly blurred, focusing on the hands and papers of the participants.

# Differentiation and client service

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.



# Measure the Client and Talent Experience with Net Promoter® Score

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

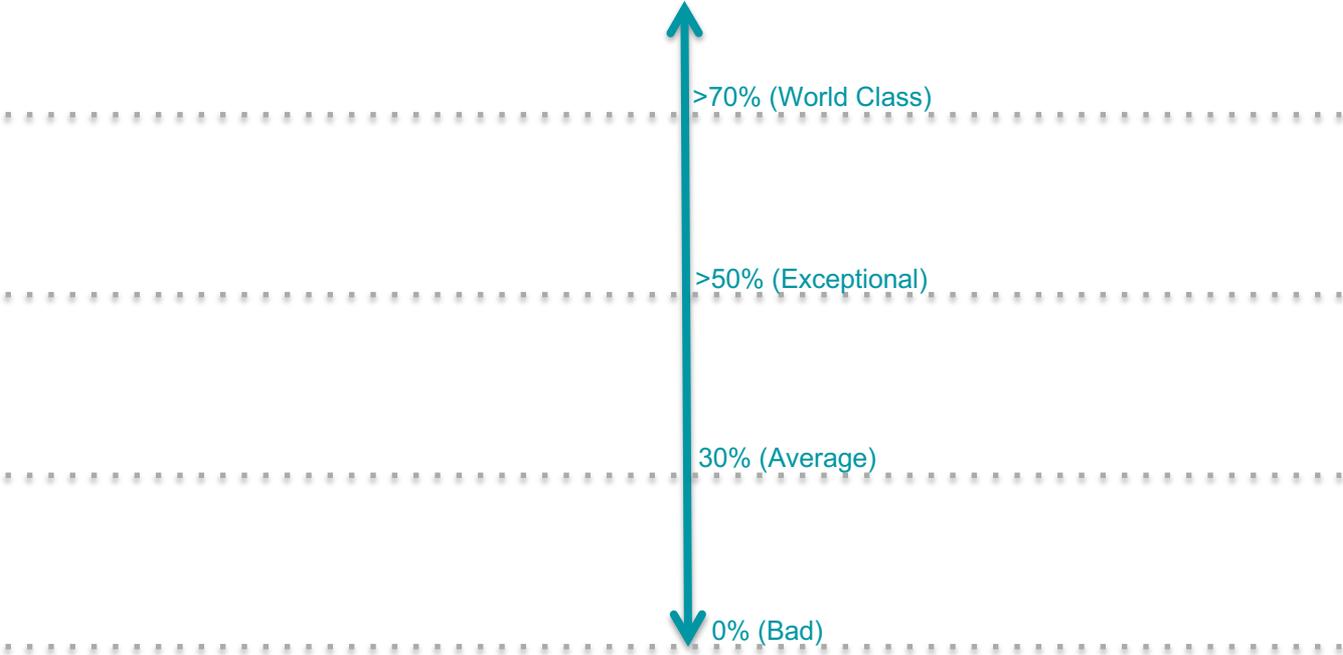


$$\text{Net Promoter® Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

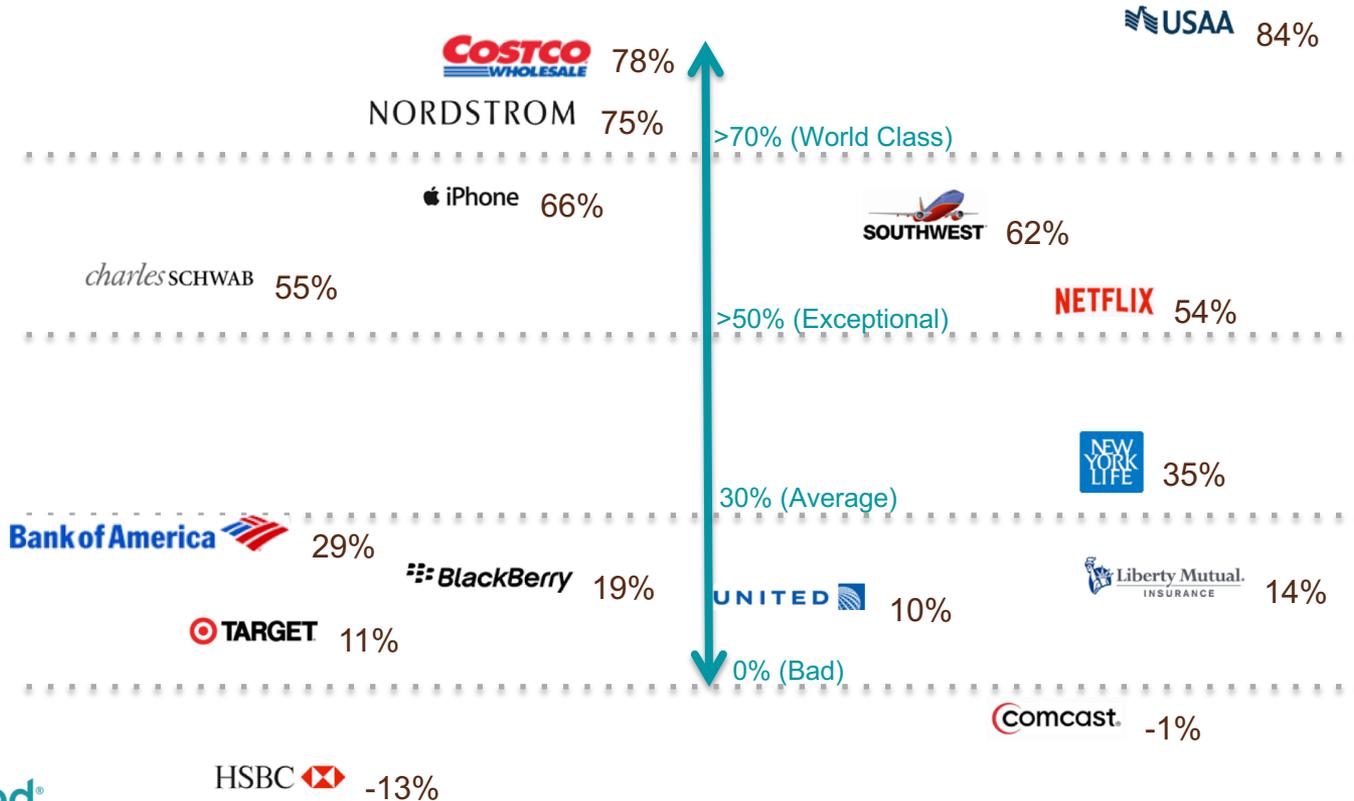
# Why Net Promoter® Score?

- Directly tied to growth strategy for service firms – **referrals**.
- Single metric to **benchmark** against the industry and across other world-class service quality organizations.

# Global NPS Standards



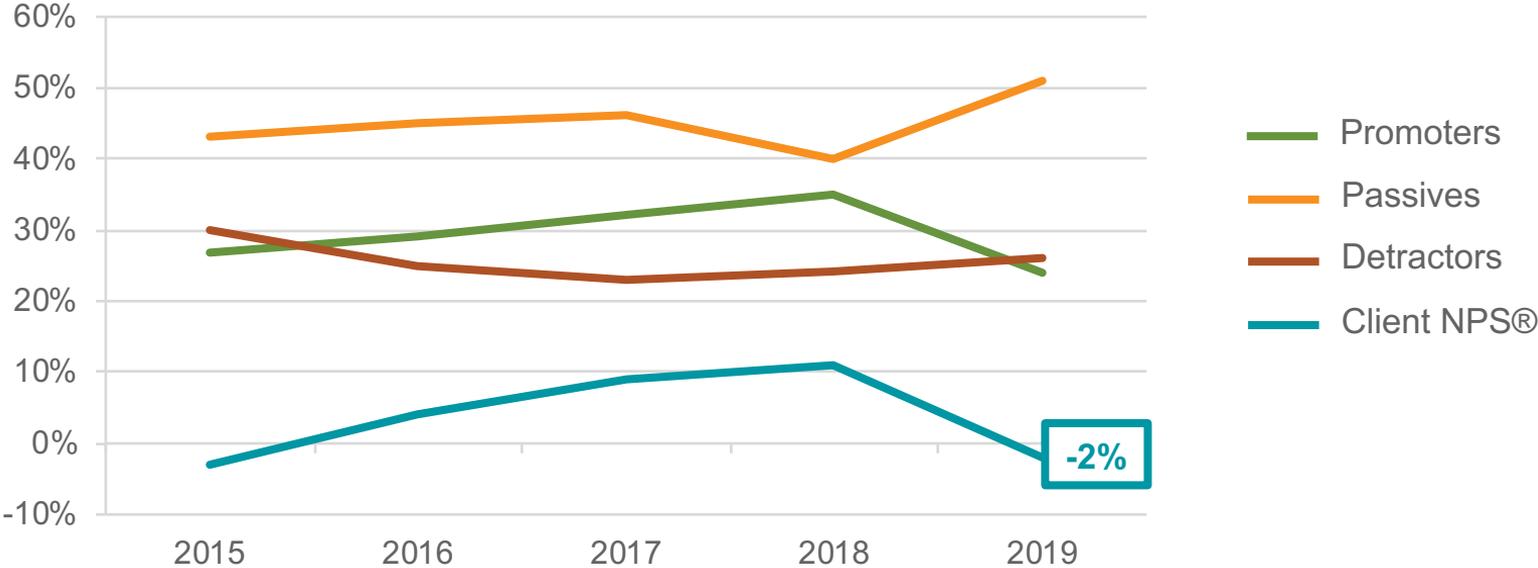
# NPS Across Industries



# Why Net Promoter® Score?

- Directly tied to growth strategy for service firms – **referrals**.
- Single metric to **benchmark** against the industry and across other world-class service quality organizations.
- Creates service **awareness** and makes service quality an **accessible** goal across the organization.
- Measures **loyalty behavior as a proxy for client perception** – helps client remove their own bias about what constitutes “good” or “great” service.

# Staffing Industry – Client NPS® Benchmark



SOURCE: ClearlyRated, CareerBuilder, ASA 2019

# Best of Staffing® - Client winners versus the industry



# Best of Staffing® Eligibility Requirements



Choose at least 3 consecutive months over the past 12 months



Provide a list of 100% of clients who were billed for services and/or 100% of talent who placed on assignment during the timeframe.



Must receive a 20% response rate and at least 15 responses, OR a minimum of 250 responses



Achieve an NPS® of 50% or higher



# Meet today's panelists!



**Celeste Bottorff**  
Chief Marketing Officer  
Hire Dynamics



**Scott Morefield**  
Director of Marketing  
Luttrell Staffing Group



**Marian Brady**  
Marketing Communications Manager  
Sterling Engineering



**Marian Brady**  
Marketing Comm. Manager  
Sterling Engineering

## Changing dynamics in the industry



**Celeste Bottorff**  
Chief Marketing Officer  
Hire Dynamics

## Differentiation from the inside out



**Scott Morefield**  
Director of Marketing  
Luttrell Staffing Group

## Building a team worth talking about



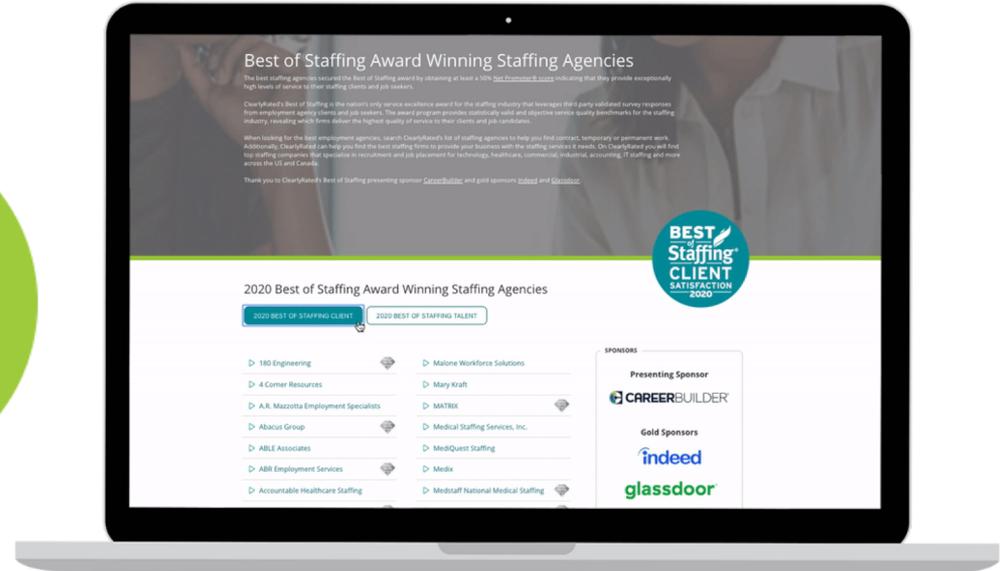
## Treating employees as partners

**Marian Brady**  
Marketing Comm. Manager  
Sterling Engineering

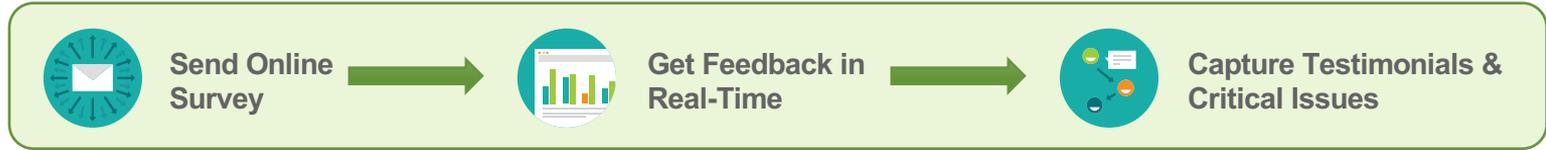


# How Best of Staffing® helps firms differentiate on service

# 2020 Best of Staffing winners were announced on February 4<sup>th</sup>!



# How Best of Staffing® Works



## INTERNAL PATH



Get real-time email alerts

Hold team accountable – manage issues through resolution (assign, update, track)



Retain key accounts and celebrate super star employees internally

## EXTERNAL PATH

Earn Best of Staffing® Award

Tell your story with star ratings and testimonials on [ClearlyRated.com](https://clearlyrated.com)

Winners market their award to increase interest among buyers, job seekers, and peers



# Best of Staffing - Client winners versus the industry





FIND industry or company

NEAR city, state, zip/postal



## Hire Dynamics of DULUTH, GA



Hire Dynamics of Duluth, GA has earned the 2020 Best of Staffing award for providing remarkable service to their clients!

Within the Staffing industry Hire Dynamics specializes in: Industrial, Office / Retail / Hospitality [View Details](#)

### GET IN TOUCH

VISIT THEIR WEBSITE

email: [info@hiredynamics.com](mailto:info@hiredynamics.com)

phone: (678) 482-8041

Hire Dynamics  
1845 Satellite Boulevard, Suite 800  
Duluth, GA 30097

*This location does NOT accept visitors without an appointment. Please contact Hire Dynamics before visiting this location.*



### ABOUT HIRE DYNAMICS

Hire Dynamics is in the Staffing industry with company headquarters in Duluth, GA and has 38 Hire Dynamics locations.

### COMPANY AWARDS

#### 11 YEAR WINNER



2020 Best of Staffing Client



2020 Best of Staffing Client Diamond

#### 11 YEAR WINNER



2020 Best of Staffing Talent



2020 Best of Staffing Talent Diamond

[View Their Awards History](#)

How did they win? >

COMPANY RATING

# Use responses to grow your business

The screenshot shows a business profile on the ClearRated platform. The profile includes a header with the company name, logo, and location (Portland, OR). Below this is a 'GET IN TOUCH' section with contact information for email and phone. A 'TESTIMONIALS' section is visible, with one testimonial highlighted by a red border. The testimonial text is a placeholder: "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." Below the testimonial is a pagination control showing "Showing 1-10 of 718" and "NEXT" and "PREVIOUS" buttons. At the bottom of the page, there is a footer with navigation links: "List Your Business on ClearRated", "Privacy Policy", "Contact Us", and "MyReviews".

This is a zoomed-in view of a single testimonial response. It shows the placeholder text: "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." Below the text is a date stamp: "10 NOVEMBER 10, 2017". At the bottom of the response area, there are navigation buttons: "PREVIOUS" and "NEXT", and a pagination indicator: "Showing 1-10 of 718".

# Star Ratings Feature

## OVERALL CLIENT RATING



4.7 based on 404 ratings

## OVERALL TALENT RATING



4.5 based on 1,919 ratings



## OVERALL CLIENT RATING



4.7 based on 170 ratings

## OVERALL TALENT RATING



4.4 based on 1,211 ratings



## OVERALL CLIENT RATING



4.7 based on 81 ratings

## OVERALL TALENT RATING



4.7 based on 113 ratings



# Recognize service leaders internally

**Lauren is the absolute best and is always available to assist with our request! She's patient, and truly treats us like a valued client. Thanks for everything, Lauren!**

**Ryen, has always been responsive and positive to work with! Always feel I can reach out to her with questions. I don't usually need to because all the emails that are sent before - which is amazing!**

**Always responsive; always human; genuinely interested in our experience with ClearlyRated.**

**Zita was always "on" responding promptly with exactly the information I needed**

**You're the best, Bridget! Always going above and beyond for us.**

**Emilie has been more than great throughout the entire process. She has been thorough about what steps to take and has helped me with all questions I had.**



**Celeste Bottorff**  
Chief Marketing Officer  
Hire Dynamics

## Measuring mission with NPS® metric



**Scott Morefield**  
Director of Marketing  
Luttrell Staffing Group

## Recognizing service leaders internally



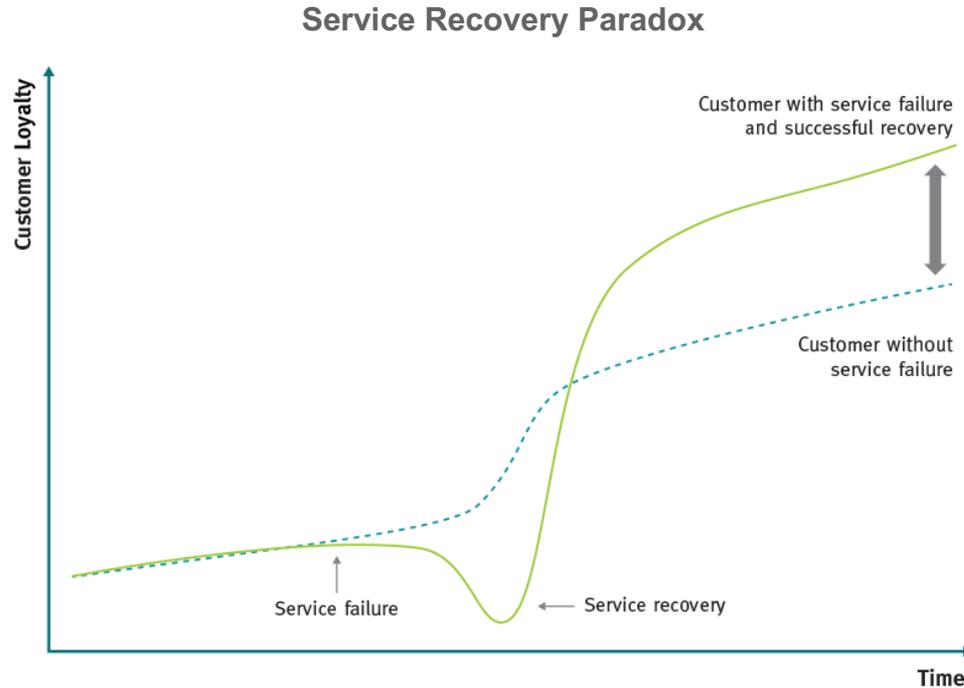
**Marian Brady**  
Marketing Comm. Manager  
Sterling Engineering

**“People like to be associated with a winner”**

A background image showing a business meeting with people in suits, overlaid with a teal color filter. The text is centered in white.

# Continuing improvement over perfectionist thinking

# Benefits of identifying Detractors





**Scott Morefield**  
Director of Marketing  
Luttrell Staffing Group

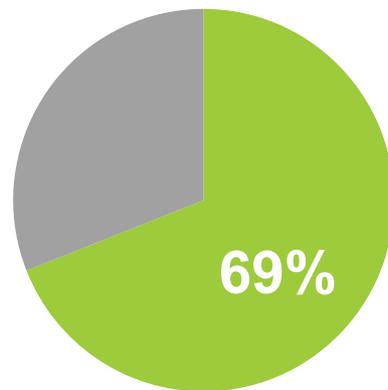
## Improving NPS by reducing Detractor responses



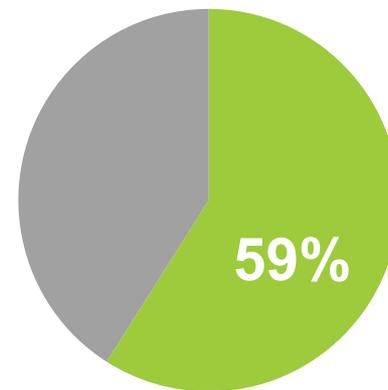
**Marian Brady**  
Marketing Comm. Manager  
Sterling Engineering

**Knowing where the team “falls down”  
makes it that much easier for them to pick  
back up**

Surveys are a powerful vehicle for getting honest feedback from more of your clients and candidates.



**69%** of clients of B2B service providers say they are more likely to take the time to provide feedback through a survey than in-person.



**59%** say they are more likely to be candid with their feedback in an online survey than in-person.



**Celeste Bottorff**  
Chief Marketing Officer  
Hire Dynamics

## Leveraging service recovery to explode myths and build loyalty

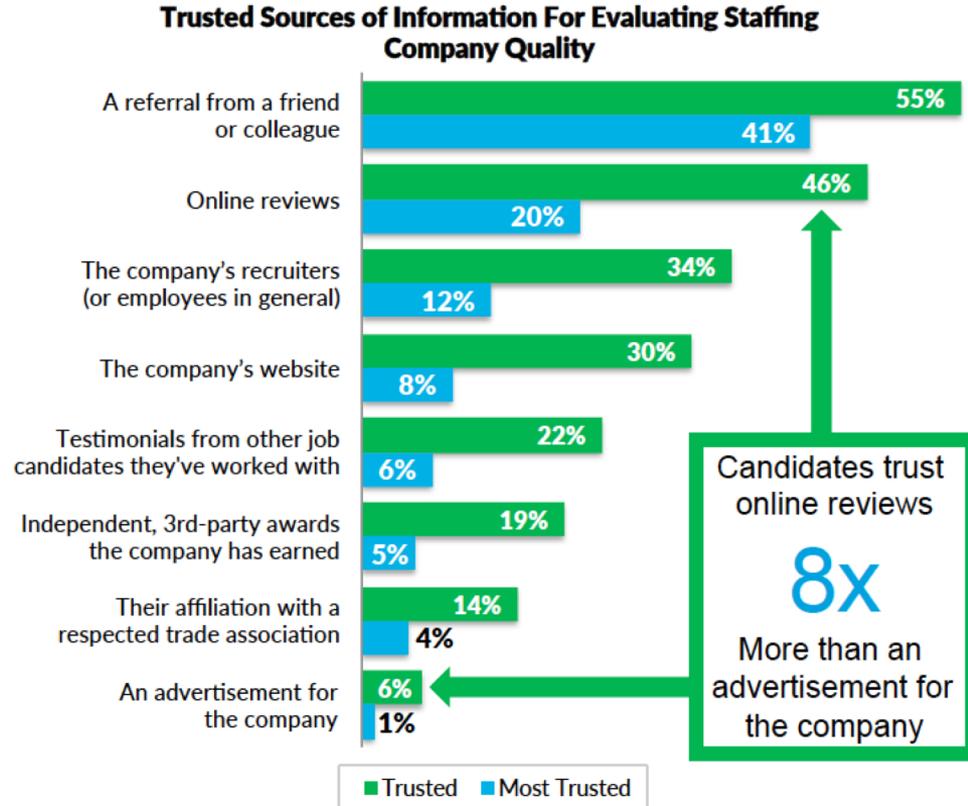
A background image of a business meeting with a teal overlay. The image shows several people in business attire, with one person holding a pen and another pointing at a document. The overall scene is dimly lit, focusing on the hands and documents.

# Changing buyer dynamics

# We're all neighbors



# Impact of referrals on decision making



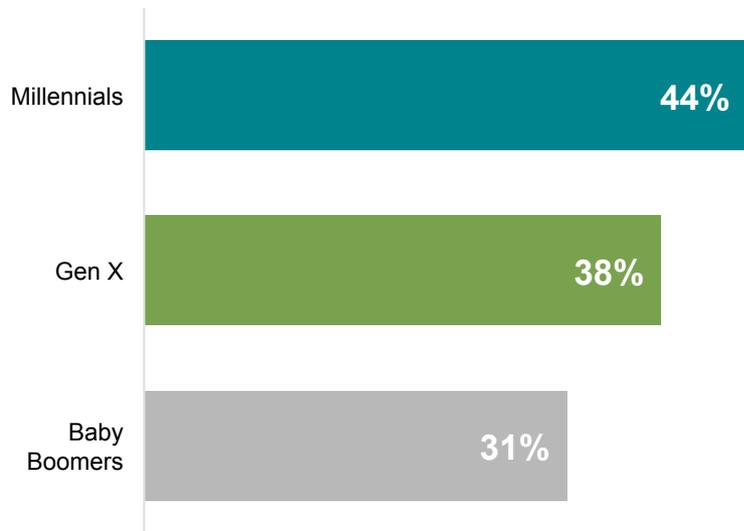


## Helping clients find the value

**Marian Brady**  
Marketing Comm. Manager  
Sterling Engineering

# Millennials now represent the largest cohort of final decision makers when it comes to selecting a staffing firm

Final decision makers by generation



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





**Scott Morefield**  
Director of Marketing  
Luttrell Staffing Group

## Selling to a younger generation



**Celeste Bottorff**  
Chief Marketing Officer  
Hire Dynamics

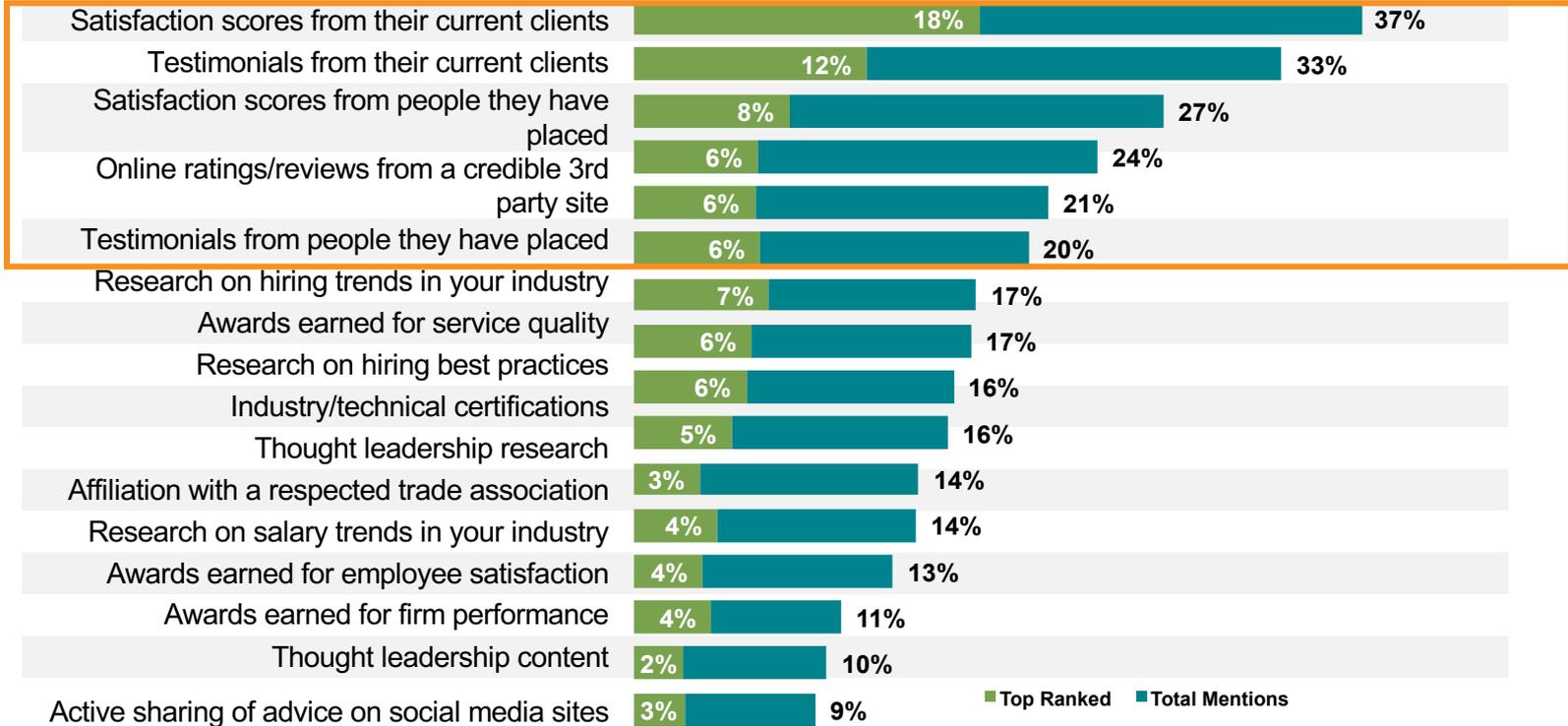
## Lessons learned about online reputation and client decisions

A background image showing a business meeting with people in suits, overlaid with a teal color filter. The image is slightly blurred, focusing on the hands and papers of the participants.

# How online reputation can facilitate firm growth

# Client satisfaction during the buyer journey

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



# Hiring managers are motivated by online ratings & reviews

Likelihood of engaging with a staffing or recruiting firm with the following combination of reviews (% "Likely")

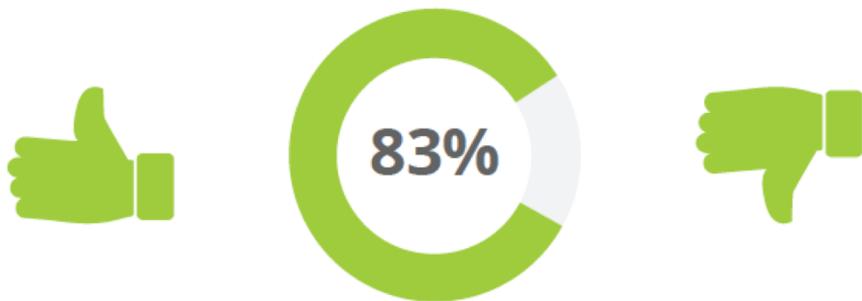


SOURCE: ClearlyRated, CareerBuilder, ASA 2018

# Job seekers will seek out online ratings and reviews



Candidates trust online reviews of a staffing firm 8x more than an advertisement for the firm.



83% of candidates say that staffing firm reviews have an impact on their decision to accept a job offer.

Source: 2018 Candidate Influence Report

# Approaches to building online reputation

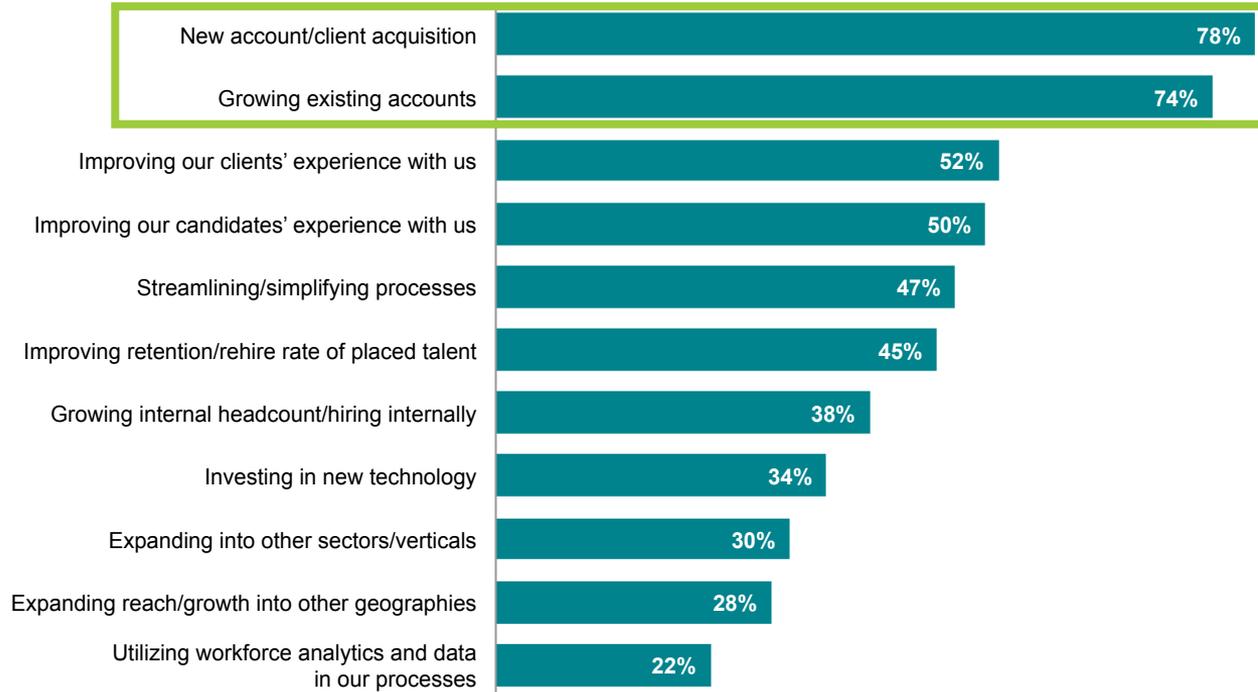


A blurred background image of a business meeting with people in suits, overlaid with a teal color filter. The text is centered in white.

# Balancing growth and client service excellence

# Growth & account expansion are top of mind for staffing leaders

Biggest initiatives at staffing firms according to leadership





## Empowering internal staff with technology

**Marian Brady**  
Marketing Comm. Manager  
Sterling Engineering



**Scott Morefield**  
Director of Marketing  
Luttrell Staffing Group

## Vetting technology investments to ensure value



**Celeste Bottorff**  
Chief Marketing Officer  
Hire Dynamics

## Scaling excellence and brand reputation



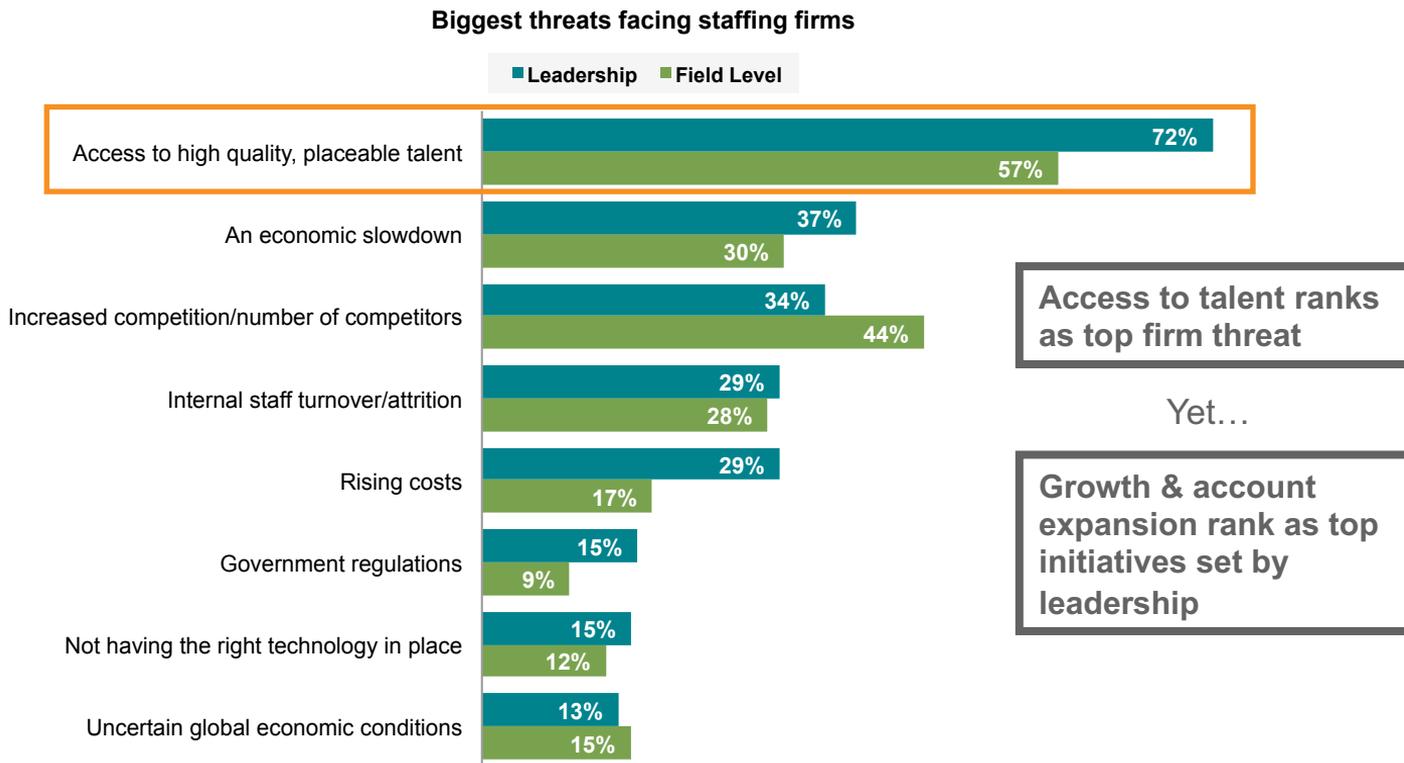
**Client fit as the not-so-secret sauce to  
delivering amazing client service**



**Scott Morefield**  
Director of Marketing  
Luttrell Staffing Group

**Client service starts before you ever engage  
a prospect**

# Disconnect between firm threats and firm initiatives





## Focus on strengths

**Marian Brady**  
Marketing Comm. Manager  
Sterling Engineering



**Celeste Bottorff**  
Chief Marketing Officer  
Hire Dynamics

## Avoid the downward spiral

# The world is a very strange place right now

## Remember:

- This is a human issue first.
- Check in with your people.
- Practice empathy.
- Build relationships that last a lifetime.
- Think about how to help one another.



# Questions?



Eric Gregg



Celeste Bottorff



Scott Morefield



Marian Brady