

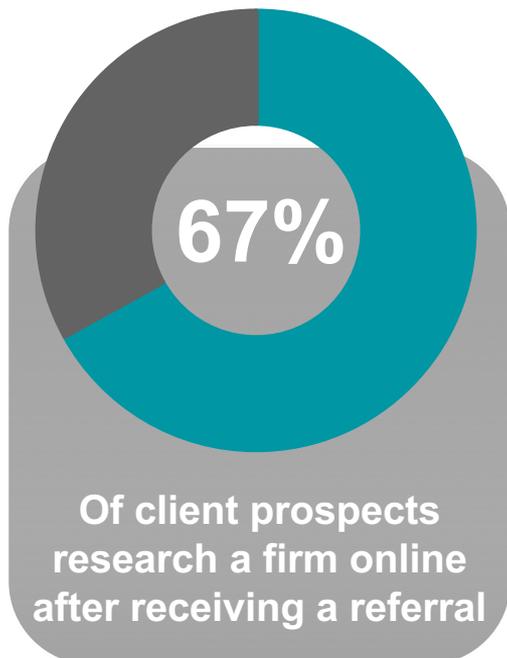


NPS and Staffing Firm Growth

How Best of Staffing® Winners Outpace the Industry

Eric Gregg, CEO & Founder, ClearlyRated

The age of service transparency is upon us



About ClearlyRated



Est. 2003

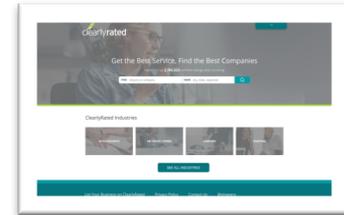
Focus on professional service providers since 2007

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 candidates.



Launched July 2018

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

Best of Staffing® Winners



- **Fewer than 2%** of all staffing firms in the United States earn Best of Staffing honors.
- Yet more than **1 in 4** of SIA's "Fastest-Growing U.S. Staffing Firms" are Best of Staffing winners.
- **49 of the 143** largest firms leverage ClearlyRated to measure the client and candidate experience.

Thank you to Best of Staffing® Sponsors!

—— Presenting Sponsor ——



—— Gold Sponsors ——

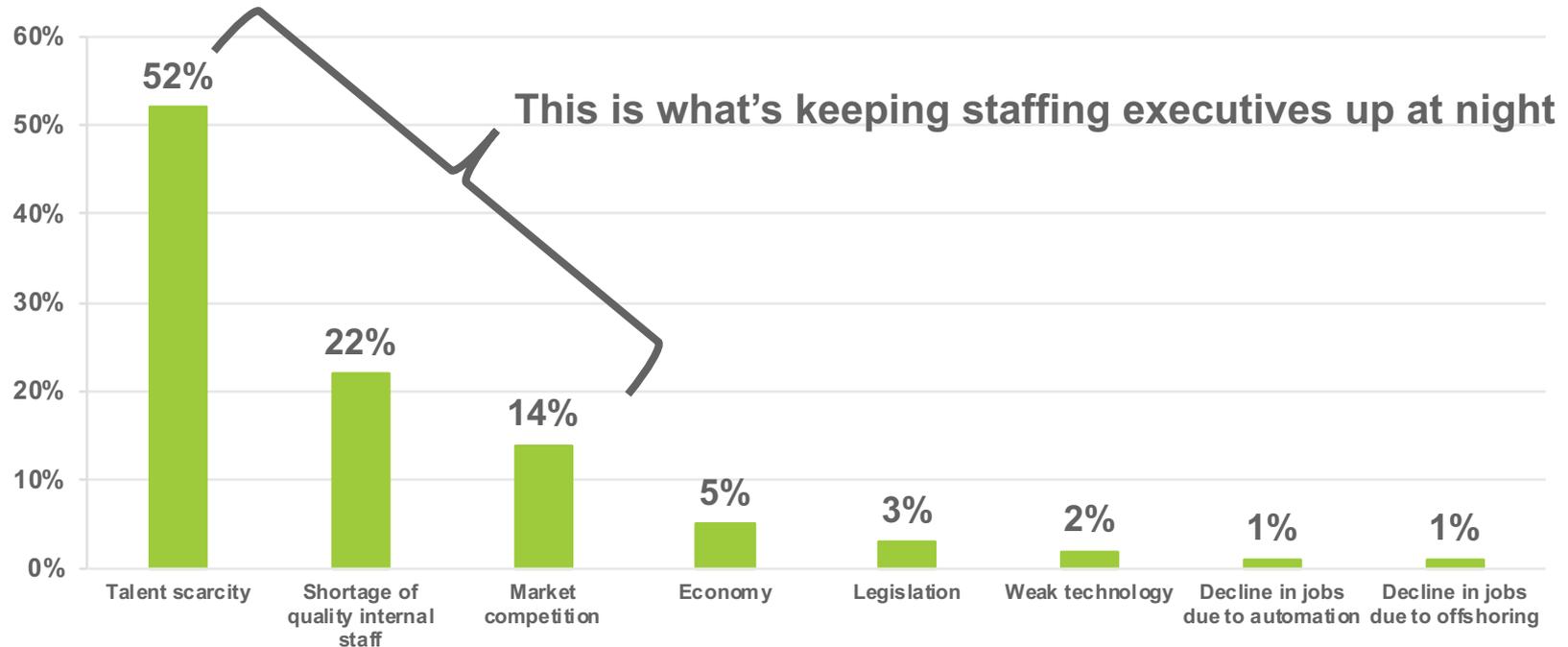


Chasing Growth

Nothing about growing a staffing business is easy



Not sleeping well? You're not alone...



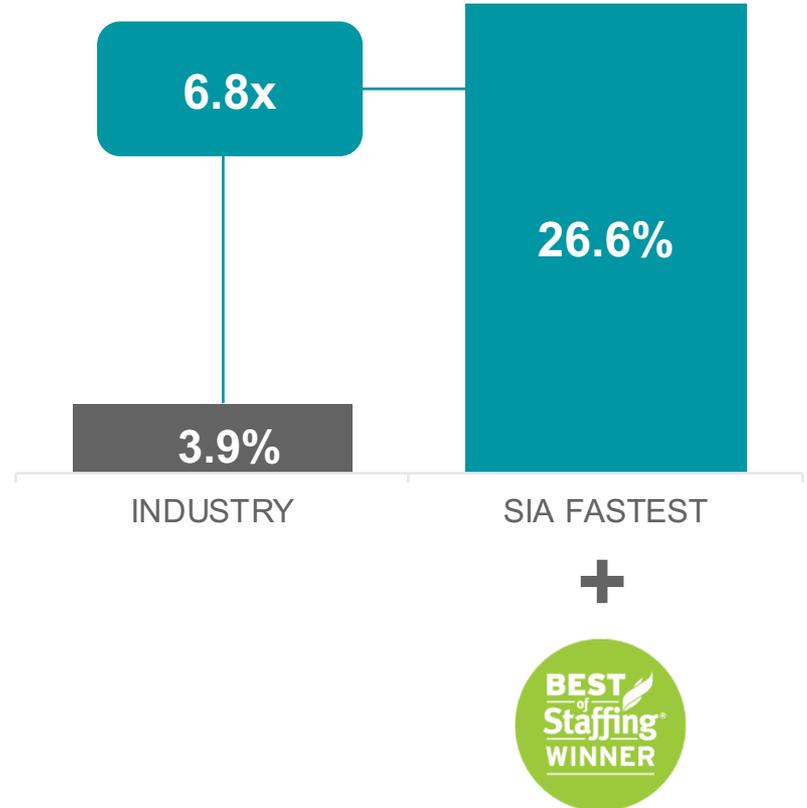
SOURCE: Staffing Industry Analysts

About the research



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

27

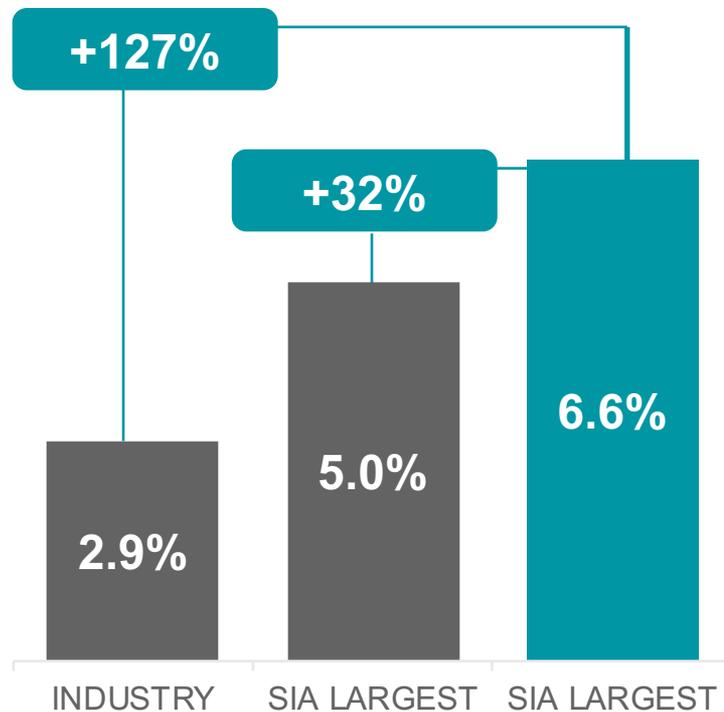




2018
Largest Staffing Firms in the US

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

49 clearlyrated®
Clients





Net Promoter Score® and Growth

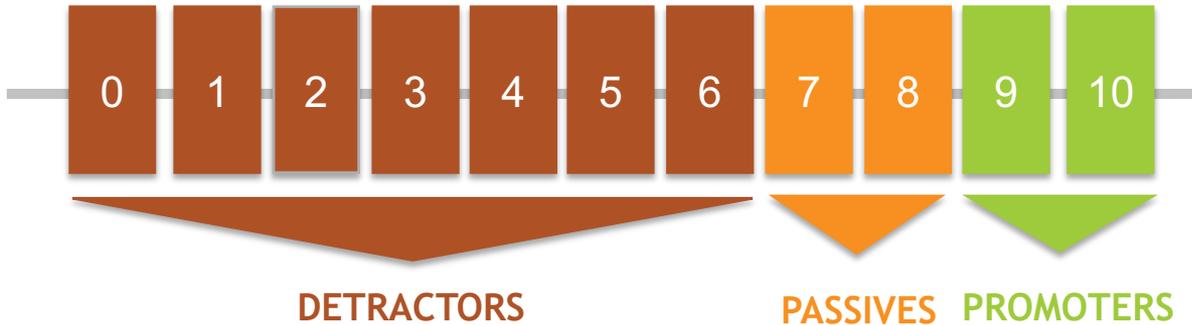
Relationship between service and growth at top firms

Net Promoter® Methodology

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

Not at all likely

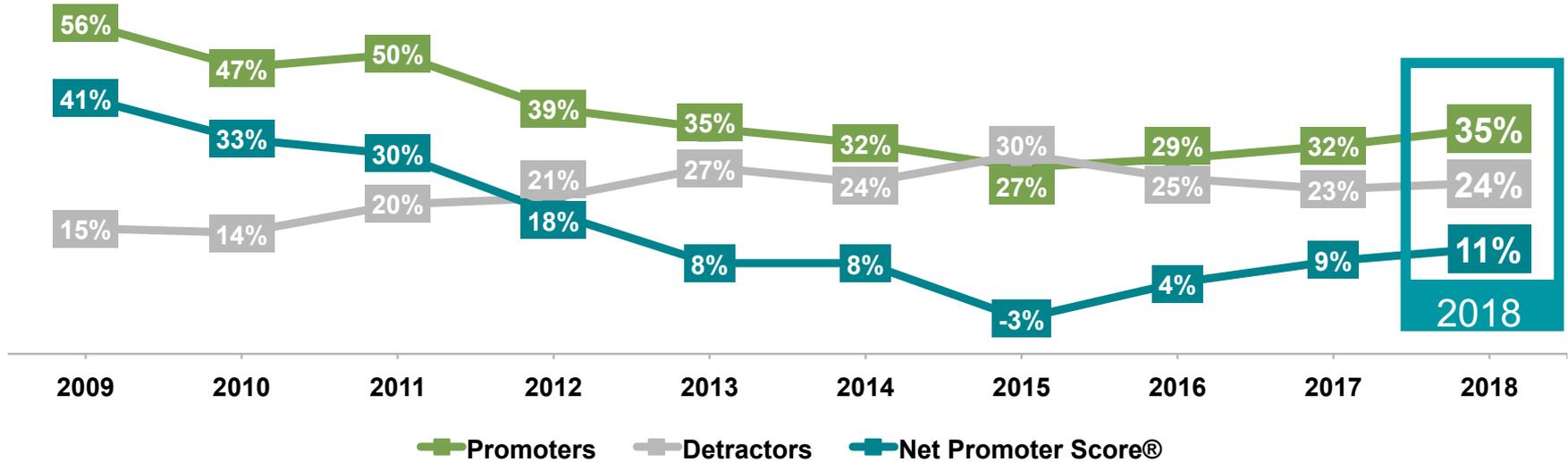
Extremely likely



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

Client service is improving, but it's not strong

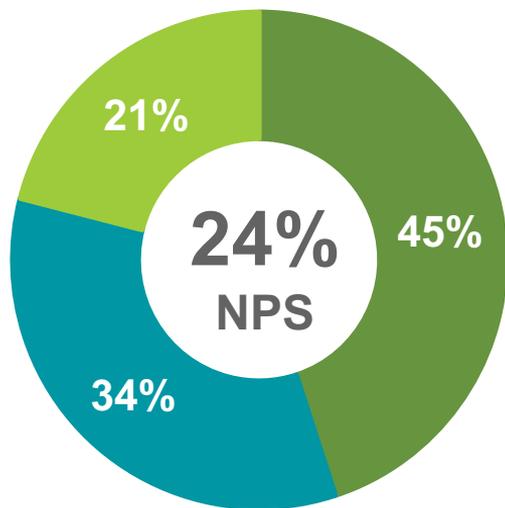
Clients: Likelihood to Recommend Working with Current Staffing Firm



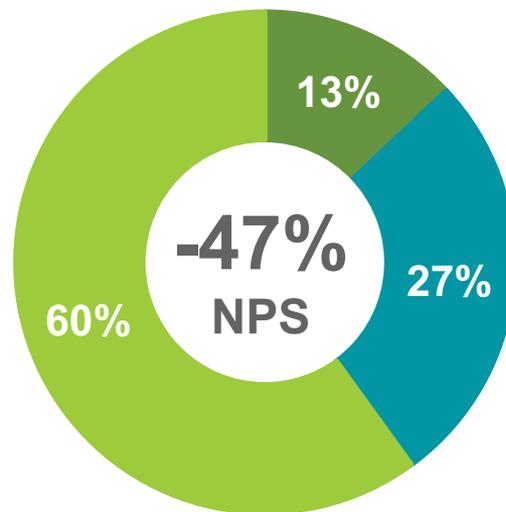
SOURCE: ClearlyRated, CareerBuilder, ASA - 2018

Experience of placed talent is steady

Placed Candidates



Applicant – Not Placed



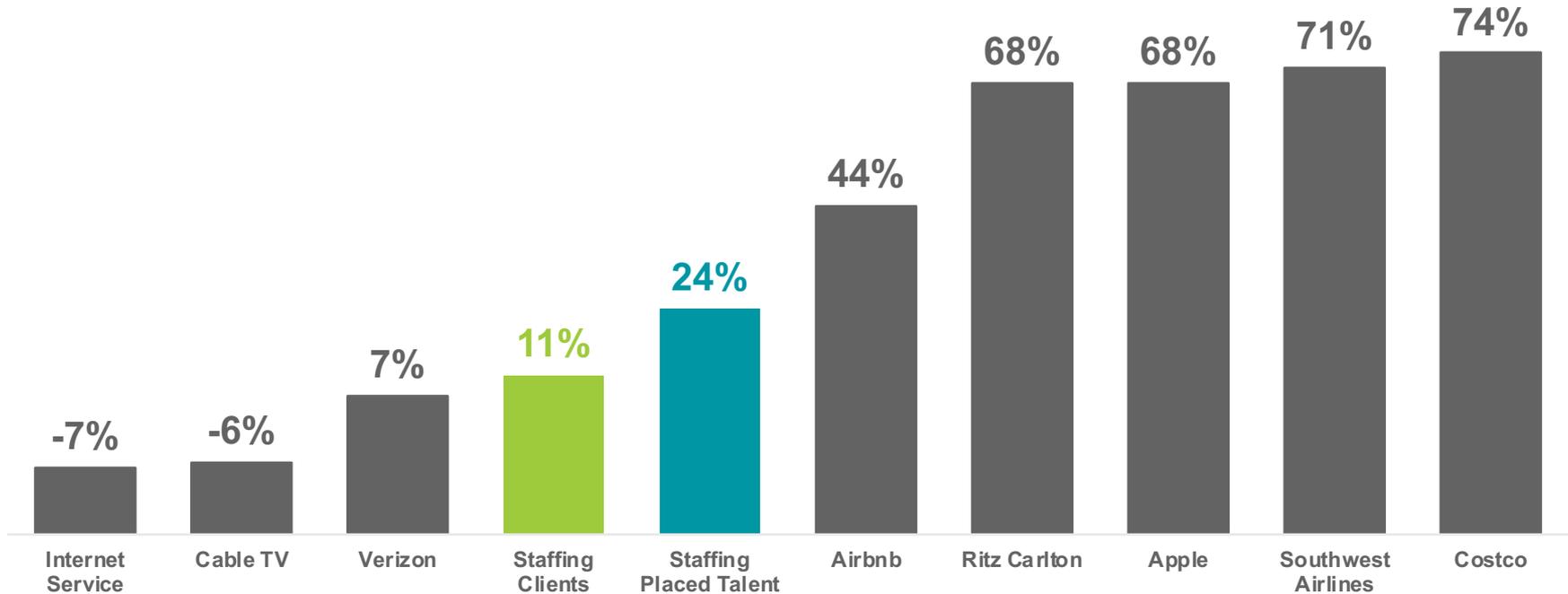
■ Promoters (9-10)

■ Passives (7-8)

■ Detractors (0-6)

SOURCE: ClearlyRated and ASA

NPS in staffing – service level in context



SOURCE: ClearlyRated, ASA, CareerBuilder, SatMetrix

NPS and growth – some things just go together



After careful thought, thoughtful consideration and considerable squabbling, we have made the difficult decision to terminate our romantic relationship. We will continue to work together on television (“The Muppets” Tuesdays 8|7c this fall on ABC) and in all media now known or hereafter devised, in perpetuity, throughout the universe. However, our personal lives are now distinct and separate, and we will be seeing other people, pigs, frogs, et al. This is our only comment on this private matter...unless we get the right offer. Thank you for your understanding.



Miss Piggy ✓

@MissPiggy



Here is the official statement on [@KermitTheFrog](#) and moi's relationship termination:

♥ 2,780 10:41 AM - Aug 4, 2015

💬 4,094 people are talking about this

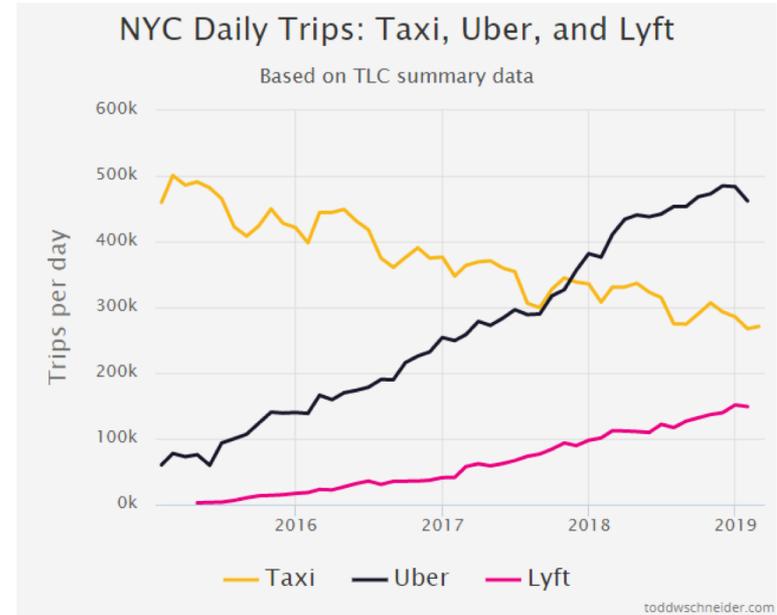


Service Drives Growth

Yet, high growth puts the
most strain on service

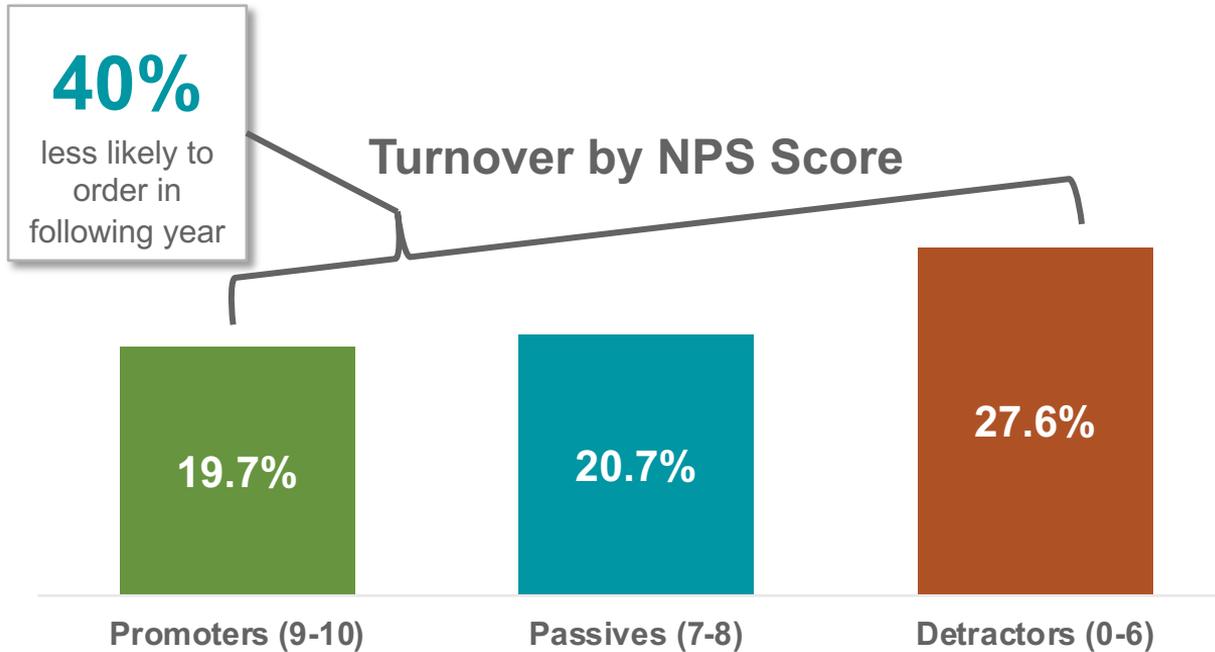


Service excellence in staffing: we're never done



SOURCE: Toddwschneider.com

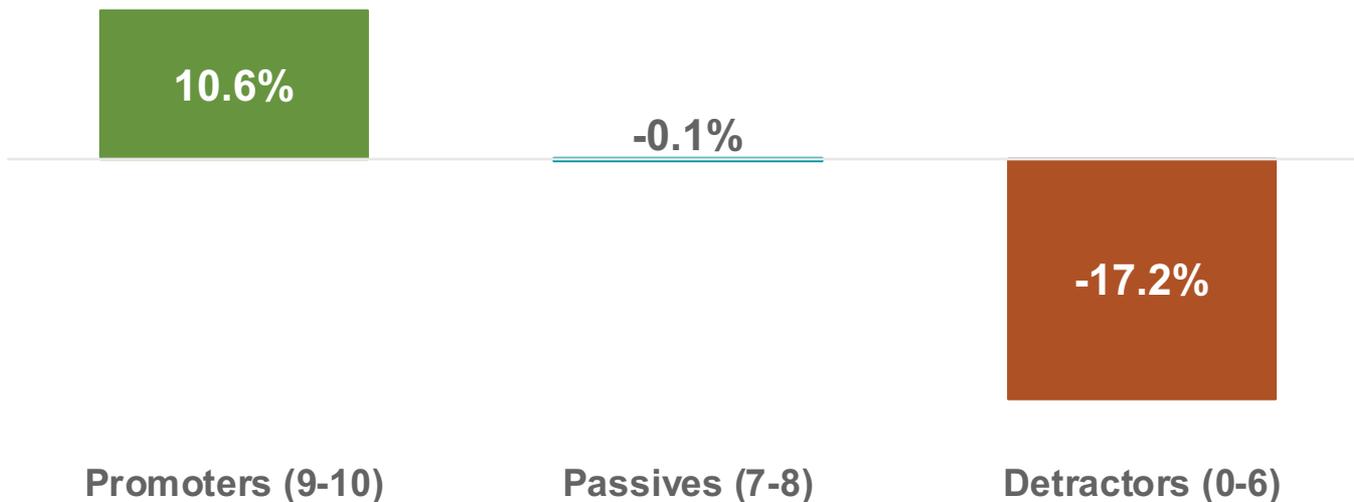
But that's a good thing: the ROI is there



NOTE: Based on analysis of 4,590 staffing firm clients and more than \$1.9B in spend from 2015-2018

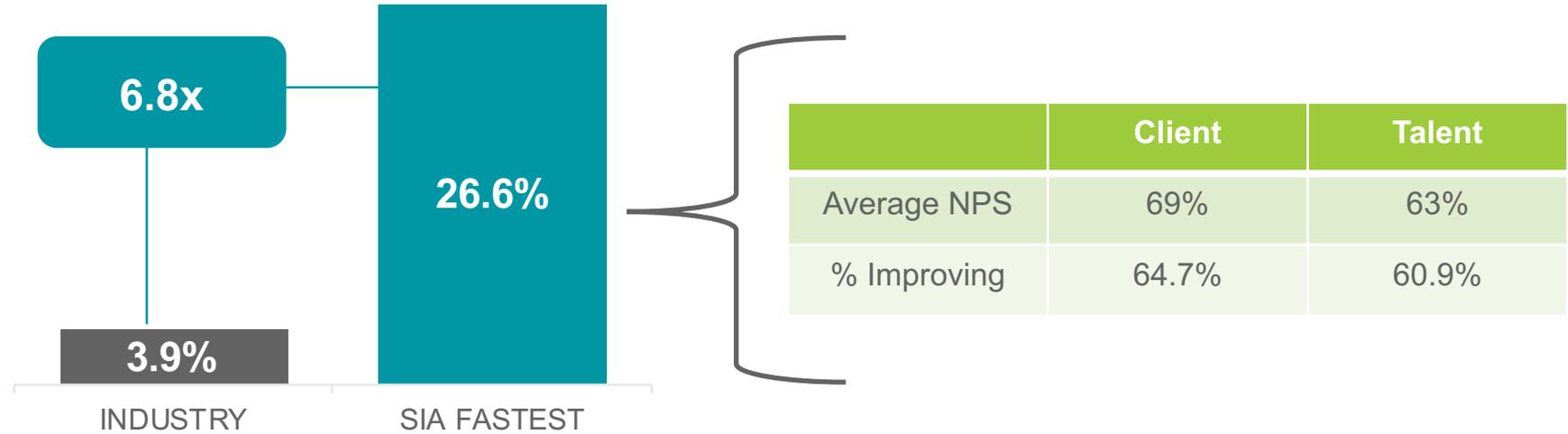
But that's a good thing: the ROI is there

Change in Following Year's Spend

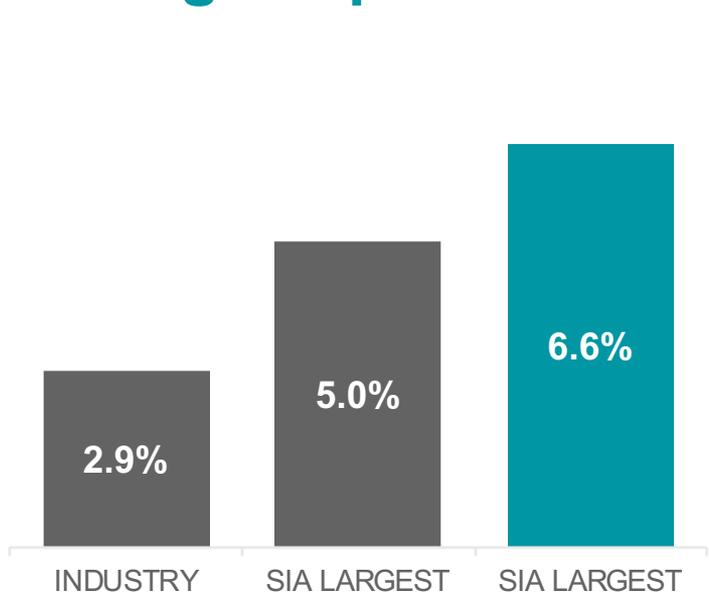


NOTE: Based on analysis of 4,590 staffing firm clients and more than \$1.9B in spend from 2015-2018

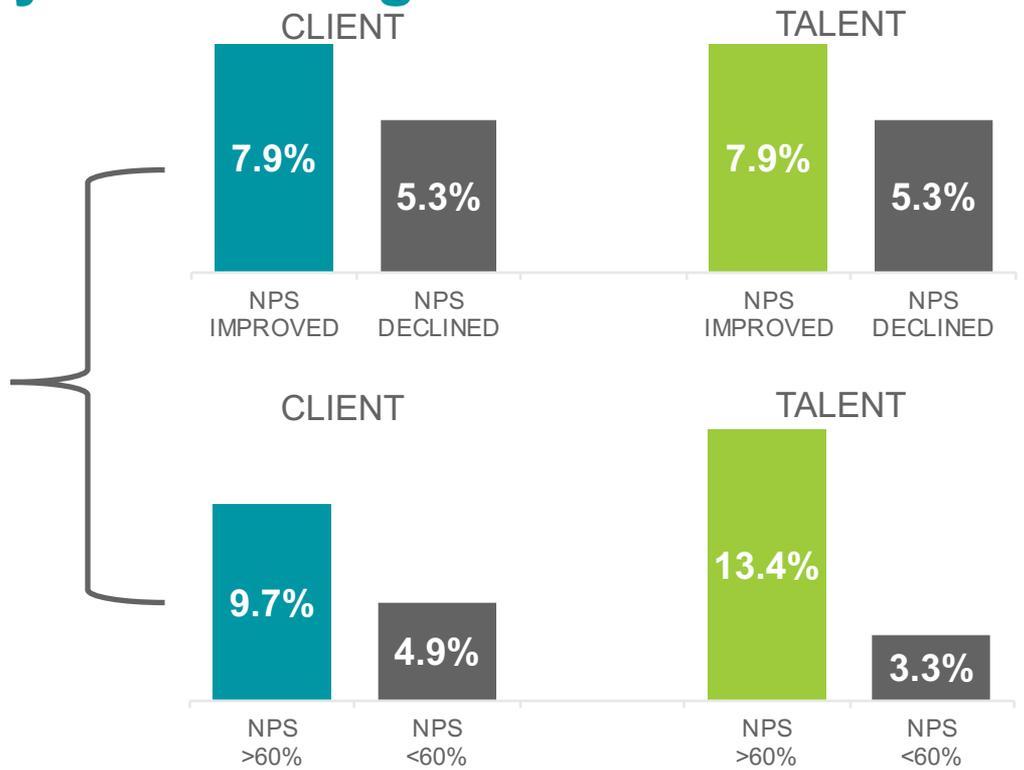
Diving deeper on the SIA Fastest Growing, Best of Staffing winners



Diving deeper on ClearlyRated's largest clients



2018
Fastest Growing
US Staffing Firms

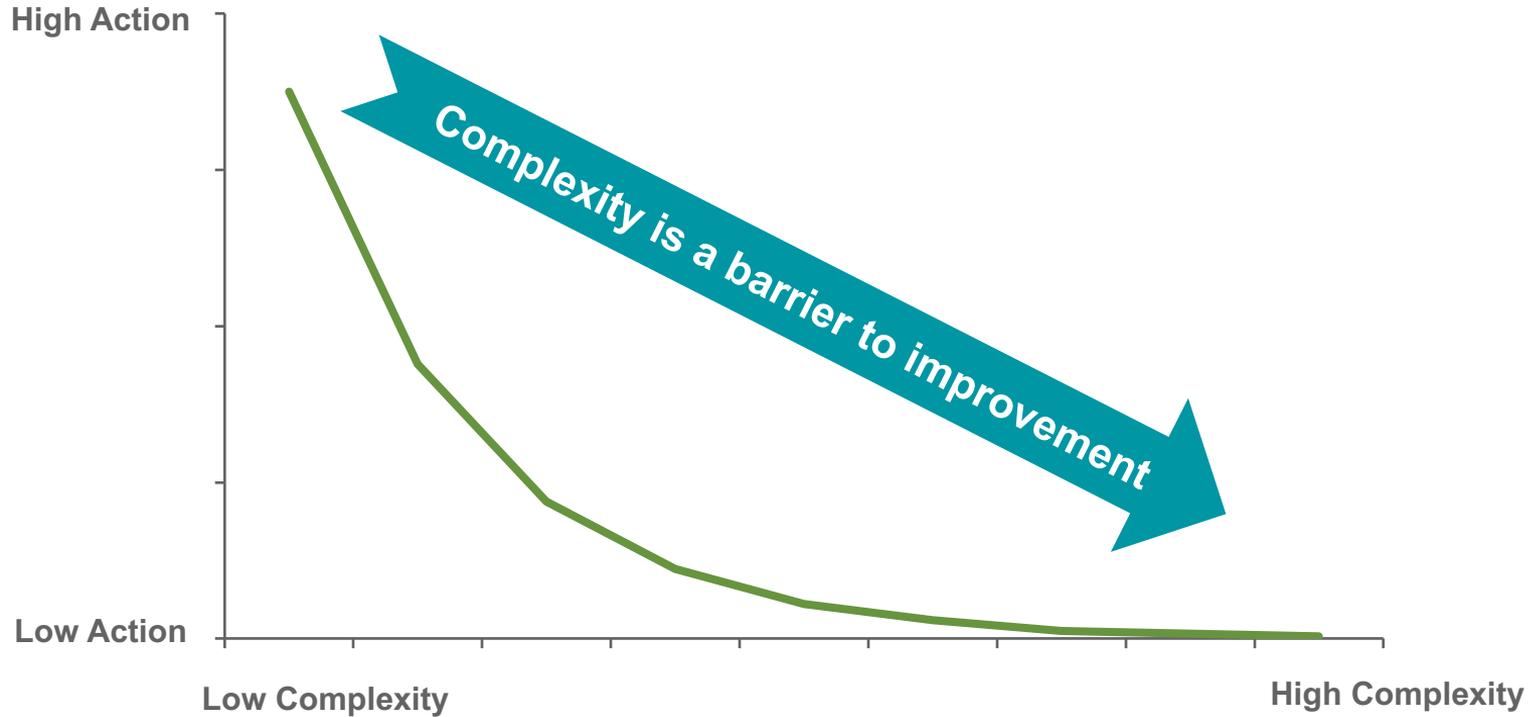


Measurement 101

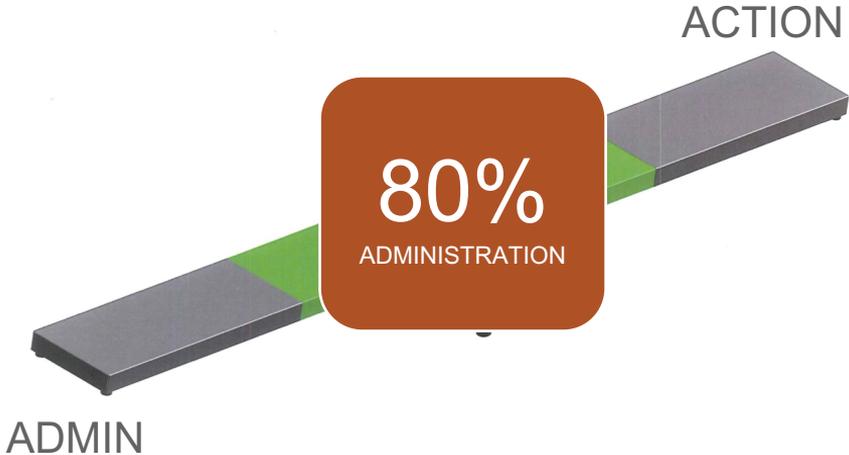
What gets measured
(and shared)
gets improved



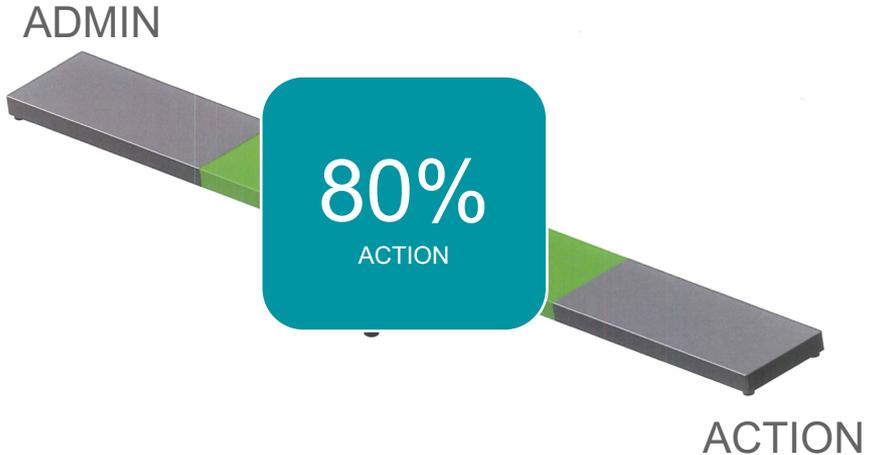
K.I.S.S – the key to a survey that drives improvement



You are an operator – not a researcher



MOST SURVEY PROGRAMS



SUCCESSFUL SURVEY PROGRAMS

Response rate matters – don't settle



1. Personalized email
2. Lose the HTML
3. Email signed by individual
4. Embedded NPS question
5. Strong server rating
6. 10 questions or less
7. Mobile-optimized (and easy)
8. # of questions in subject line
9. Communicate early & often
10. Close the loop
11. Push for internal follow-up
12. (at least) 1 reminder email

The Foundation

Delivering service worth
talking about



Fixing the Leaky Bucket

(Most) every Detractor can be saved



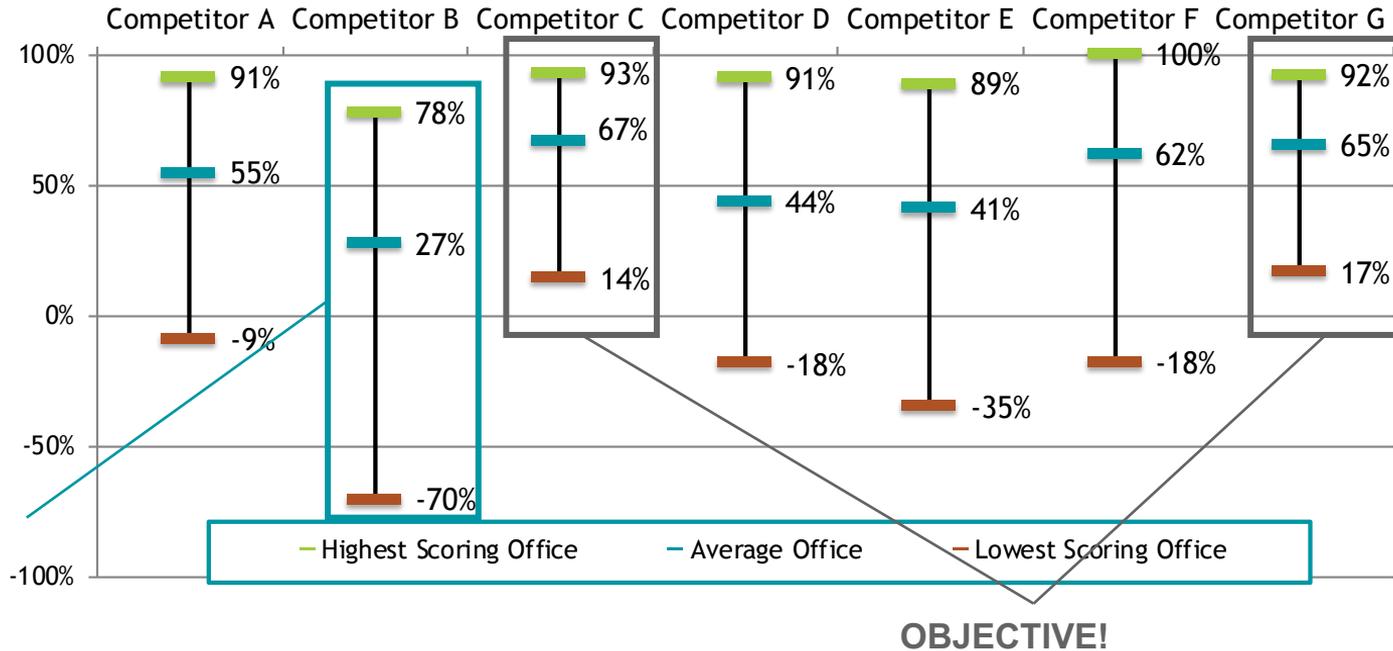
It isn't your process – it's your execution



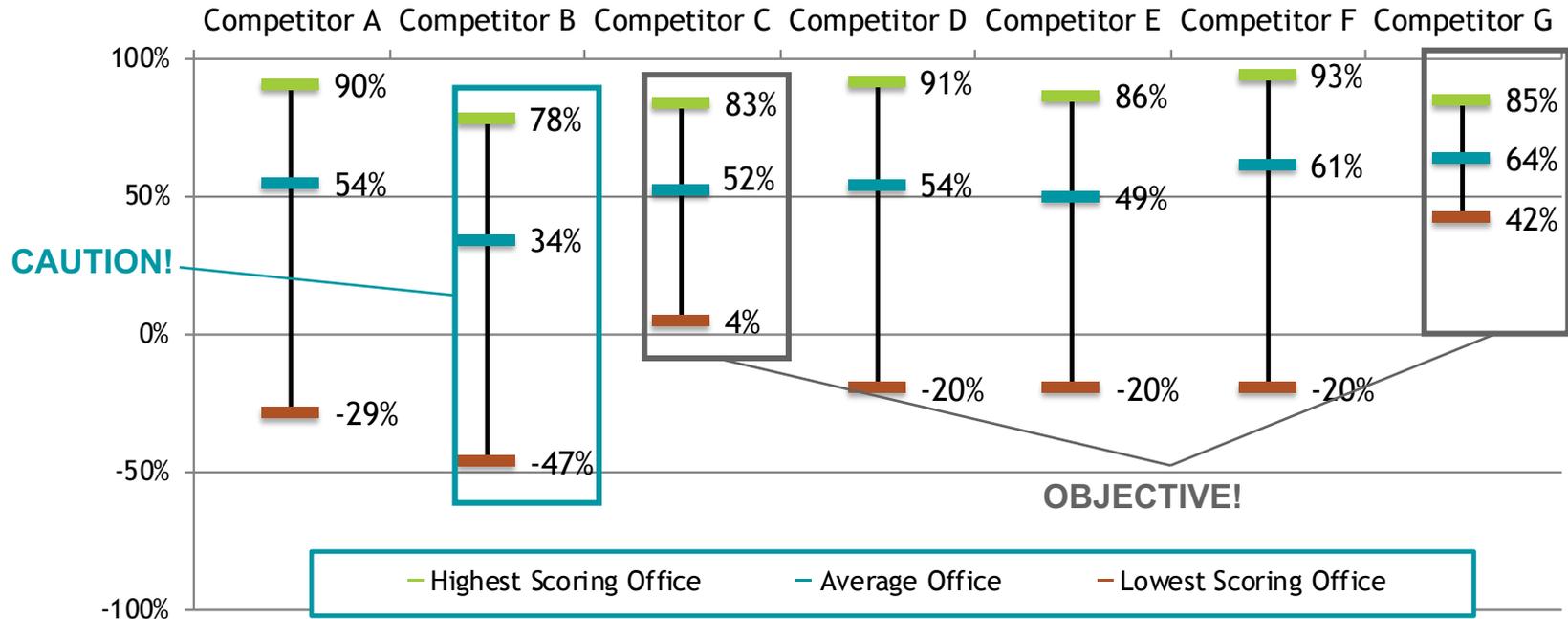
**Client Experience
(Cx) Strategy**

**Client Experience
(Cx) Execution**

It isn't your process, it's your execution – Exhibit A



It isn't your process, it's your execution – Exhibit B



Don't Cut Corners

When it comes to service,
you can't fake it



Learn from Milli Vanilli – if you fake it, people will find out

Culture Club

Celebrating service rock stars at your firm



Your brand is simply your ability to deliver on a compelling promise to clients and talent



YOUR LOGO

YOUR BRAND



When it comes to incentives, side effects matter

Direct compensation for scores is the Olestra of recognition



Focus on recognizing the “Wow” and leaderboards



CLIENT RATING



4.7 from 294 ratings

TALENT RATING



4.6 from 462 ratings

See more at [ClearlyRated.com](https://clearlyrated.com)



OVERALL CLIENT RATING



[Ratings Details](#)

4.7 based on 74 ratings

OVERALL TALENT RATING



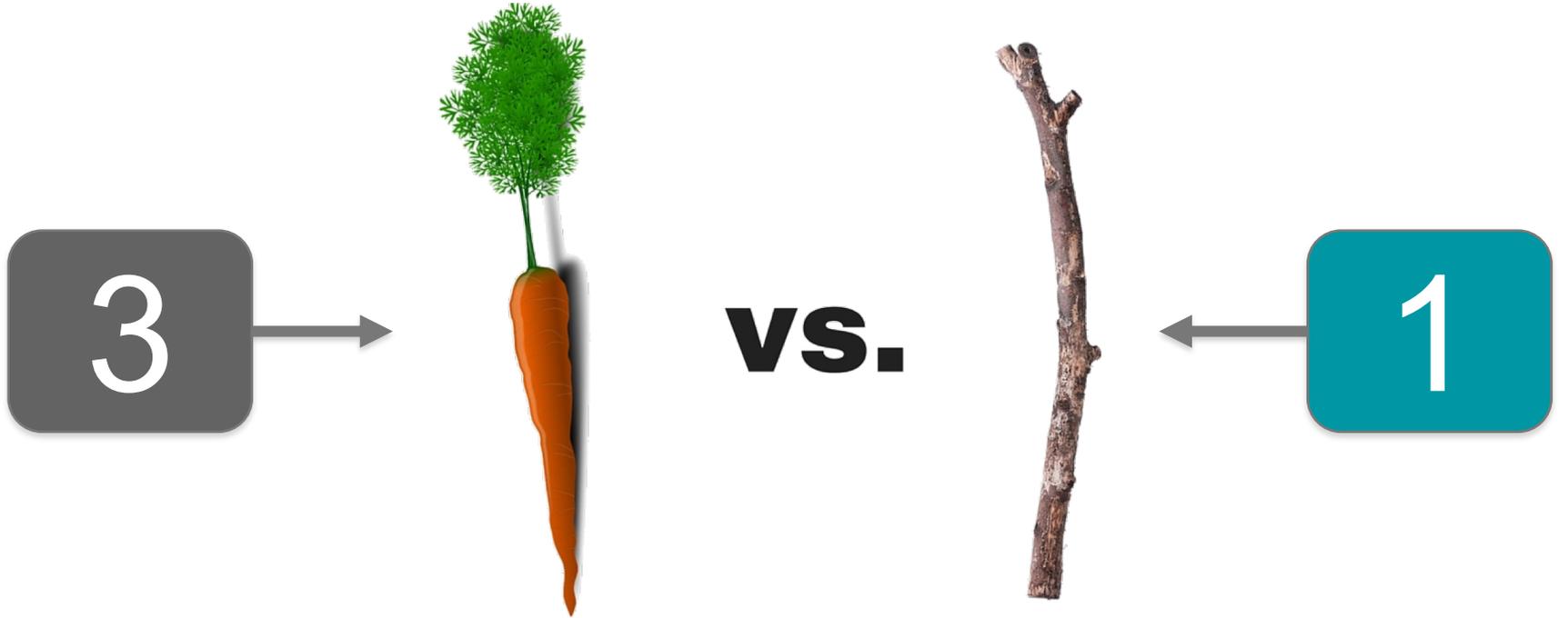
[Ratings Details](#)

4.7 based on 163 ratings

See more at [ClearlyRated.com](https://clearlyrated.com)



Celebrate wins – consistently



Shout-outs provide perfect recognition internally

THE ClearlyRated APPROACH:

Thank You!

Has an employee of XYZ Networks gone above and beyond for you?

Fill out the form below and they will be rewarded and recognized in front of their peers for a job well done!

Employee Name (required)

What did they do to go above and beyond for you?

Truly an advocate for me throughout my career. What every recruiter should strive to be.

(This will be shared with them and the rest of our company)

Send



JENIFER LAMBERT
Chief Revenue Officer
TERRA Staffing Group

“Our highest performing branches have built a review cycle into the daily or weekly rhythm of the branch. It gives them an opportunity to celebrate team members for being recognized while also addressing any negative feedback.”



OVERALL CLIENT RATING



Ratings Details

4.8 based on 666 ratings

OVERALL TALENT RATING



Ratings Details

4.4 based on 4,798 ratings

See more at [ClearlyRated.com](https://clearlyrated.com)

Help your team see how service helps them sell



HEALTHPROVIDERSCHOICE

OVERALL CLIENT RATING

4.6 based on 17 ratings

OVERALL TALENT RATING

4.7 based on 257 ratings

See more at [ClearlyRated.com](https://clearlyrated.com)



LAUREN BURGER
Senior Talent Acquisition Manager & Business Development

Lauren has been a member of the Health Providers Choice team since 2004, and has worked in several departments within the company. She has been with HPC through many stepping stones as it grew into the organization it is today. As a Director of Talent Acquisition, she is extremely passionate about finding the perfect position for the healthcare professionals she works with.

Let's Connect!

in

888.299.9800 EXT: 106
LTORRENTO@HPCNURSING.COM TEXT ME:
(586) 557-5676

WHAT PEOPLE HAVE TO SAY ABOUT LAUREN:

Lauren made my transition to HPC very easy and very positive! She's always friendly and I'm very comfortable asking her any question at any time.
— Heidi D.

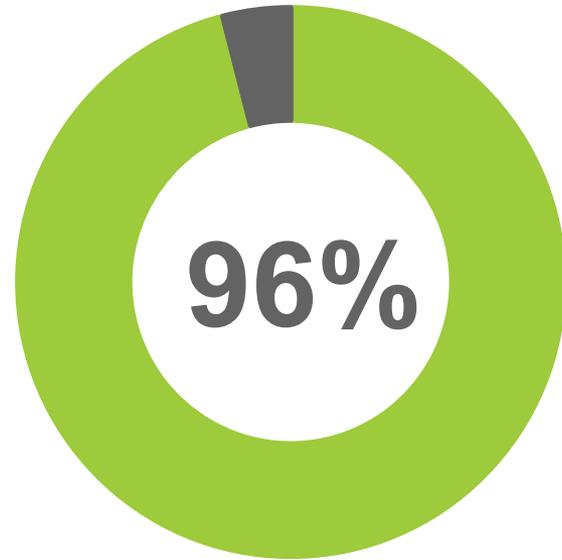
What She Does

How She Does It

Differentiating on Service

Everyone's doing it
but few are doing it well

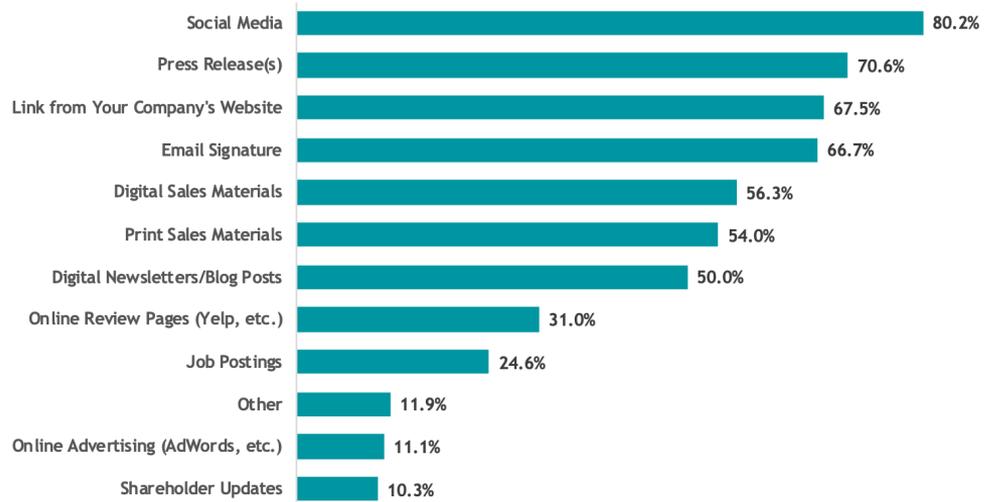
**% OF STAFFING FIRMS WHO SAY
THEY DIFFERENTIATE ON
SERVICE**



Differentiating on Service

Everyone's doing it
but few are doing it well

How do you share your ClearlyRated Profile Pages?



Amplify your service story – email signature



OVERALL CLIENT RATING

★★★★★ Ratings Details

4.7 based on 410 ratings

OVERALL TALENT RATING

★★★★☆ Ratings Details

4.5 based on 2,097 ratings

See more at [ClearlyRated.com](https://clearlyrated.com)



Amplify your service story – your website



HEALTHPROVIDERSCHOICE

OVERALL CLIENT RATING

★★★★☆ Ratings Details

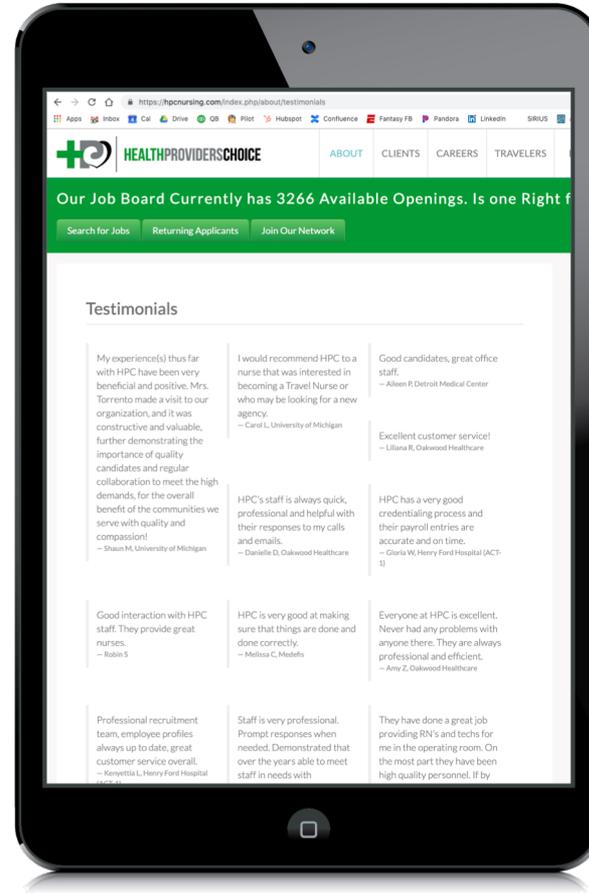
4.6 based on 17 ratings

OVERALL TALENT RATING

★★★★☆ Ratings Details

4.7 based on 257 ratings

See more at [ClearlyRated.com](https://clearlyrated.com)



Amplify your service story – your website



OVERALL CLIENT RATING



Ratings Details

4.6 based on 28,432 ratings

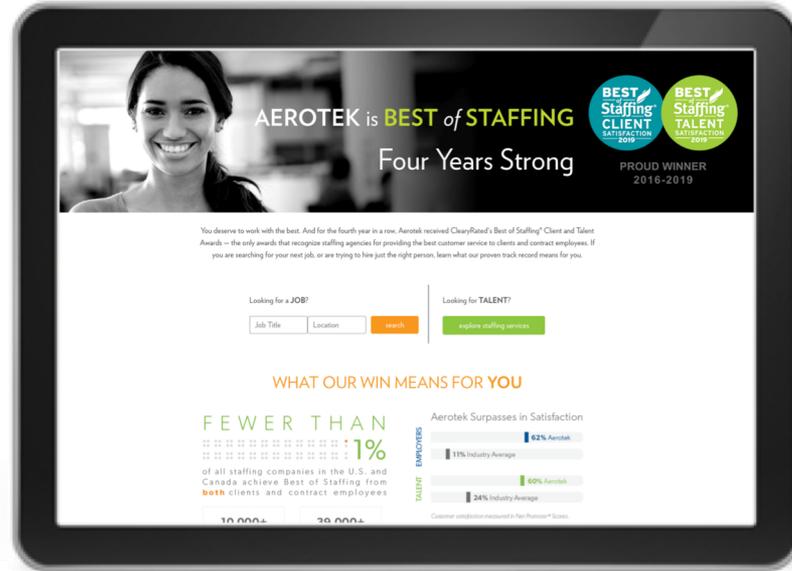
OVERALL TALENT RATING



Ratings Details

4.5 based on 109,227 ratings

See more at [ClearlyRated.com](https://clearlyrated.com)



Amplify your service story - social media

Helpmates®

OVERALL CLIENT RATING



Ratings Details

4.6 based on 96 ratings

OVERALL TALENT RATING



Ratings Details

4.6 based on 1,535 ratings

See more at ClearlyRated.com



Mario Soto, CSP • 3rd+
Vice President Operations at Helpmates Staffing Services
3mo

...see more

Client & Talent Diamond Award Winner



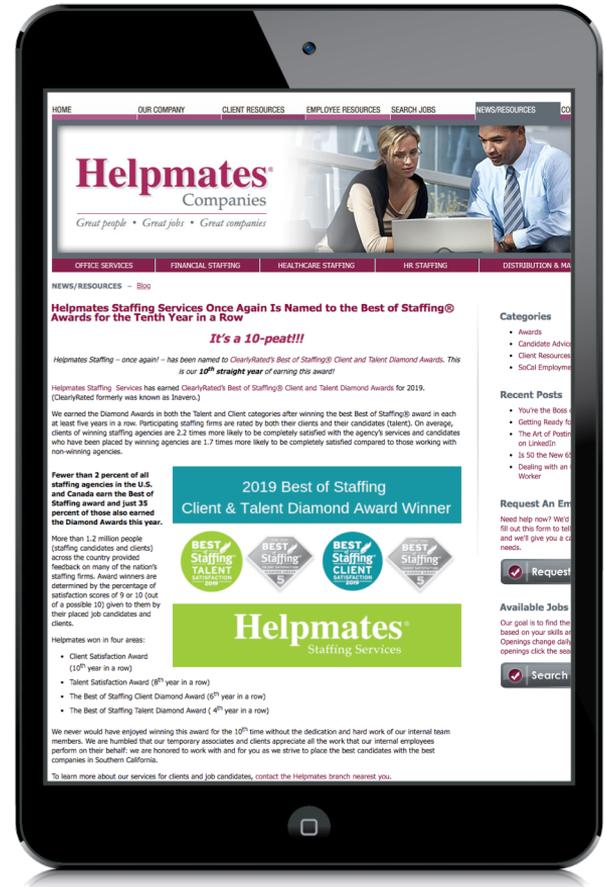
Helpmates®

Helpmates Staffing Services Once Again Is Named to the Best of Staffing® Awards for the Tenth Year in a Row - Helpmates Staffing

helpmates.com

3

Like Comment Share



Amplify your service story - social media



IDR, Inc.
39,160 followers
3mo

We love hearing such positive feedback from our clients! [#bestofstaffing](#)

“ IDR has been pivotal in providing qualified staff that are a great culture fit for the enterprise cyber security transformation we are undergoing at our company. ”

IDR Client

8

Like Comment Share



Samantha Green liked
IDR, Inc. @IDR_INC · Mar 19
Way to give great customer services to our clients! Nice job Brandon! [#bestofstaffing](#)

“ Brandon is very responsive and gave great service. He was able to work with his team to meet my needs with really short deadlines. ”

IDR Client

1

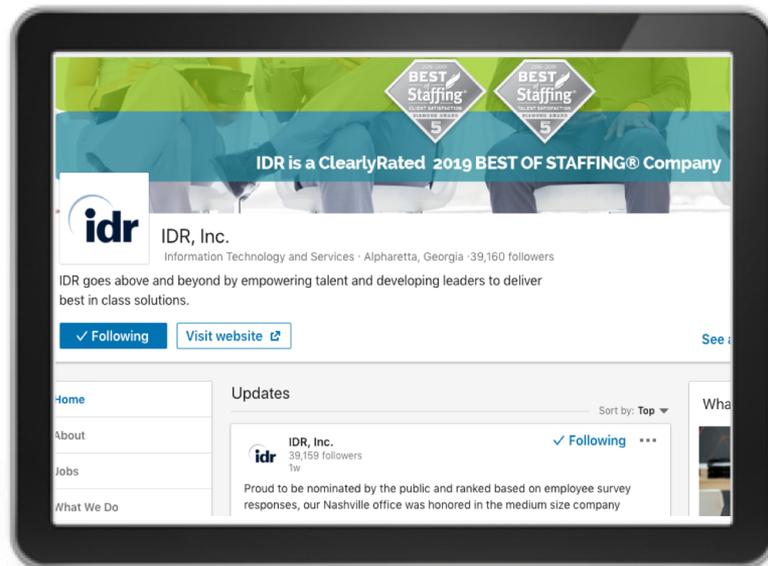


idr

OVERALL CLIENT RATING
4.7 based on 253 ratings
Ratings Details

OVERALL TALENT RATING
4.8 based on 630 ratings
Ratings Details

See more at [ClearlyRated.com](https://clearlyrated.com)



idr IDR, Inc.
Information Technology and Services · Alpharetta, Georgia · 39,160 followers

IDR goes above and beyond by empowering talent and developing leaders to deliver best in class solutions.

Following Visit website

Home Updates

idr IDR, Inc.
39,159 followers
1w

Proud to be nominated by the public and ranked based on employee survey responses, our Nashville office was honored in the medium size company

Amplify your service story – search results



OVERALL CLIENT RATING



Ratings Details

4.7 based on 253 ratings

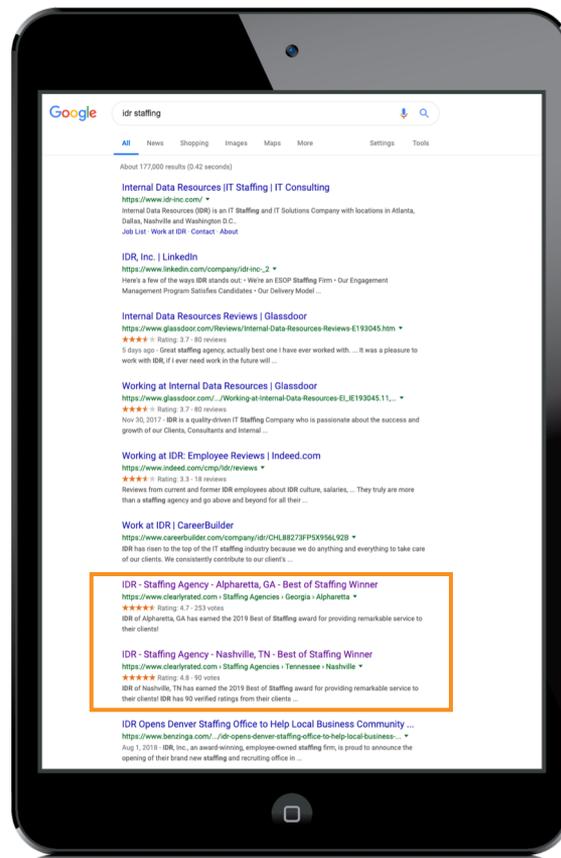
OVERALL TALENT RATING



Ratings Details

4.8 based on 630 ratings

See more at [ClearlyRated.com](https://clearlyrated.com)



Amplify your service story – search results



OVERALL CLIENT RATING



Ratings Details

4.6 based on 115 ratings

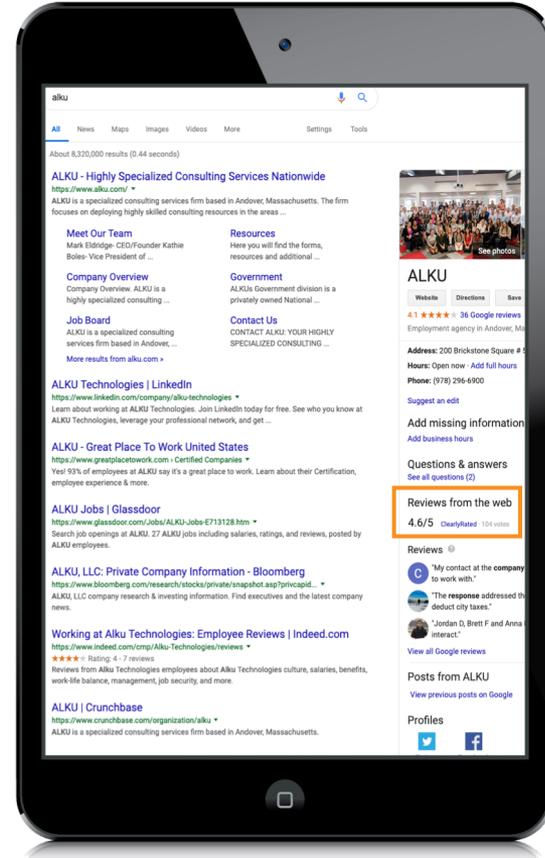
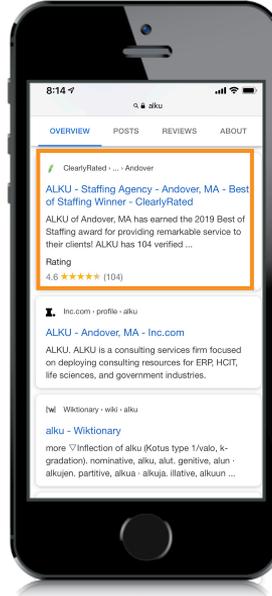
OVERALL TALENT RATING



Ratings Details

4.8 based on 263 ratings

See more at [ClearlyRated.com](https://clearlyrated.com)



Amplify your service story – search results



OVERALL CLIENT RATING



Ratings Details

4.6 based on 134 ratings

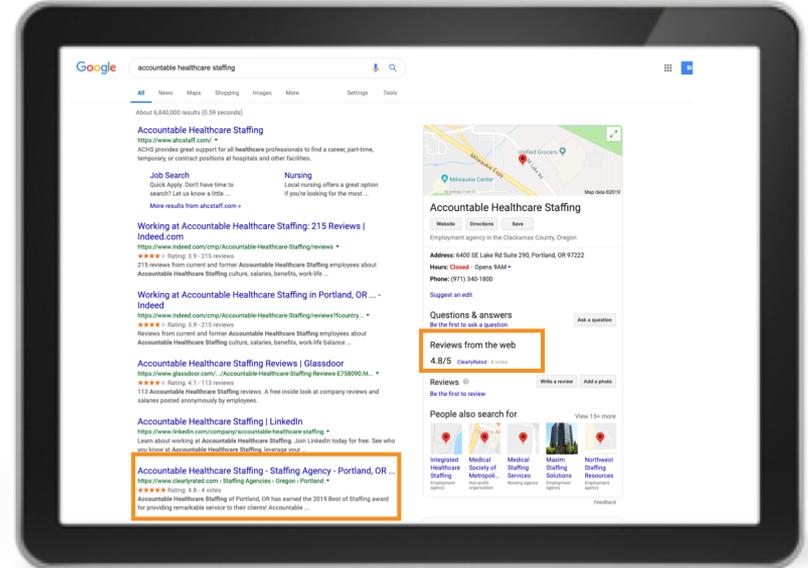
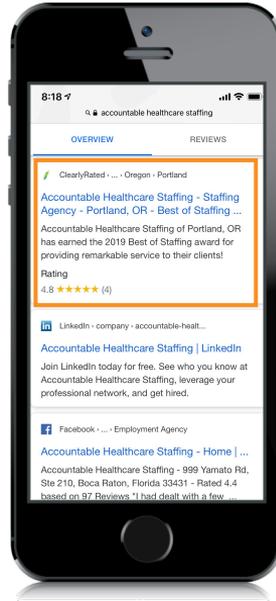
OVERALL TALENT RATING



Ratings Details

4.5 based on 4,869 ratings

See more at [ClearlyRated.com](https://www.clearlyrated.com)



SEO Best Practices

3 keys to increasing your profile's visibility in search

1. Brand consistency online.
2. Links back to online reputation sites from your own website.
3. Social media links

The Best of Staffing® Award



- North America's only award recognizing exceptional client and placed talent satisfaction.
- Leverages third party validated survey responses.
- 79% of winners agree the information learned from Best of Staffing has changed how their firm does business.
- 89% of winners said the Best of Staffing award helps them land new business.

Qualifying Criteria



20% response rate AND 15 responses
-OR-
250 total responses



Questions and 2020 Best of Staffing Registration Details



Eric Gregg
egregg@clearlyrated.com
Linkedin.com/in/ericgregg

- The next 2020 Best of Staffing survey track sign-up deadline is **June 20th**
- Survey initial send date - **August 7th**
- For more information on the Best of Staffing award competition please visit:
<https://www.clearlyrated.com/solutions/staffing/>
- Or to register for the 2020 Best of Staffing award competition please visit:
<https://cart.clearlyrated.com/?industry=staffing>