



**THE EVENT**

FOR IT & ENGINEERING STAFFING FIRMS

TechServe Alliance

**2019**

CONFERENCE & TRADESHOW

**November 5 -7, 2019**

Hyatt Regency Huntington Beach Resort and Spa  
Huntington Beach, CA

# Recruiting IT Talent

For (And By) The Ages



# About ClearlyRated



Est. 2003

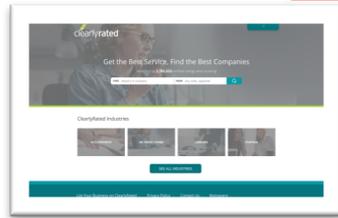
Focus on professional service providers since 2007

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.

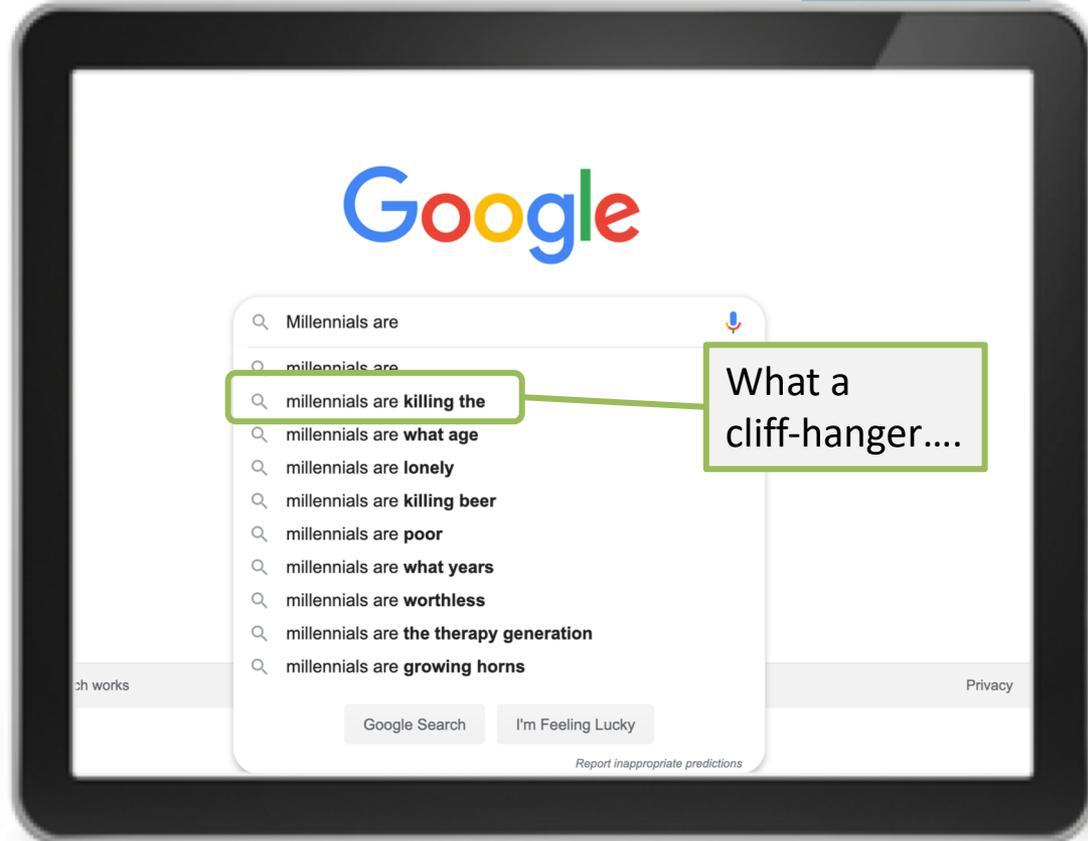


Launched July 2018

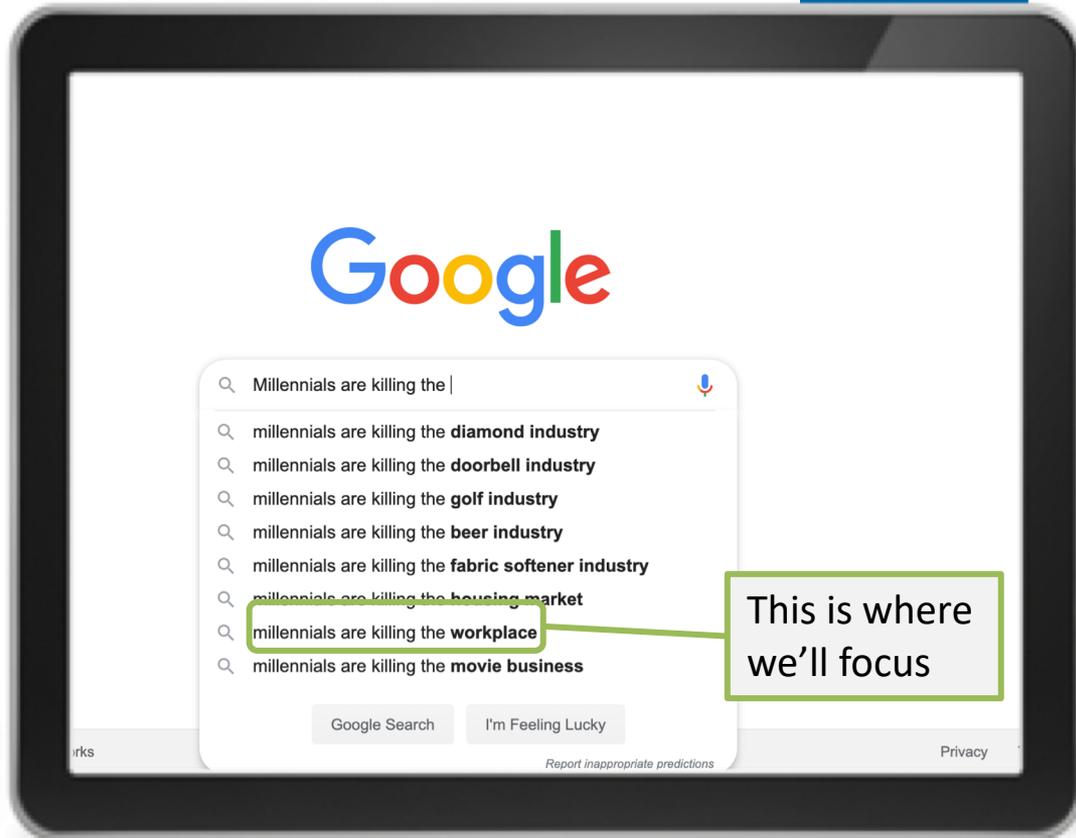
Online service provider directory that translates client and talent satisfaction scores into online ratings and testimonials.

- More than **1 in 4** of SIA's "Fastest-Growing Firms" are ClearlyRated clients.
- **49 of the 143** largest staffing firms leverage ClearlyRated to measure the client and candidate experience.

# What Google can tell us...



# What Google can tell us...





# What Twitter knows about Millennials



**Kashana** ✓

@kashanacauley



A millennial is any young person you don't like.

♥ 1,510 6:22 AM - Apr 30, 2016

💬 799 people are talking about this



**Julieanne Smolinski** ✓

@BoobsRadley



The next time somebody complains about millennials, maybe remind them which generation linoleumed over all those beautiful hardwood floors.

♥ 4,620 9:36 PM - Sep 21, 2013

💬 3,369 people are talking about this



**the hippo account**

@InternetHippo

Follow

If all millennials suddenly died the next day's article would be "How millennials are driving up funeral costs"

7:51 AM - 19 Mar 2017

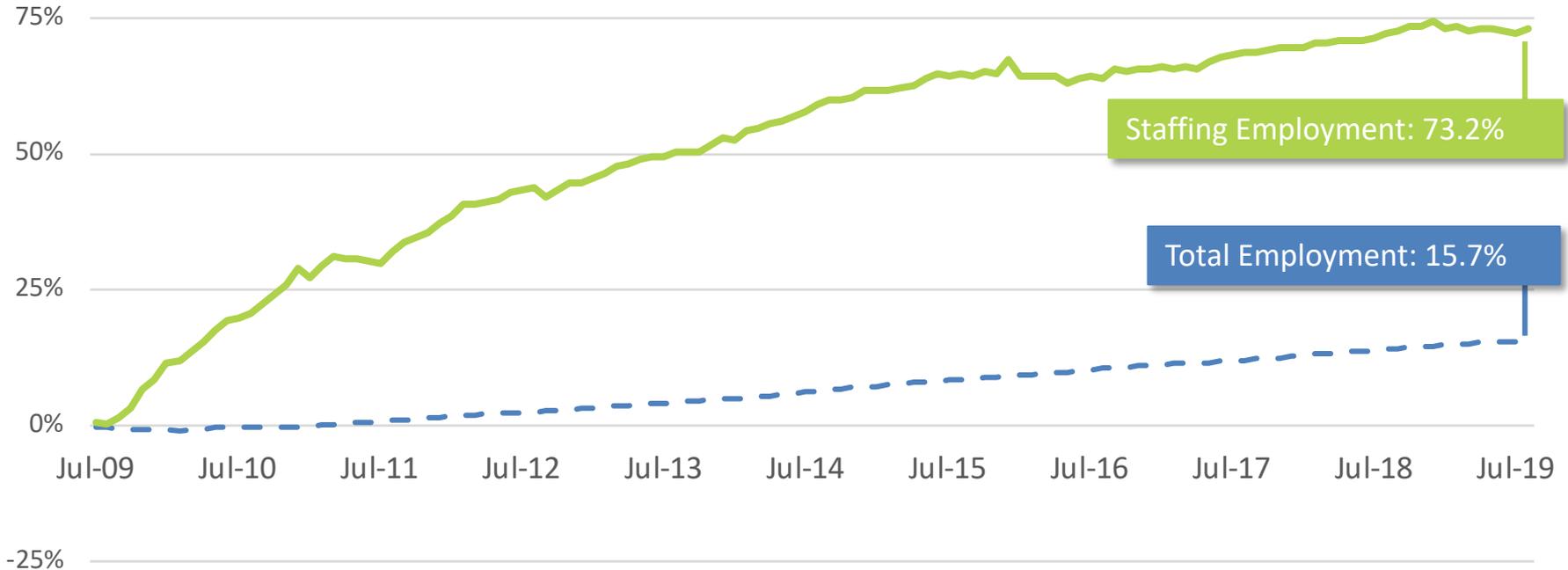
2,922 Retweets 6,802 Likes





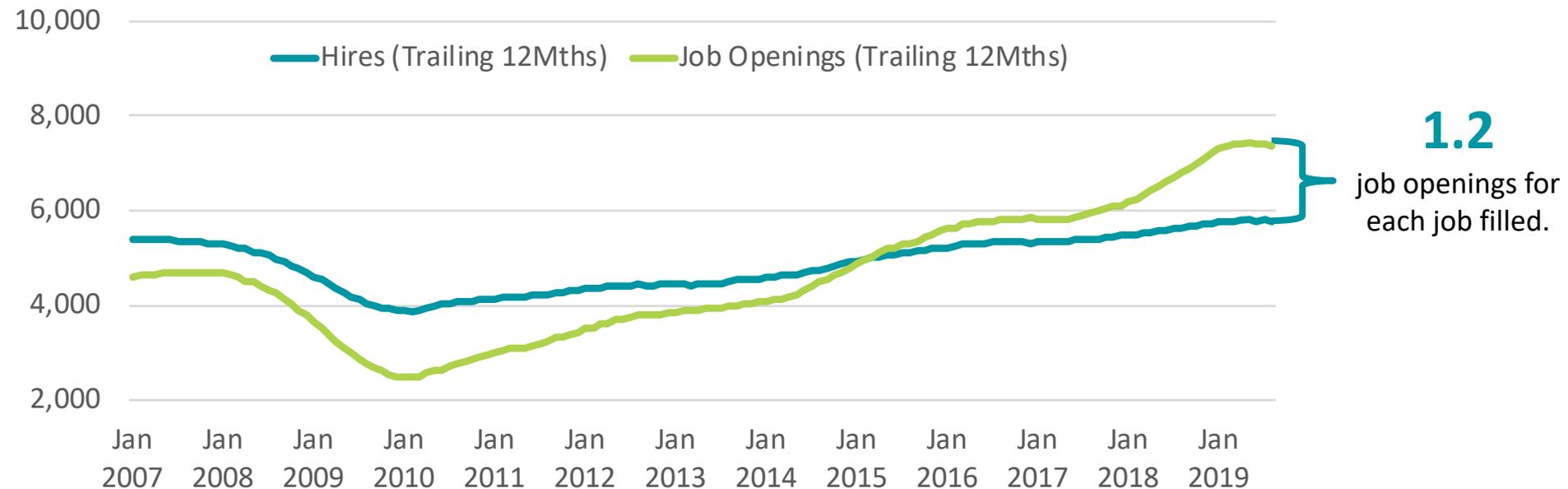
# A DECADE OF SUCCESS IN IT/ENG STAFFING

# Success: What got us here, won't get us there



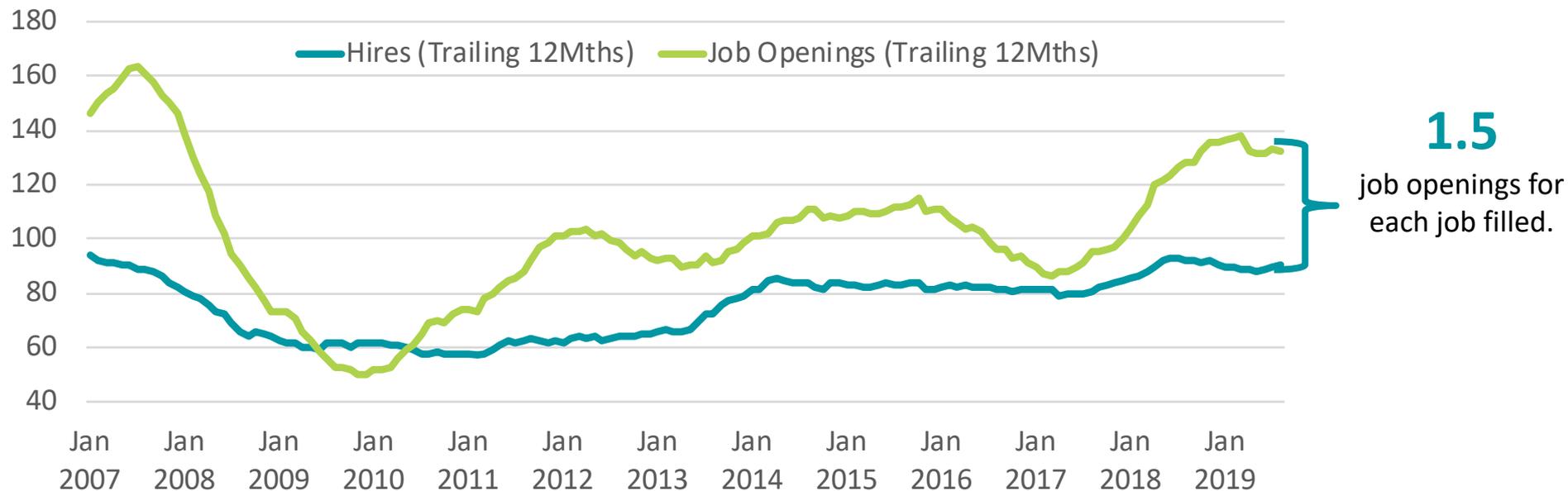
# More jobs than hires

Job Openings vs Hires



# More jobs than hires

Information Sector Job Openings vs Hires



# A lot has changed in 10 years



Then



Now



Soon

# A lot has changed in 10 years



**Then**



**Now**



**Soon**

A lot has changed in 10 years



# The consumerization of IT staffing



The average American checks their phone

**80**

times per day

*Source: Asurion*



**91%**

of Millennials trust online ratings as much as friends and family

*Source: Brightlocal*



A bad reputation costs a company at least

**10%**

more per hire

*Source: Harvard Business Review*

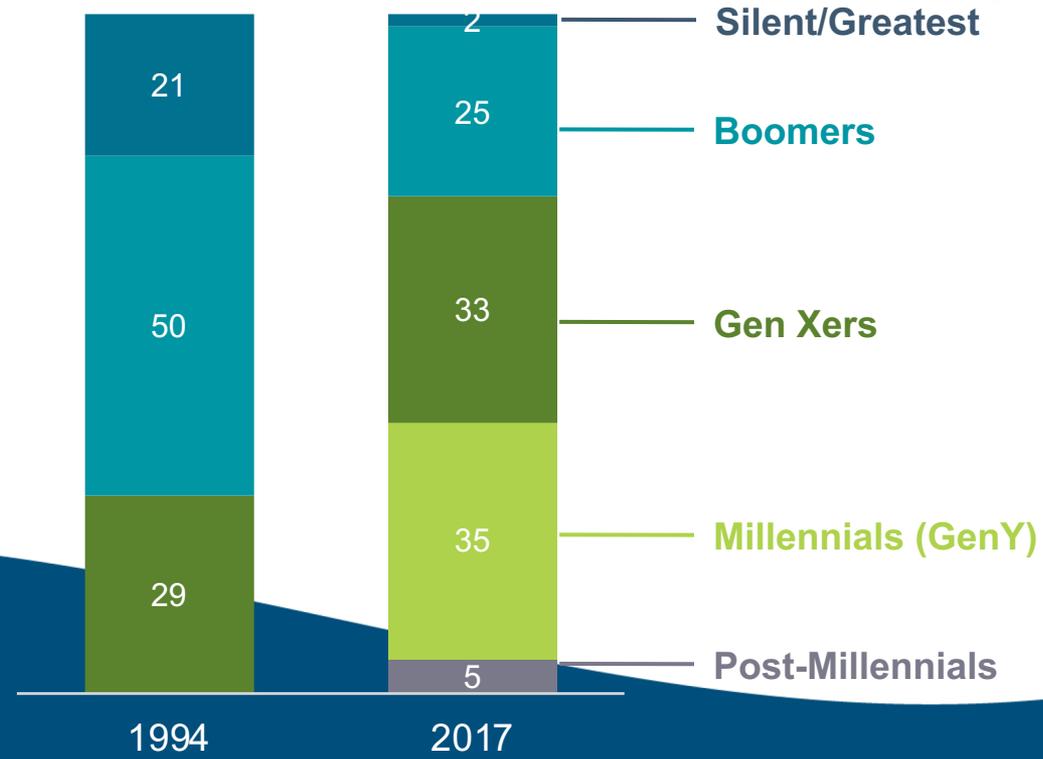
# Winning in the age of service transparency



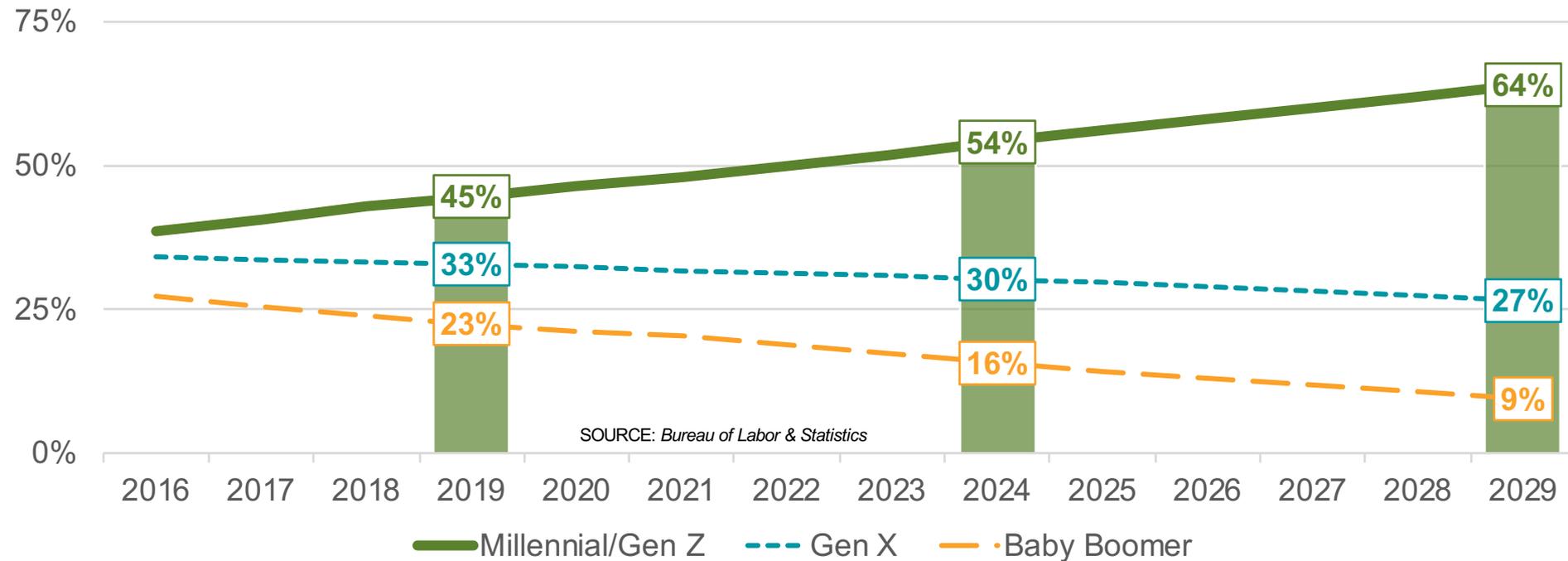


# MILLENNIALS BY THE NUMBERS

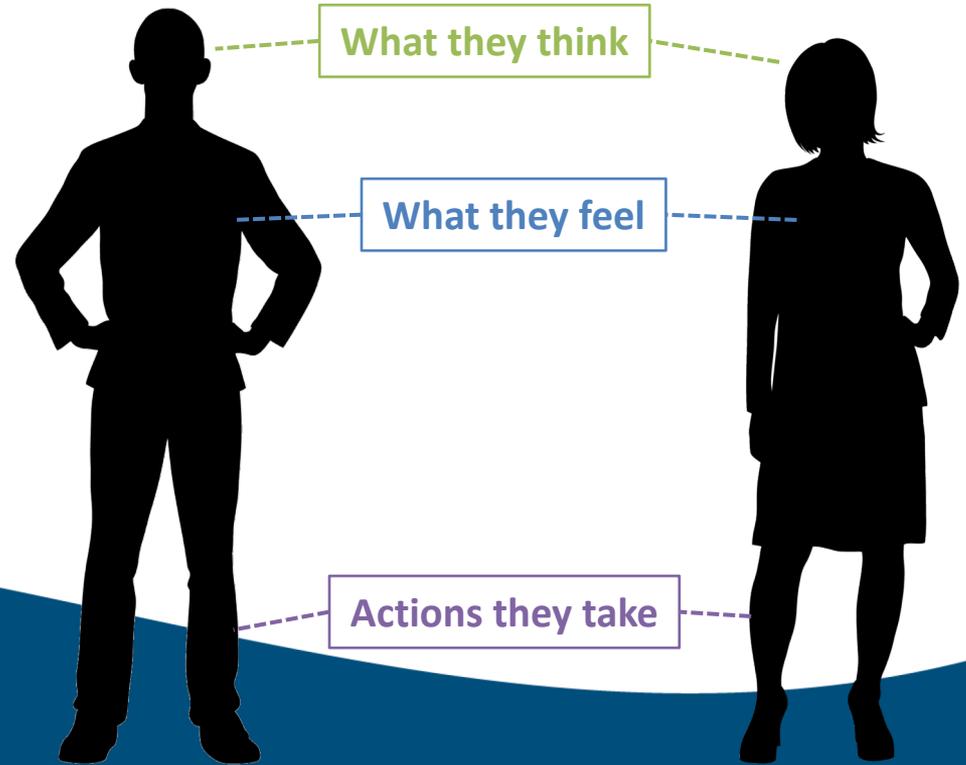
# Workforce by the numbers



# Why we're here



# Understanding Millennials in IT/Eng



# The gap between us and them

More than half of all staffing  
industry leaders are

**48**

Or older



SOURCE: 2019 ClearlyRated, CareerBuilder and ASA



# WINNING ACROSS THE CONSULTANT LIFECYCLE

Awareness

Consideration

Selection

Retention

Rehire

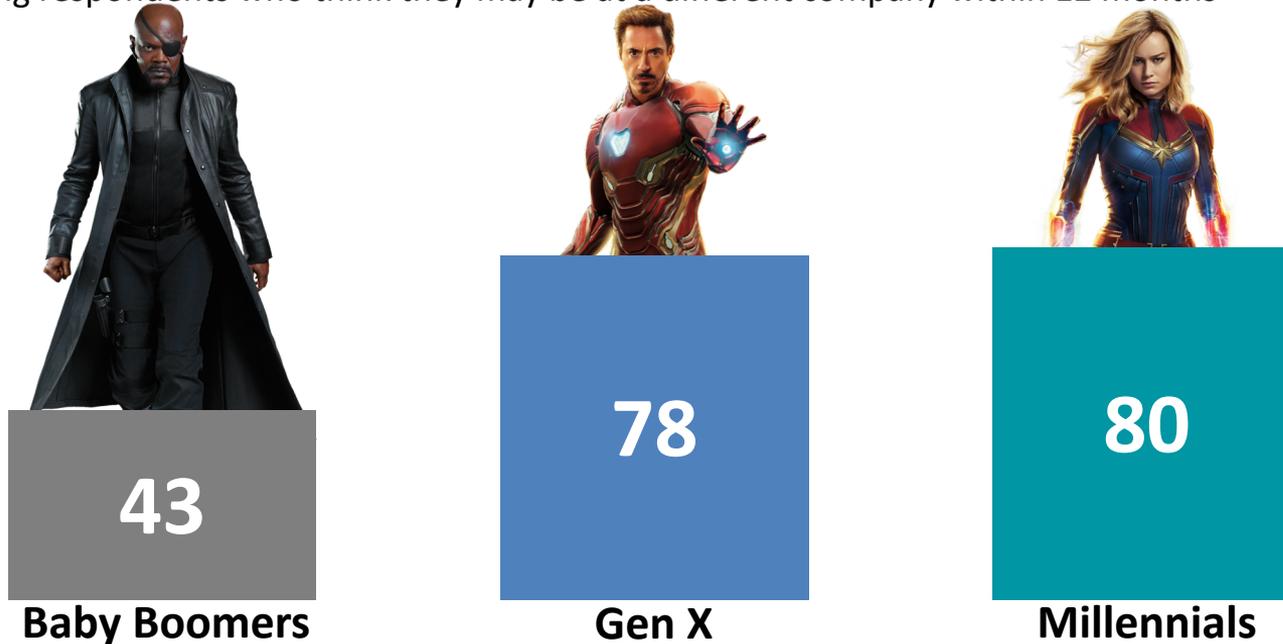


# WINNING ACROSS THE CONSULTANT LIFECYCLE



# Millennials are open to new opportunities

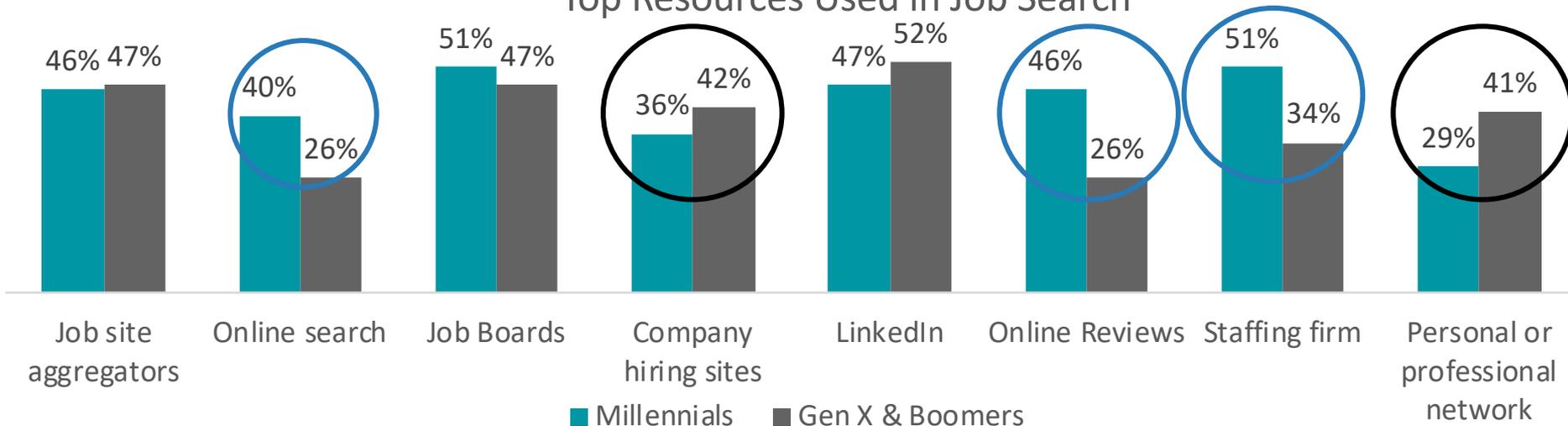
% of IT/Eng respondents who think they may be at a different company within 12 months



SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

# Where IT/Eng talent find opportunities

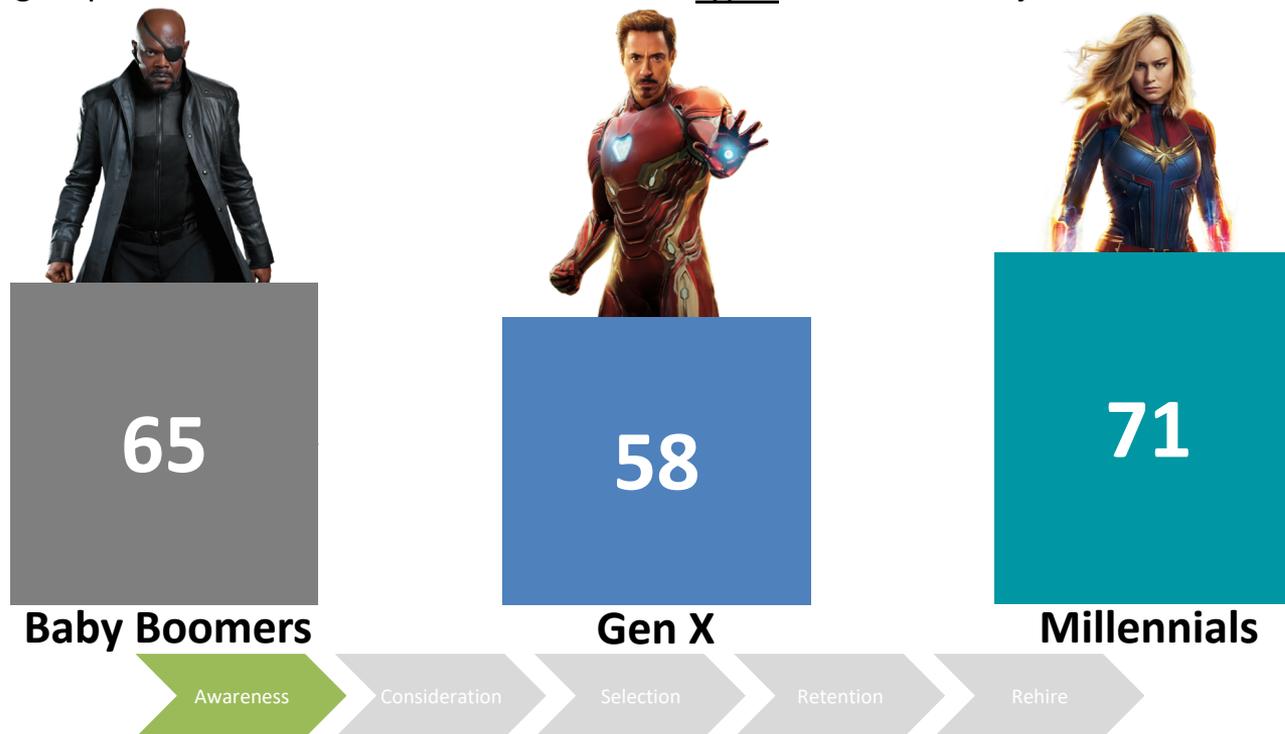
Top Resources Used in Job Search



SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

# Number of resources used

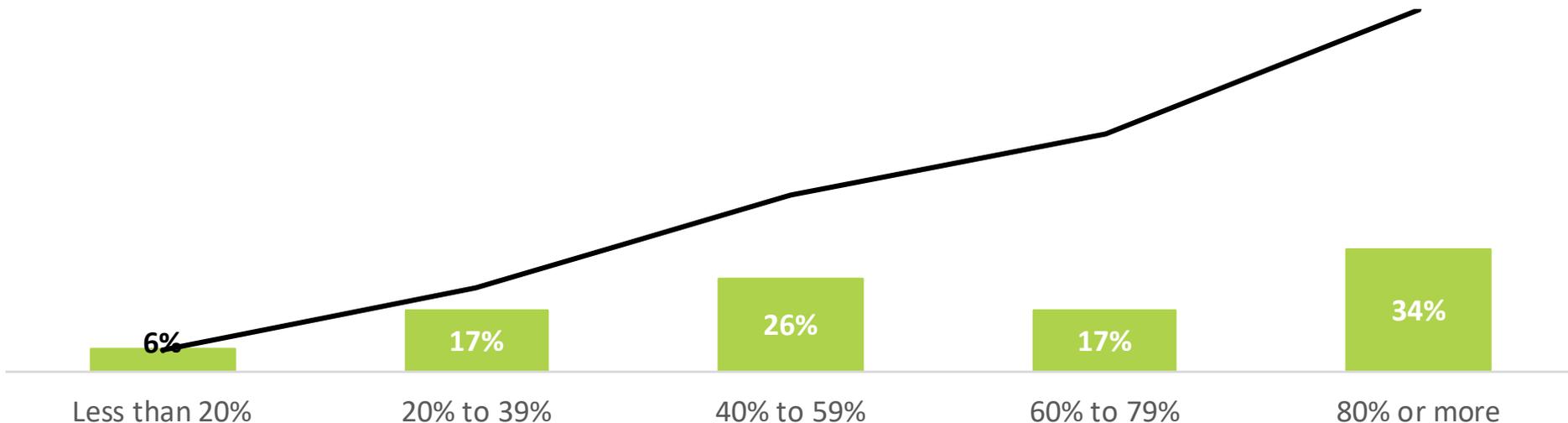
% of IT/Eng respondents who used 3 or more different types of resources in job search



SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

# The job search is online in IT/Eng

% of job search spent using online resources



Time Spent — Cumulative Time Spent



SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

# Improving awareness at your firm

1. Specialize
2. Amplify the voices of your success.
3. Your online and offline strategies must compliment one another



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# WINNING ACROSS THE CONSULTANT LIFECYCLE

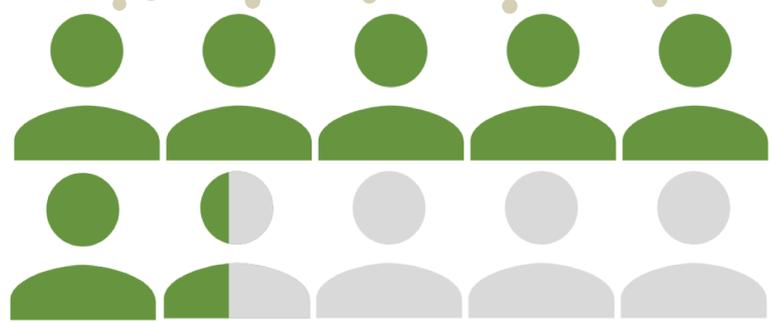


# Differentiation is earned, not assumed

# 61%

Of IT/Eng candidates believe the 20,000+ staffing firm providers in the U.S. are all roughly the same.

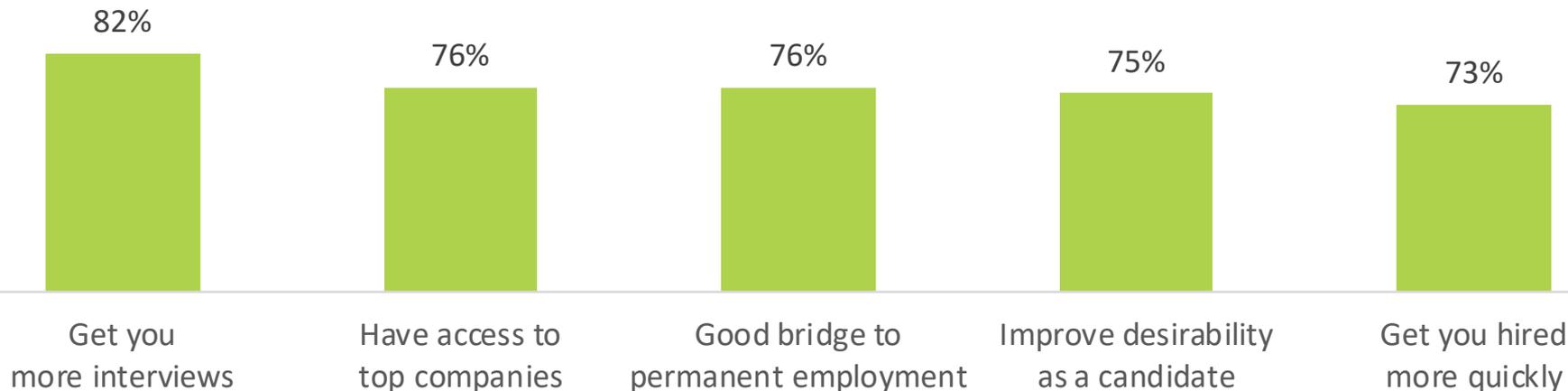
all staffing firms are mostly the same



# Prove value they already believe

% of IT/Eng respondents who believe statement about staffing firms is true

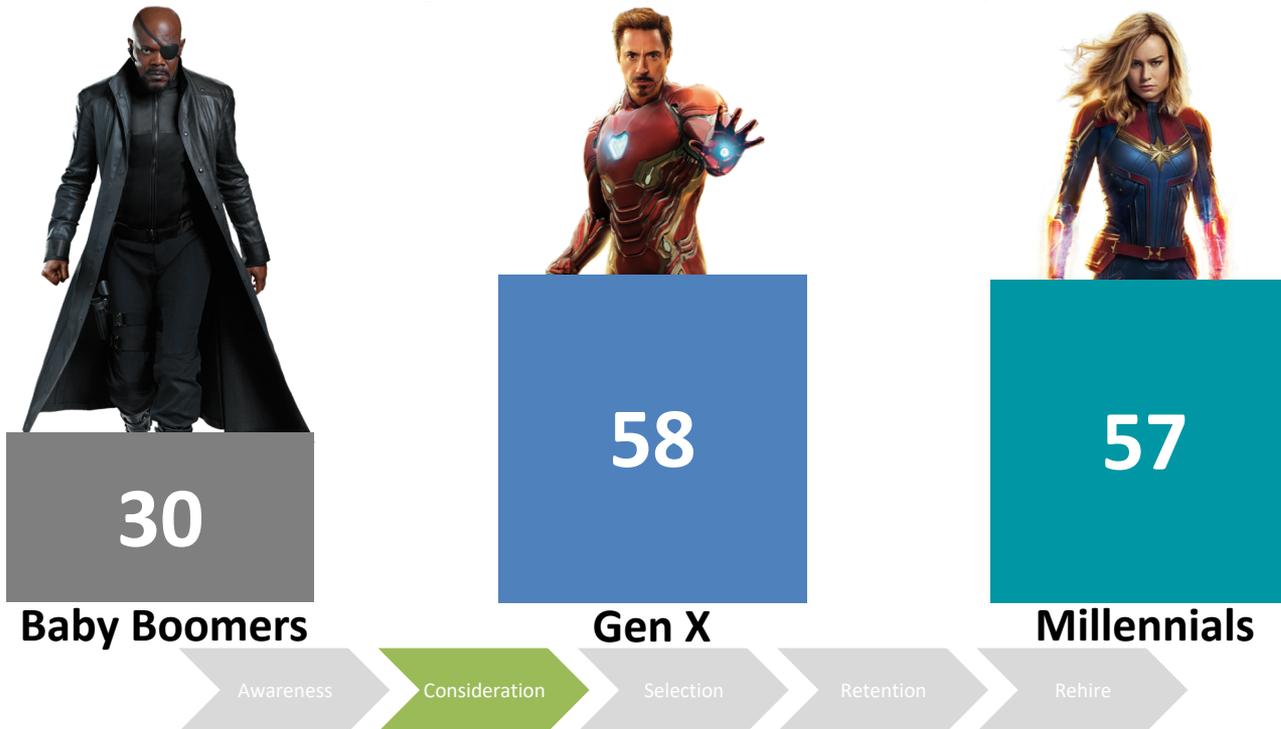
% who believe staffing firms...



SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

# Myth-busting necessary

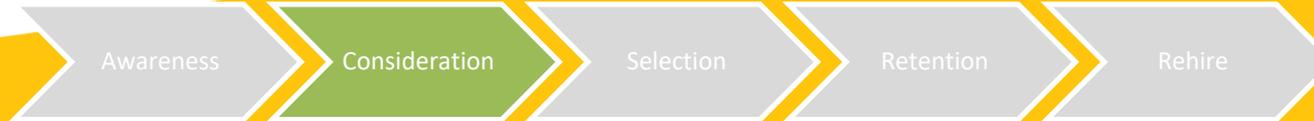
% of respondents who believe staffing firms are for people who can't find job on their own



SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

# Improving consideration at your firm

1. Know your talent and message accordingly.
2. Millennials want to be more employable.
3. It's not just other staffing firms you are competing with.



Awareness

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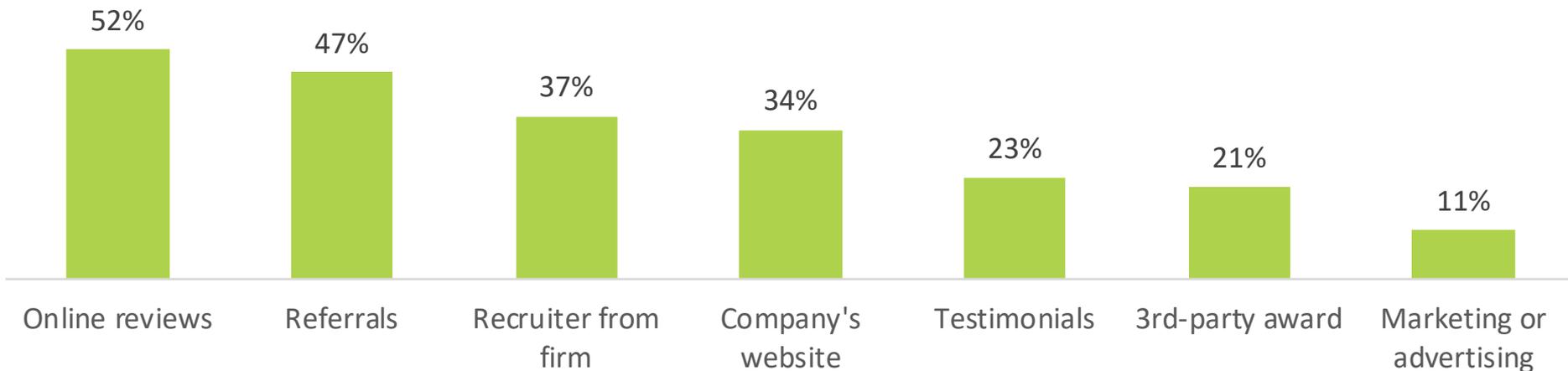


# WINNING ACROSS THE CONSULTANT LIFECYCLE



# Online ratings most trusted by IT/Eng talent

Resources trusted by IT/Eng talent when determining staffing firm quality

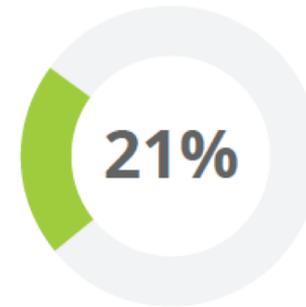


SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

# Uneasiness about online reputation normal



99% of staffing professionals say their firm having a strong online reputation is important.



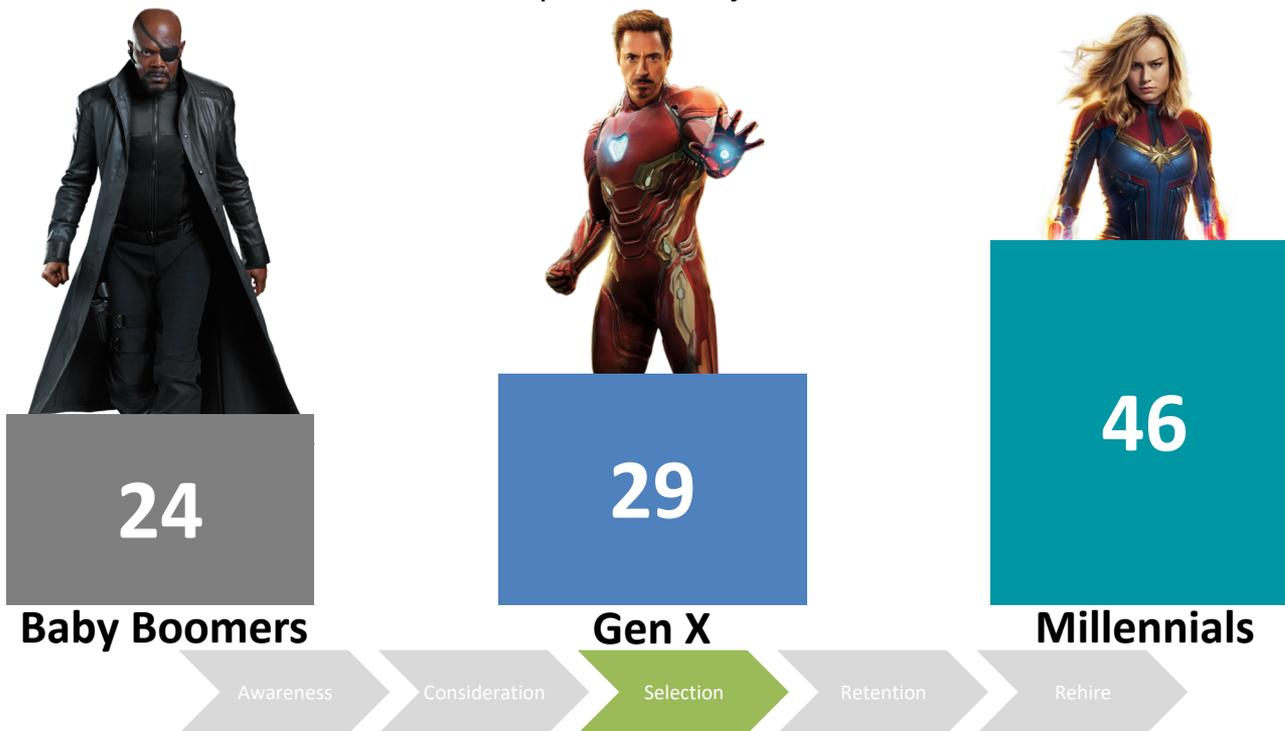
But only 21% are fully confident in the accuracy of their firm's online ratings/reviews.

(2018 State of the Staffing Professional)



# Millennials leverage online ratings

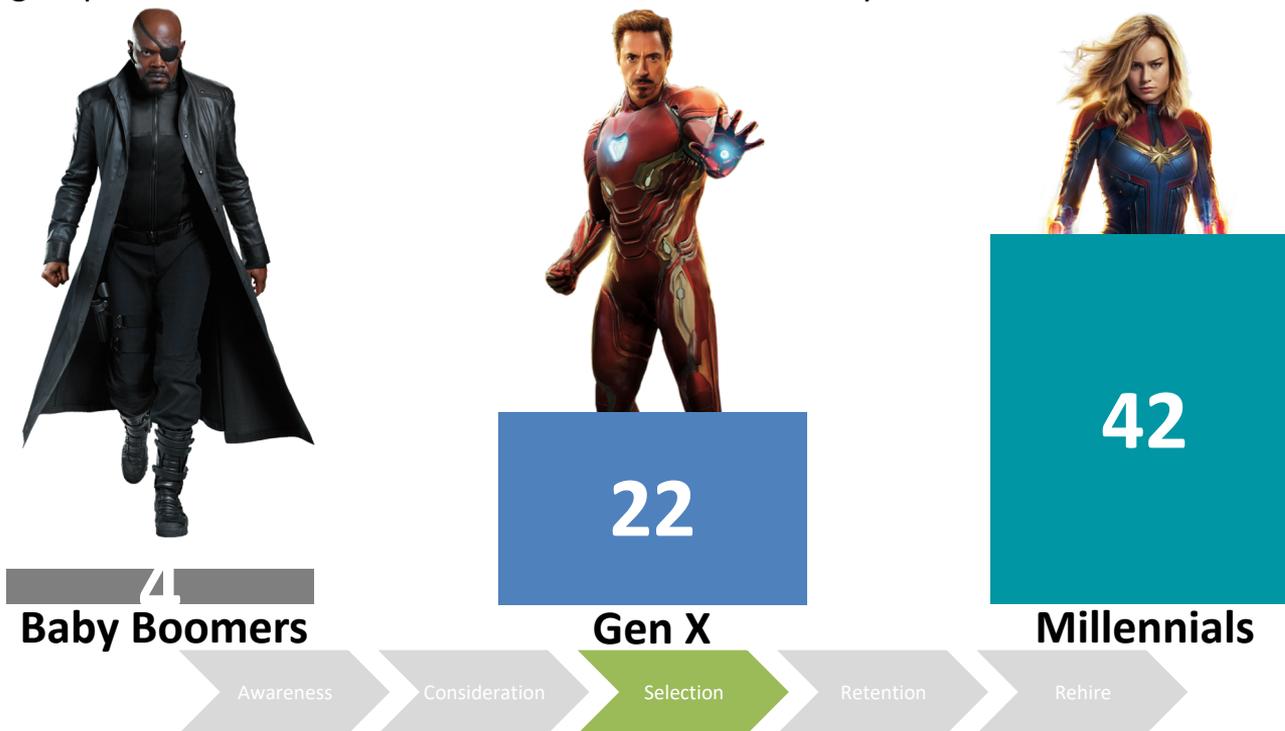
% of respondents who use online reviews as part of their job search



SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

# Perceptions of online reviews

% of IT/Eng respondents who believe online reviews are 'extremely accurate'

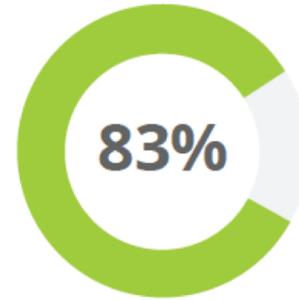


SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

# IT/Eng job seekers leverage online ratings



Millennial IT/Eng 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.

(2018 Candidate Influence Report)

Awareness

Consideration

Selection

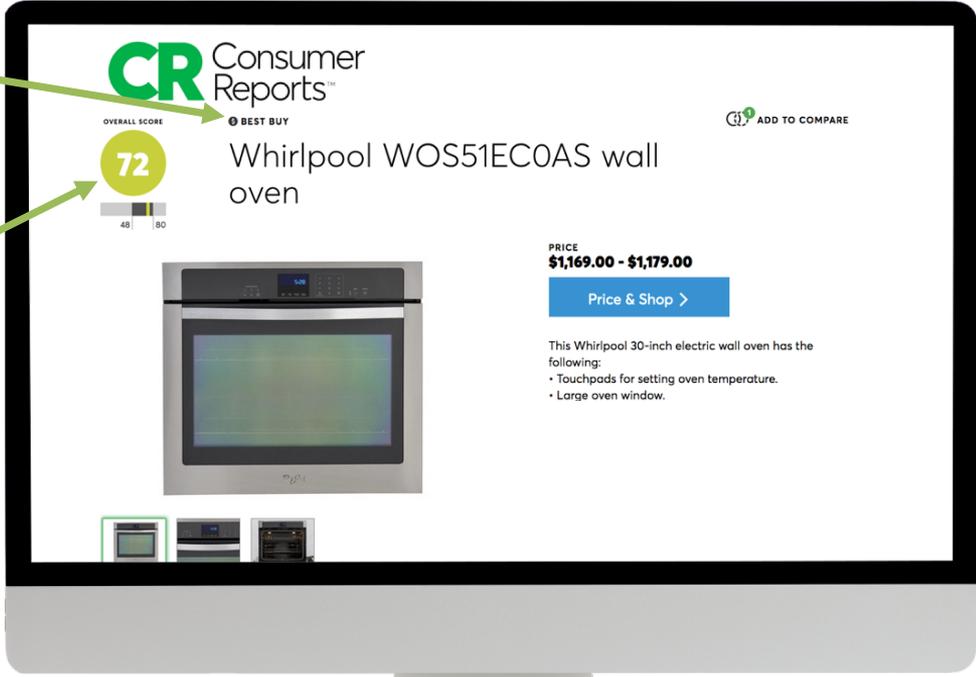
Retention

Rehire

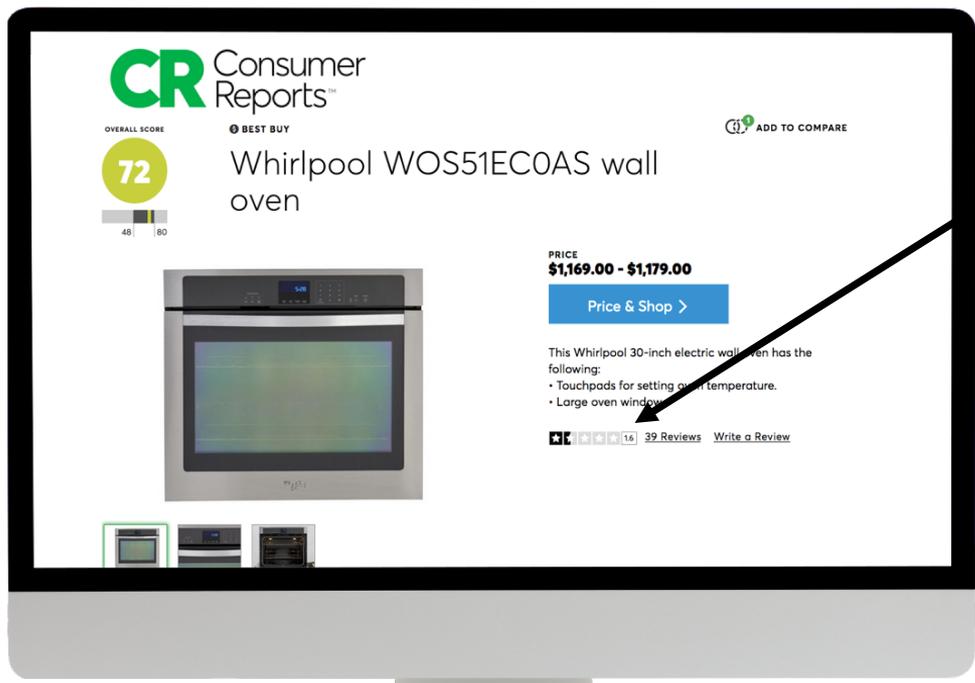
# Would you buy this oven?

Rated "Best Buy" by  
Consumer Reports

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

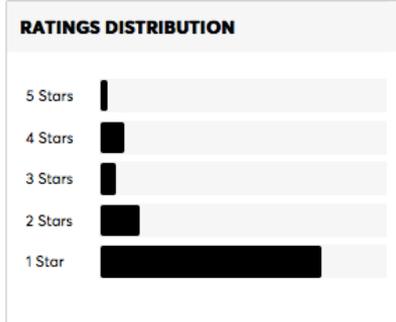


# What about now?



## Review Snapshot

★ ★ ★ ★ ★ 1.6 39 Reviews



**Best Uses** 19 Baking 10 Broiling

**Describe Yourself** 20 Avid Cook

**How long have you owned it** 15 More than six month



# Or now?



*“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.”*

Awareness

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# Improving selection at your firm

1. Nothing is more credible than the voice of your success.
2. Make sure your story of service is told consistently.
3. Provide an experience worth talking about.



Awareness

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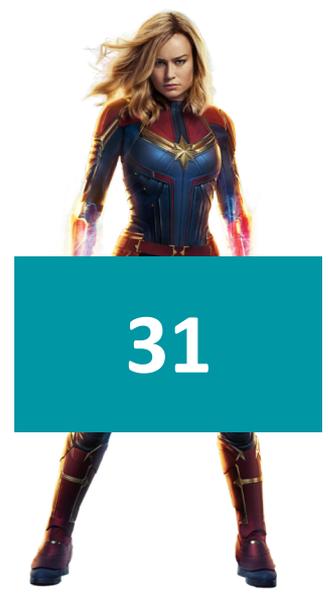


# WINNING ACROSS THE CONSULTANT LIFECYCLE



# NPS of primary staffing firm

How IT/Eng talent rate their experience with staffing



**Baby Boomers**

**Gen X**

**Millennials**



SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates

# Who are these performers?



**Shin Lim**



**Darci Lynne Farmer**



**Kseniya Simonova**



**Susan Boyle**

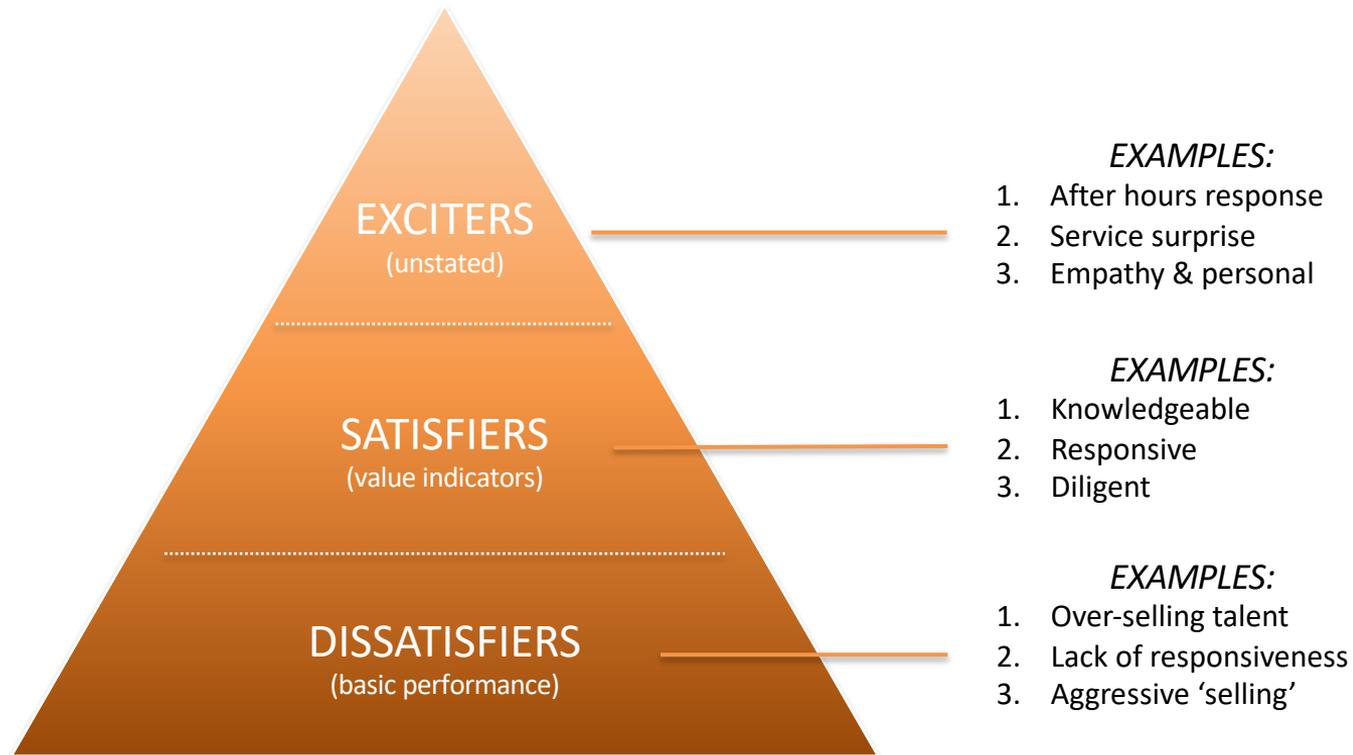
# Why I'm (still) in love with Susan Boyle

Susan Boyle

1. 12<sup>th</sup> place 2019 America's Got Talent
2. 2<sup>nd</sup> place 2009 Britain's Got Talent
3. 100 Million+ YouTube Views in 9 days
4. Highest Selling Album of 2009
5. Best Opening Week Sales for a Female Debut Ever



# Build a process that creates memories



# Improving retention at your firm

1. Stay present – coaching and feedback is key.
2. Give visibility and accountability to the field.
3. Celebrate your successes internally and externally.



Awareness

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Selection

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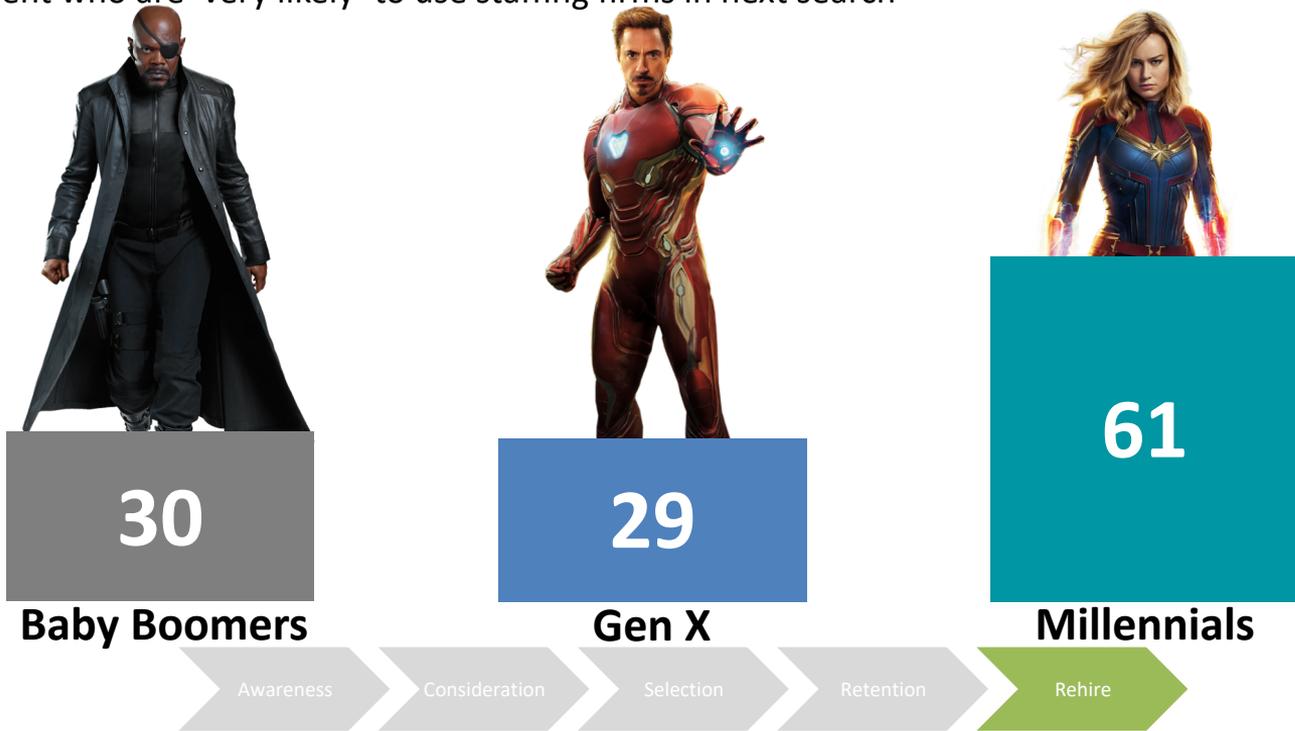


# WINNING ACROSS THE CONSULTANT LIFECYCLE



# Millennial IT talent more staffing-centric

IT/Eng talent who are 'very likely' to use staffing firms in next search



SOURCE: 2018 ClearlyRated & ASA Survey of Job Candidates



# Millennials want communication

29%  
of IT/Eng talent receive  
**NO CONTACT**  
prior to the end of their assignment



# Millennials want career progression

# 41%

of IT/Eng talent who have changed jobs listed

## LACK OF GROWTH

as one of the primary reasons they left



Awareness

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Rehire

# Improving rehire at your firm

1. Measure it. Your rehire rate is worse than you think.
2. Be proactive. Don't wait until the end of assignment.
3. Give consultants a chance to build status.



Awareness

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Selection

Retention

Rehire



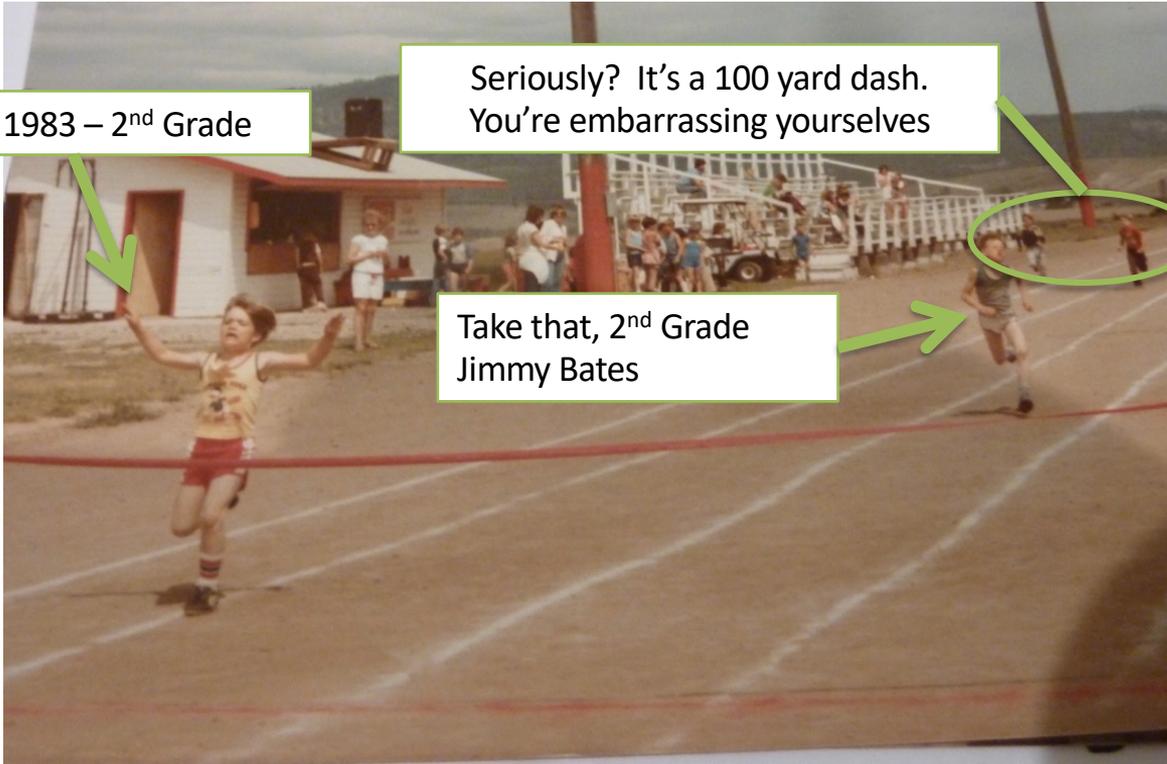
# PARTING THOUGHT ON EVOLUTION

# Failing to evolve is expecting to fail

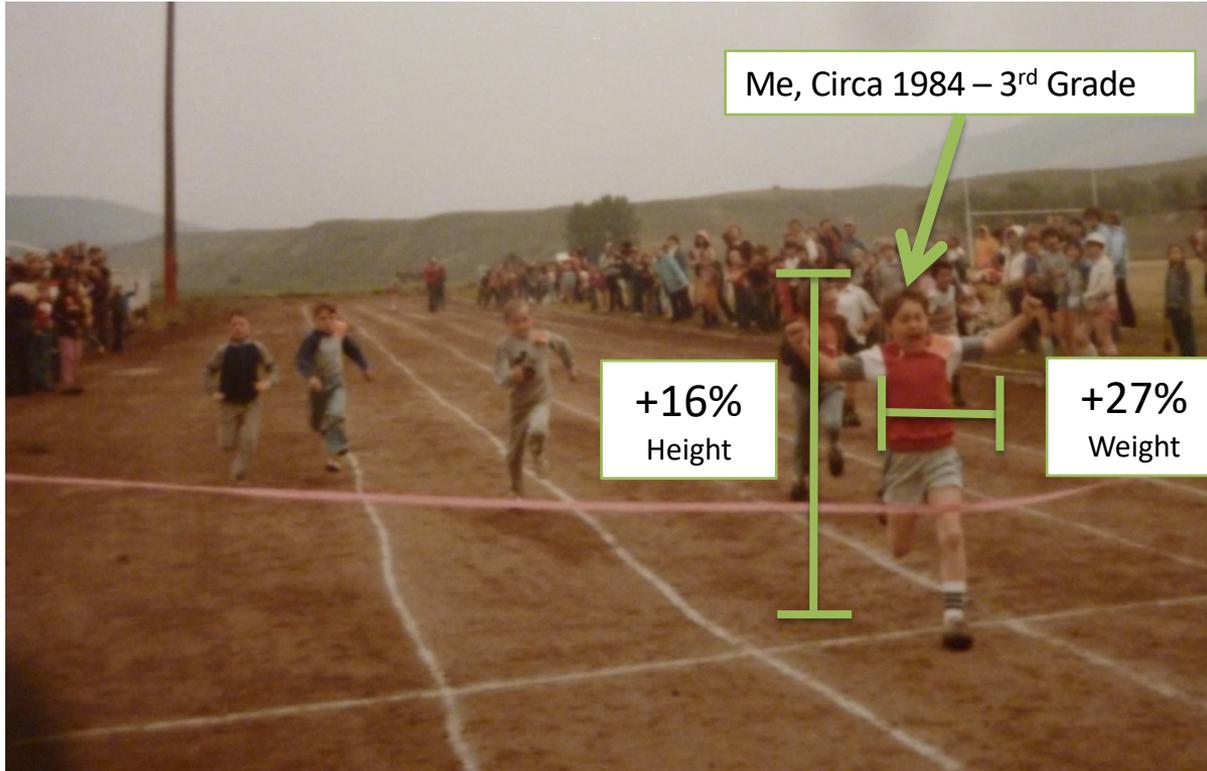
Me, Circa 1983 – 2<sup>nd</sup> Grade

Seriously? It's a 100 yard dash.  
You're embarrassing yourselves

Take that, 2<sup>nd</sup> Grade  
Jimmy Bates



# Failing to evolve is expecting to fail



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# QUESTIONS AND CONNECTIONS



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