

# Talent Engagement Survey Program

Get Visibility & Accountability  
Across Key Talent Touchpoints



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## Who is ClearlyRated®?

Headquartered in Portland, Oregon, ClearlyRated is a team that believes it's good business for professional service providers to place the client, talent, and employee 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's Talent Engagement Program?

The ClearlyRated talent experience program blends a short 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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## The Net Promoter® Methodology

ClearlyRated talent engagement 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?” It’s 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



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

"The surveys provide valuable feedback to our team. The positive responses reaffirm our strong focus on customer service and any unfavorable responses allow us to address any issues that we may not have known about in a timely manner."

**KENDRA NICASTRO**  
**Director of Business Development**  
LeaderStat



"The team responsiveness at ClearlyRated is one of the highest of all of our vendors. They take the time to understand our business, our needs requirements, and what we are trying to accomplish."

**PENNY ADAMS FIELD**  
**Financial Analyst**  
Accountable Healthcare Staffing



"We value ClearlyRated as a partner. We appreciate the high level of service and the overall responsiveness. Thanks Zita for all that you do!"

**MIKE MCBRIERTY**  
**Executive Vice President**  
Eliassen Group



## Increase your Rehire and Retention Rate

40 percent of talent placed on an assignment by a staffing firm are not contacted prior to the end of their assignment.\* Eek! ClearlyRated is helping staffing firms fix the broken link between their talent engagement strategy and execution. Improve retention, referral and rehire rates for your firm, while improving satisfaction across critical points in your relationship with top talent. This program will improve both visibility and accountability across your firm.



### Critical Talent Touchpoints

#### Onboarding



#### Retain Talent

Ensure the process you have in place when your talent starts their new position is getting followed and catch any potential issues so you can retain the hire through the assignment.

#### Mid Assignment



#### Increase Referrals

Now that your talent has been working in their position for a while, this check-in point can help clarify the experience working with your firm or the company at which they're placed. Again, any issues that arise can be resolved before they escalate.

#### End of Assignment

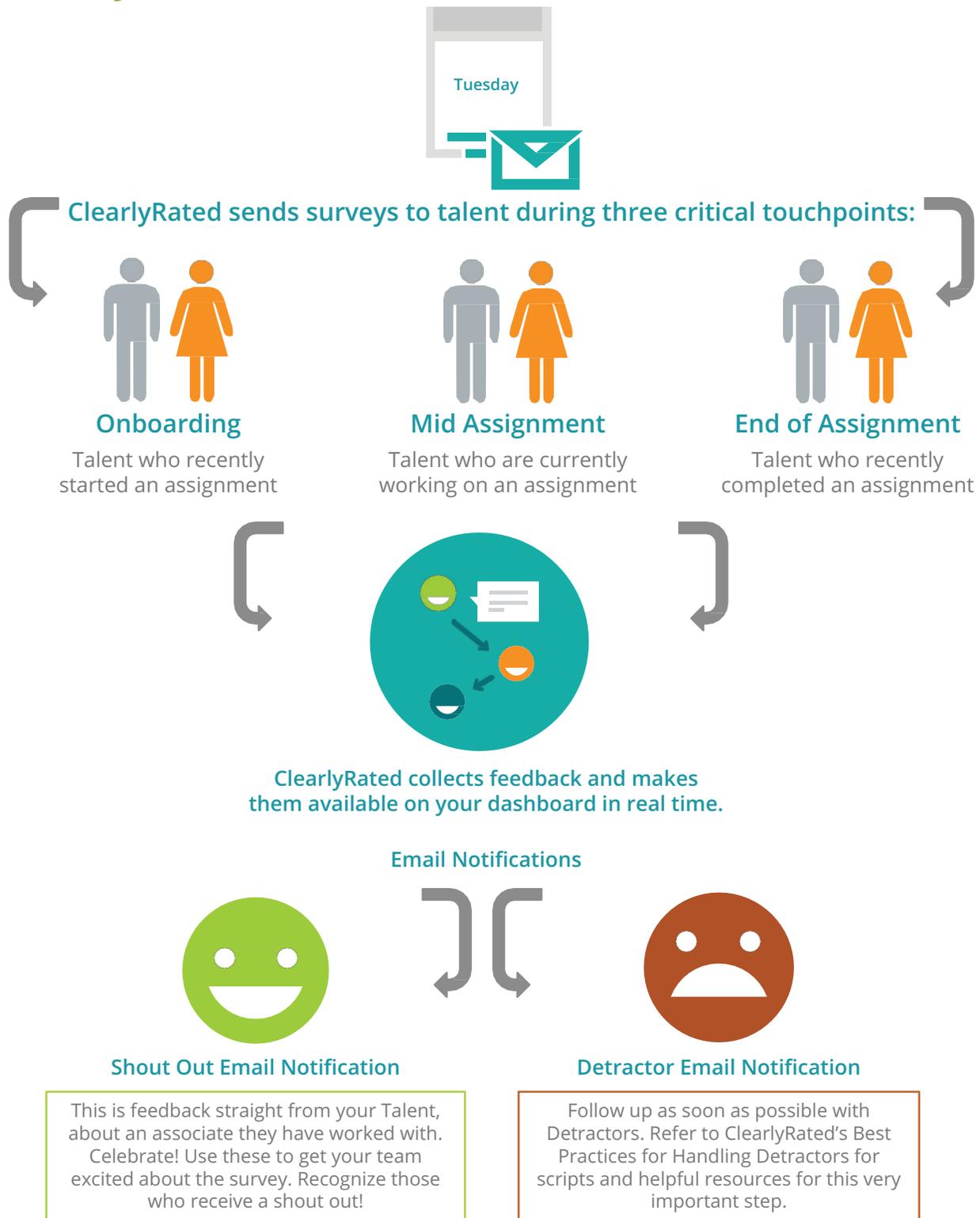


#### Improve Rehire

Increase your rehire rate as you identify those who are ending their assignment and are excited to continue to work with you. Additionally, you can resolve any outstanding issues.

\* ClearlyRated and ASA, 2018 Candidate Influence Report

## Survey Process



## How Will You Benefit from the Talent Engagement Program?

### Receive Actionable Feedback from Your Talent

Get feedback segmented by branch and account manager/recruiter by each talent touchpoint, compare your results to the industry and make service changes based on responses to increase retention and rehire rate.

### Get Fresh Testimonials

Our technology provides you a list of testimonials from your happiest talent per touchpoint to use on your website or in proposals.

### Identify Referral Prospects

Happy talent refers you! Do you know who they are? Our surveying technology identifies them and provides you a list of your hottest referral prospects.

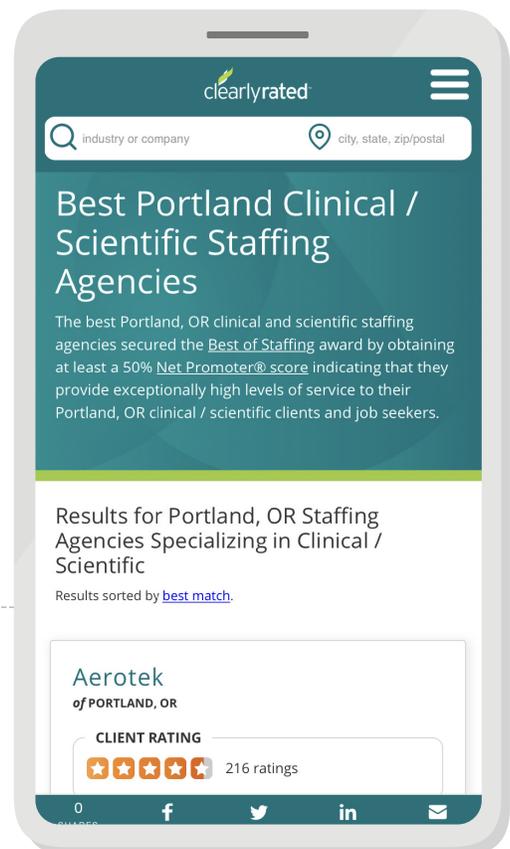
### Pinpoint Service Wins and Issues

Identify and reward top performers while easily spotting branches, practices areas, and clients with talent service issues per touchpoint.



### Earn the Best of Staffing Award

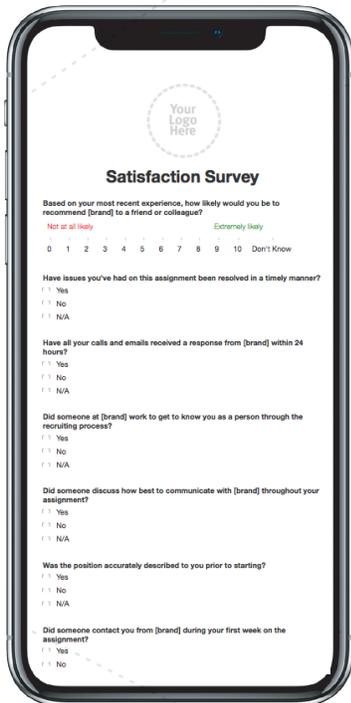
Everyone wants to work with a winner! Earn the Best of Staffing award for service excellence if your firm hits the competition requirements.



### Get Featured on ClearlyRated.com

Award winners are showcased on **ClearlyRated.com** – the premiere online resource for hiring professionals and job seekers in U.S. and Canada.

# Onboarding Survey



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

After a decade of satisfaction research for staffing firms, ClearlyRated has identified these seven key drivers of talent satisfaction during onboarding.



## Satisfaction Survey

Based on your most recent experiences, 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 on this assignment 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
- Did someone at [brand] work to get to know you as a person through the recruiting process?
  - Yes
  - No
  - N/A
- Did someone discuss how best to communicate with [brand] throughout your assignment?
  - Yes
  - No
  - N/A
- Was the position accurately described to you prior to starting?
  - Yes
  - No
  - N/A
- Did someone contact you from [brand] during your first week on the assignment?
  - Yes
  - No
  - N/A
- Have you been treated well so far by the organization with which you are placed on your current assignment?
  - Yes
  - No
  - N/A

What is the primary reason behind the ratings you provided?

What, if anything, do you need from [brand] to ensure this assignment is successful for you?

# Onboarding: Initial Email Invitation

From: [Brand] Checking-in  
 Subject: [Brand] – Short Survey

Hi [first name]:

Congratulations on your recent assignment! Your opinion is important to us and we want to ensure that your experience with [brand] is exceptional. Please help us improve by completing a quick, 10-question survey on your recent experiences.

**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

(0 - Not at all likely, 10 - Extremely likely)  
 (Please note: clicking selection above will direct you to the rest of the survey.)

You're busy! So to thank you for taking the time to share your comments, **you will be entered into a drawing for a \$XXX VISA gift card.** By taking time to share a few thoughts with us on your on-boarding experience, you are helping us discover ways to improve.

Thank you in advance for your time.

Sincerely,

[Email\_signature\_name]  
 [Email\_signature\_title]

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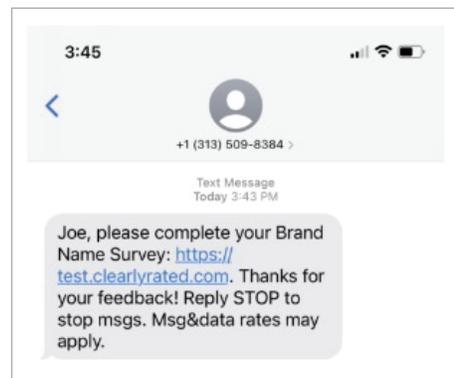
This survey was sent to you by ClearlyRated on behalf of [Brand]. If you have any questions or problems with the survey, please contact ClearlyRated at 800-921-2640, or by email at [survey@clearlyrated.com](mailto:survey@clearlyrated.com).

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

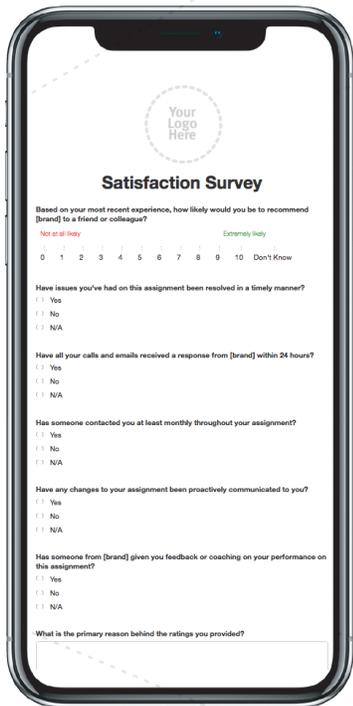
Incentives are optional and managed by your company. We suggest adding one if possible, it does increase response rate. The incentive can be anything from a VISA gift card, to a donation to a charity, we've even seen clients give away an iPad.

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

Send surveys by SMS in addition to your email invitation!  
 (This feature is available at an additional cost.)



# Mid-Assignment Survey



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

After a decade of satisfaction research for staffing firms, ClearlyRated has identified these five key drivers of talent satisfaction during the middle of an assignment.



## 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 on this assignment 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

Has someone contacted you at least monthly throughout your assignment?

Yes  
 No  
 N/A

Have any changes to your assignment been proactively communicated to you?

Yes  
 No  
 N/A

Has someone from [brand] given you feedback or coaching on your performance on this assignment?

Yes  
 No  
 N/A

What is the primary reason behind the ratings you provided?

What, if anything, could [brand] do differently to improve your experience with them in the future?

## Mid Assignment: Initial Email Invitation

From: [Brand] Checking-in  
 Subject: [Brand] – 8 Quick Questions

Hi [first name]:

Now that you’ve worked in your assignment for a bit, we would love to hear more about your experience. Please take a few minutes to share your thoughts in this 8-question survey.

**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

(0 - Not at all likely, 10 - Extremely likely)  
 (Please note: clicking selection above will direct you to the rest of the survey.)

You’re busy! So to thank you for taking the time to share your comments, **you will be entered into a drawing for a \$XXX VISA gift card.** Your candid feedback helps us discover ways to improve the service we provide you.

Thank you in advance for your time.

Sincerely,

[Email\_signature\_name]  
 [Email\_signature\_title]

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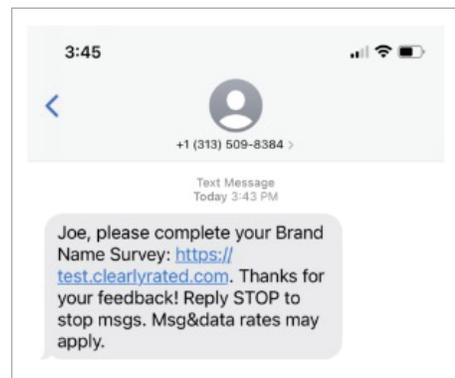
This survey was sent to you by ClearlyRated on behalf of [Brand]. If you have any questions or problems with the survey, please contact ClearlyRated at 800-21-2640, or by email at [survey@clearlyrated.com](mailto:survey@clearlyrated.com).

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

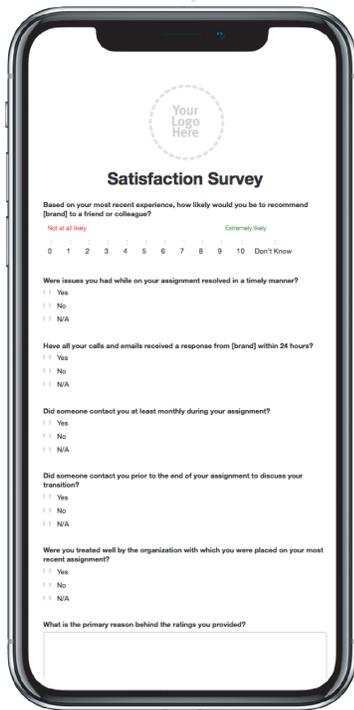
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Typically a visa gift card is between \$100-\$300 and donations are between \$150-\$500.

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 (This feature is available at an additional cost.)



# End of Assignment Survey



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

After a decade of satisfaction research for staffing firms, ClearlyRated has identified these five key drivers of talent satisfaction at the end of an assignment.



## 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

Were issues you had while on your assignment 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

Did someone contact you at least monthly during your assignment?

Yes  
 No  
 N/A

Did someone contact you prior to the end of your assignment to discuss your transition?

Yes  
 No  
 N/A

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

Yes  
 No  
 N/A

What is the primary reason behind the ratings you provided?

What, if anything, could [brand] do differently to improve your experience with them in the future?

## End of Assignment: Initial Email Invitation

From: [Brand] Checking-in  
 Subject: [Brand] – Short Survey

Hi [first name]:

I would love to learn more about your experience on your most recent assignment. Please take a few minutes to complete our 8-question survey.

**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

(0 - Not at all likely, 10 - Extremely likely)  
 (Please note: clicking selection above will direct you to the rest of the survey.)

You're busy! So to thank you for taking the time to share your comments, **you will be entered into a drawing for a \$XXX VISA gift card.** Your candid feedback helps us discover ways to improve the service we provide you.

Thank you in advance for your time.

Sincerely,

[Email\_signature\_name]  
 [Email\_signature\_title]

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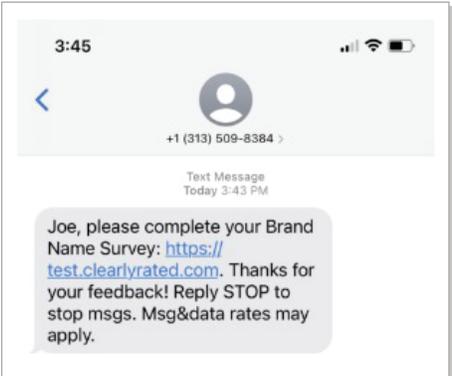
This survey was sent to you by ClearlyRated on behalf of [Brand]. If you have any questions or problems with the survey, please contact ClearlyRated at 800-921-2640, or by email at [survey@clearlyrated.com](mailto:survey@clearlyrated.com).

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

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# How to Use Responses in Your Business

The Talent Engagement Program helps staffing firms get the information and visibility into three key touchpoints of the talent engagement process to hold teams accountable to providing excellent service.

**CLEARLYRATED DASHBOARD**  
Your online dashboard of survey responses.

**PINPOINT SERVICE ISSUES**  
Why is satisfaction during the end of assignment so low? Look into this.

**REWARD TOP PERFORMERS**  
Dwight is doing a really great job! Celebrate this win, and send him a Starbucks\* card.  
  
\*Starbucks is just an example... feel free to pick any treat Dwight would like.

The screenshot shows the ClearlyRated dashboard at <https://dashboard.clearlyrated.com>. The interface includes a navigation bar with 'Surveys', 'Contacts', 'Manage', and 'My Issues'. The main content area is titled 'Talent Engagement' and features a 'Touchpoints' table. Below this is a 'Regional Managers' table. The 'Touchpoints' table has columns for 'Overview', 'Net Promoter Score', 'NPS Drivers', 'Response Rate', and 'Issues'. The 'End of Assignment' row shows a 22% NPS score, which is circled in orange. The 'Regional Managers' table has columns for 'Overview', 'NPS', 'Response Rate', and 'Issues'. The 'Dwight Schrute (Northwest)' row shows a 100% NPS score, also circled in orange.

	Net Promoter Score	Response Rate	Issues
Onboarding	64%	51.6%	--
Mid Assignment	65.3%	43.7%	--
End of Assignment	22%	48%	--

	NPS	Promoters	Passives	Detractors	Average	NPS Impact
Andy Bernard (Southeast)	66.7%	66.7%	33.3%	0%	8.7	+2
Dwight Schrute (Northwest)	100%	100%	0%	0%	9.7	+19

## 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!

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.

Plus/Enterprise reporting package shown.

Sharing your testimonials on social media is easy! Just use the sharing links on your testimonial page.

**Testimonials**

Respondent	Response	Date
Dwight Schrute <i>Dunder Mifflin, Inc</i>	My account manager has been great! They email me back right away and even helped me put together my emergency preparedness plan!	Apr 22, 2020

Share On: [facebook](#) [LinkedIn](#)

Share On LinkedIn

**LINKEDIN POST**

Dunder Mifflin client Dwight Schrute shared this great testimonial on April 22, 2020:

"My account manager has been great! They email me back right away and even helped me put together my emergency preparedness plan!"

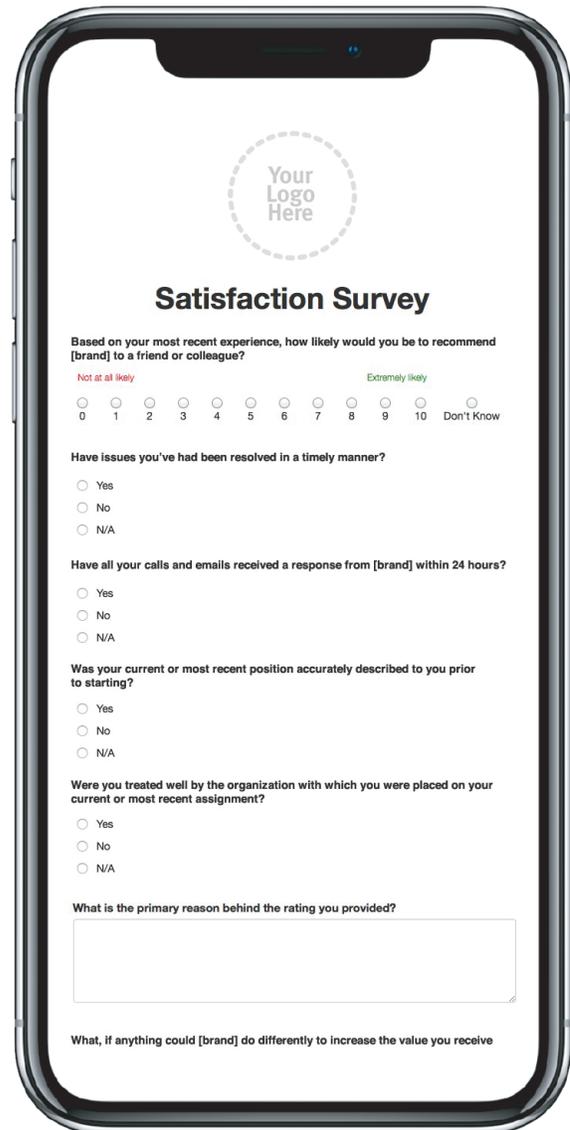
To read all our testimonials, check out our ClearlyRated profile here:  
<https://www.clearlyrated.com/b2b-software/or-usa/portland-or/clearlyrated-portland-or/>

Cancel Post to LinkedIn

## Industry Benchmarks

Below are the 2020 Staffing Industry Benchmarks for Talent, gathered from our Opportunities in Staffing survey with CareerBuilder.

Question	Industry Benchmark
<p><b>NPS</b> Based on your most recent experience, how likely would you be to recommend [brand] to a friend or colleague?</p>	18%
<p><b>Issue Resolution</b> Have issues you've had been resolved in a timely manner?</p>	72%
<p><b>Responsiveness</b> Have all your calls and emails received a response from [brand] within 24 hours?</p>	75%
<p><b>Position Description</b> Was your current or most recent position accurately described to you prior to starting?</p>	86%
<p><b>Treatment</b> Were you treated well by the organization with which you were placed on your current or most recent assignment?</p>	79%



## Best Practices | FAQ

### How do I avoid survey fatigue?

To avoid survey fatigue, we work with you to build in suppression rules for your contact lists on a weekly or monthly basis, depending on your survey cadence. The most common suppression rule is to limit contacts to receiving no more than one survey per quarter.

### How do I manage contacts with multiple assignments?

If you have contacts with multiple assignments, we will send the survey relating to the assignment they've most recently started, reached mid-way, or ended, by using the Start Date column in the contact list template. We will also take your suppression rules into consideration when managing contacts with multiple assignments.

### What is mid assignment?

The mid assignment survey is a mid way check in, usually between 30-90 days, depending on the average length of your assignments. The mid assignment survey can be customized for shorter assignments as well.

### What data is required to send a survey?

In order for ClearlyRated to send your survey, we require the following fields of data for each list:

- Brand
- Touchpoint
- First Name
- Last Name
- Email Address
- Email Signature Name
- Start Date
- Job ID

Other segmentation options include Recruiter, Company, Branch and custom fields. The amount of optional segments you have is based on the purchased package level. Your Account Manager will confirm segmentation options before survey is sent.

## Best Practices | FAQ

### How do I upload contact lists?

Your Account Manager will provide you with a username and password to our secure FTP site. This will allow you to upload your lists on your designated timeline.

### How do I qualify for the Best of Staffing® award?

The feedback collected throughout your Talent Engagement program can be used to qualify you for the award. All **Best of Staffing eligibility rules** apply. Confirm with your Account Manager for details.

### How do I manage survey incentives?

The incentive is optional and managed internally by you. However, if you would like ClearlyRated to select a winner, let your Account Manager know.



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