

What Makes Best of Staffing® Winners Different?

THE 4 KEY ACTIONS THAT SET
WINNERS APART IN THE INDUSTRY



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BEST
of
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Best of Staffing winners continue to lead the industry in client and talent service excellence. In short, they know how to build loyalty. This guide outlines the unique actions that set winners apart from their industry peers.

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WHAT MAKES BEST OF STAFFING® WINNERS DIFFERENT?

How Best of Staffing Works



Step 1: Send Online Survey

Upload your list of contacts to our survey software, and go! Our team of experts will take care of the survey design, email invitation, and survey management. Your survey results determine your eligibility to earn the Best of Staffing Award.



Step 2: Get Feedback in Real Time

View satisfaction scores and feedback by branch location, practice area, or individual service rep. As your clients and talent respond, you'll get email alerts when and where you want them.



Step 3: Capture Testimonials and Track Critical Issues

Receive valuable client testimonials for your marketing efforts and a list of critical issues to help hold your team accountable.



Step 4: Qualify to Earn the Best of Staffing Award

Use your agency's client and talent satisfaction scores to qualify for the Best of Staffing Award for service excellence and promote your achievements in sales and marketing materials.

Survey Methodology

The Best of Staffing survey uses Net Promoter® Score methodology. A Net Promoter Score (NPS) is a simple metric based on a question that asks how likely a person is to recommend a company to a friend or colleague using a numeric scale of 0-10, ten being extremely likely and zero being not at all likely. Responses to this question are divided into three categories:

- Promoters** (give a rating of 9-10)
- Passives** (give a rating of 7-8), and
- Detractors** (give a rating of 0-6)

The NPS is then calculated by subtracting the percentage of Detractors from the percentage of Promoters.



WHAT MAKES BEST OF STAFFING® WINNERS DIFFERENT?

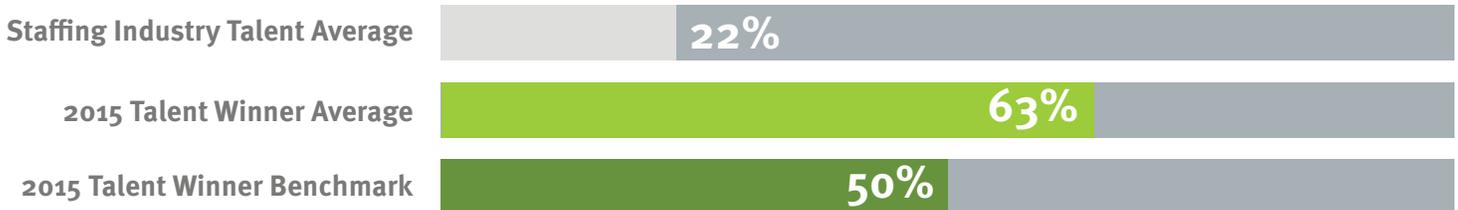
How Best of Staffing Winners Compare to the Industry

It's easy to see what all the fuss is about when you compare the average Net Promoter® Scores of Best of Staffing winners to the average scores of the staffing industry. Best of Staffing winners continually lead the industry in client and talent service excellence.

2015 Best of Staffing Client Award Winners Earned Average Client Satisfaction Scores 8x Higher Than the Industry Average.

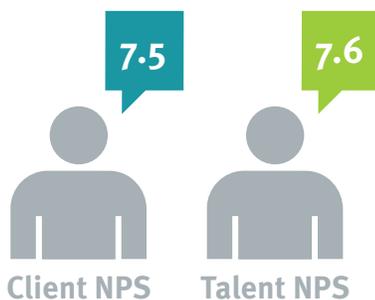


2015 Best of Staffing Talent Award Winners Earned Average Talent Satisfaction Scores Almost 3x Higher Than the Industry Average.

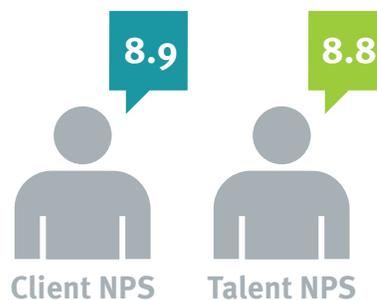


The staffing industry's satisfaction benchmarks come out of the annual CareerBuilder and Inavero study called Opportunities in Staffing. For a full download of the most recent Opportunities in Staffing report, go to www.opportunitiesinstaffing.com.

Staffing Industry Average Scores



Best of Staffing Winner Average Scores



Overview: The 4 Ways Best of Staffing Winners Are Different

Based on survey responses from 8,715 staffing clients, job seekers, and internal staff, we found that Best of Staffing winners do four things better than most. Check out those four actions listed below and use this guide for a deeper dive into the operational elements that set winners apart.



1. They've Built Processes for the 3 R's

Best of Staffing winners are significantly more likely to have formal processes in place for the all-important “3 R's” of staffing.

- Check out pages 5-6 for a closer look at the processes winners create.



2. They Prioritize Educating Their Clients

Winning agencies do a better job of keeping their clients informed and up-to-date on current staffing and recruiting trends.

- Check out pages 7-8 for a closer look at the ways winners educate clients.



3. They Invest More in Supporting Their Talent

Best of Staffing winners place a greater importance on providing support for job seekers as they navigate an often stressful job search or career transition.

- Check out pages 9-10 for a closer look at the ways winners support their talent.



4. They Have an Online Strategy in Place

Winning agencies spend time building and maintaining their online presence through mobile optimization and reputation management.

- Check out pages 11-12 to see what winners include in their online strategy.

1.

Best of Staffing winners build strong processes for maximizing retention, redeployment, and referrals.



89% of winning agencies have a talent *retention* process in place.



91% of winners have a process built for *redemption* of previously placed talent.



91% of winning agencies have created a process for generating *referrals*.

Best of Staffing Winners Know the Rules for Creating Great Internal Processes

Best of Staffing winners understand that processes don't have to be boring. In fact, a well-designed internal process builds confidence and fosters creativity. Below is a checklist of the five rules for creating great processes.



A terrible process, well executed won't create loyalty.



A remarkable process, poorly executed won't create loyalty.



A process should make your people look even better than they are.



Staff in the field must get a chance to read the specific feedback from their clients and talent.



Data isn't powerful if there isn't visibility and accountability.

2.

Best of Staffing winners prioritize educating their clients.

Best of Staffing winners are...



55%

more likely to share
hiring trends data



24%

more likely to share
thought leadership
content



23%

more likely to share
salary trends

WHAT MAKES BEST OF STAFFING® WINNERS DIFFERENT?

Best of Staffing Winners Know the Importance of Educating Their Clients

Winning agencies do a better job of keeping their clients informed and up-to-date on current staffing and recruiting trends. Best of Staffing winners know that demonstrating client industry knowledge and providing helpful information are small actions that go a long way.

Educating is Worth More Than Offering the Lowest Price

At the time of hiring a primary staffing firm, clients reported which of the following were true:



“They shared data or information that educated our company.”

Over half of the staffing clients who were surveyed reported deciding to hire a firm that shared data or info that educated their company.



“They were the lowest priced option.”

Just 13% of the staffing clients who were surveyed reported deciding to hire a firm with the lowest priced option they considered.

Top 3 Attributes of a Successful Staffing Firm Pitch:

1. Show that you truly understand their industry.
2. Share information that helps improve their recruiting.
3. Offer data on current hiring trends.

3.

Best of Staffing winners invest more in supporting their talent.



Winning firms are 53% more likely to provide their placed talent with benefits.

Job seekers working with winning firms report feeling less stressed about their job search than those working with non-winners.



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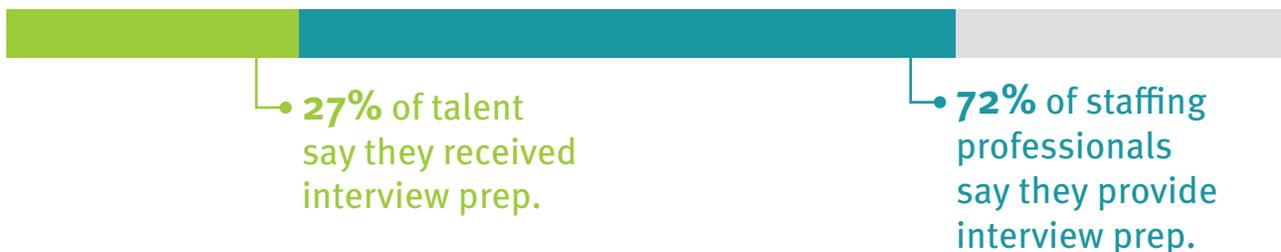
Best of Staffing Winners Know How to Provide a Great Talent Experience

Going through a job search is often a stressful experience. Best of Staffing winners understand that they have a unique opportunity to provide the right support to job candidates when they need it most, which in turn generates loyalty and referrals.

The Talent Experience: Perception vs. Reality

A recent study by Inavero and CareerBuilder sheds light on perception vs. reality in the staffing industry. Do you know what type of experience job candidates have with your firm?

Perception vs. Reality: Interview Preparation



Perception vs. Reality: High Quality Benefits



Make a Critical Mindset Shift

When placing job candidates into the right positions, it's important to shift your mindset:

From: "Our mission is to find people jobs."

To: "Our mission is to **HELP** people find jobs."

4.

Best of Staffing winners have an online strategy in place.

Winning firms are:



2X more likely to have a strategy to address online reviews.

Over Half

of winning firms have websites optimized for mobile phone & tablet use.



WHAT MAKES BEST OF STAFFING® WINNERS DIFFERENT?

Best of Staffing Winners Know the Importance of Managing Their Online Reputation

Consumer trust of online reviews continues to grow each year, making it exceedingly important to have a strategy in place for monitoring and sometimes even responding to what people are saying about your company online.

The Bad-Service Ripple Effect

The Harvard Business Review found that people are much more likely to tell others about a bad service experience than they are about a good one. Do you have a strategy for bad reviews?



25%

are likely to share something positive about a great service experience.



65%

are likely to share about a negative experience when service is bad.

Best Practices for Managing Your Online Reputation

1. **Monitor:** Use an online tool such as Google Alerts to stay aware of all new reviews.
2. **Respond:** Claim all listings for your company on review sites and respond kindly to reviews.
3. **Encourage:** Ask happy clients and talent to leave you reviews.



Inavero's Best of Staffing is the only award in the U.S. and Canada that recognizes staffing agencies that have proven superior service quality based completely on the ratings given to them by their clients and talent. Award winners are showcased on BestofStaffing.com – an online resource for hiring professionals and job seekers.

The data in this guide is based on responses from 8,715 staffing agency clients, job seekers, and internal staff as part of a 2015 study conducted by Inavero and CareerBuilder titled Opportunities in Staffing. Learn more at opportunitiesinstaffing.com.

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