



Industry Trends Driving Staffing Company Growth in 2018 and Beyond

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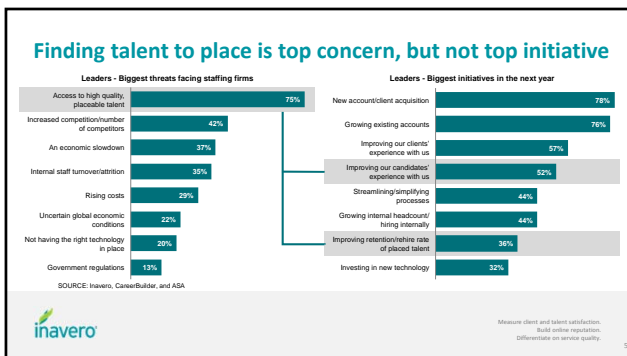


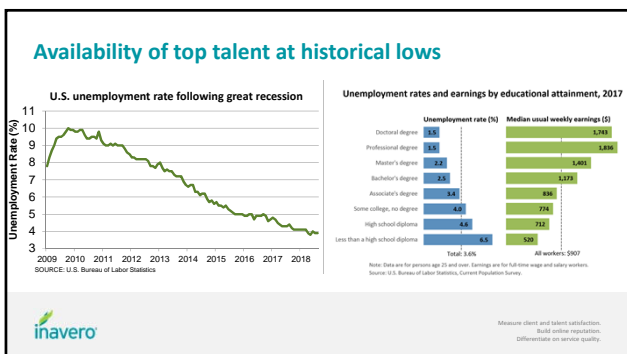
Presented by Eric Gregg, CEO & Founder, Inavero



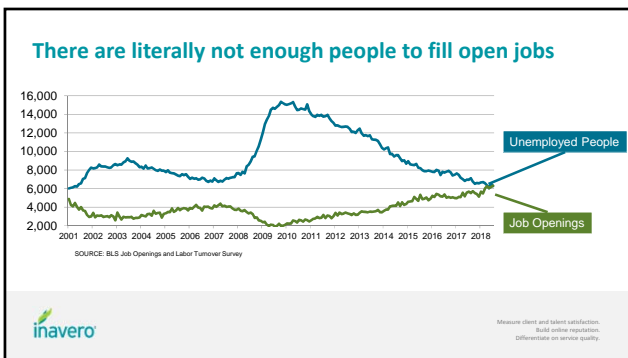
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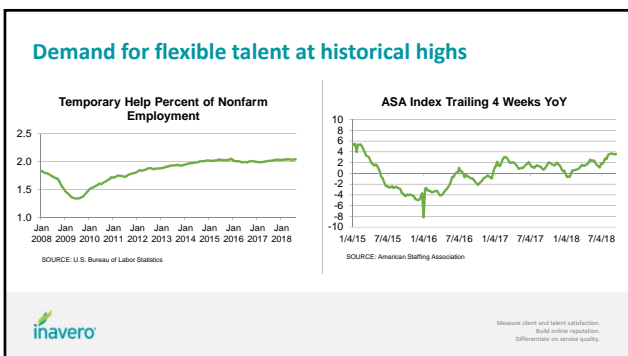






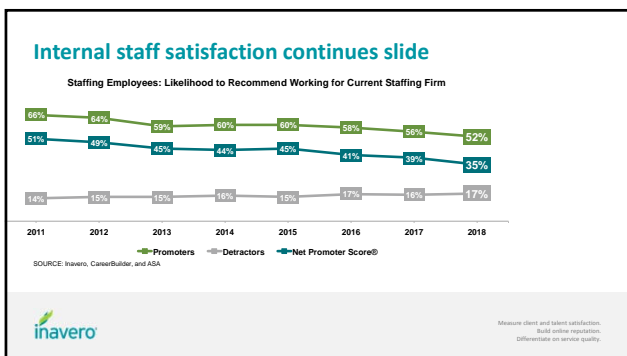




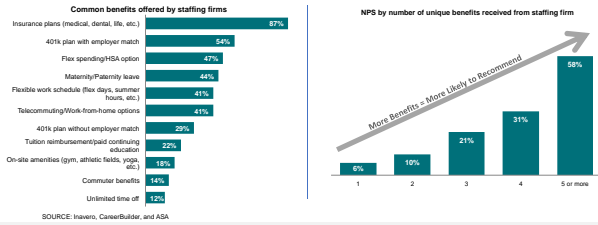








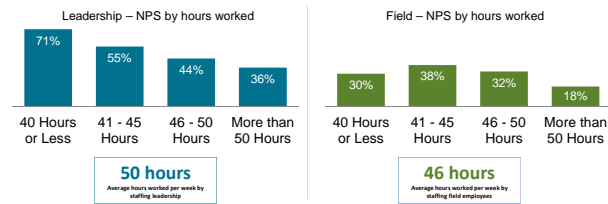
Competition for benefits key driver for satisfaction



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Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.

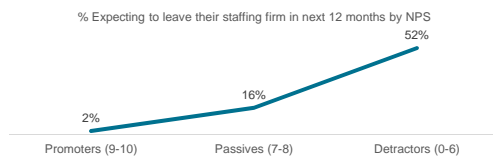
And satisfaction declines as hours increase



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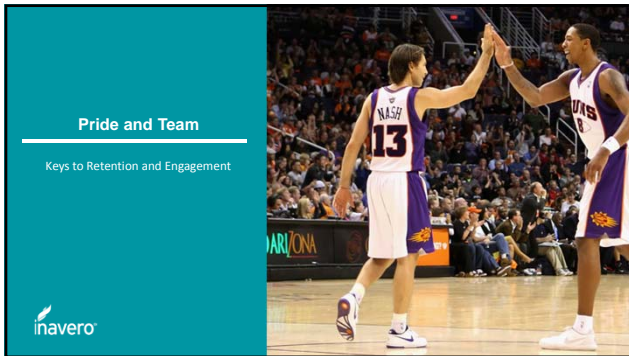
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NPS decline puts your firm at-risk of losing top talent

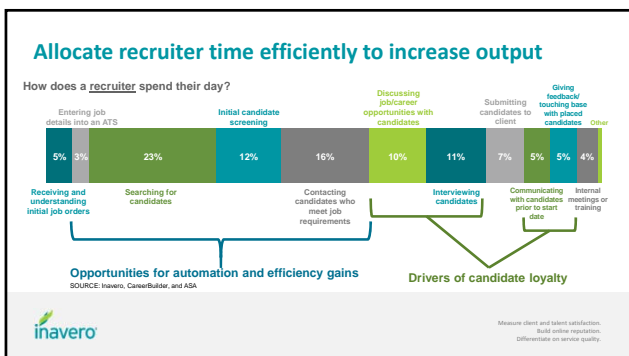


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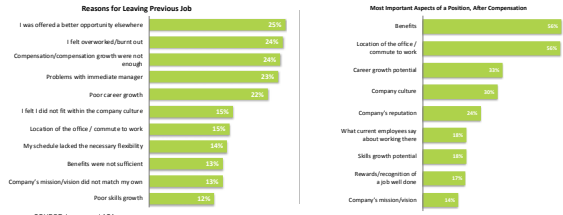
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Understand what drives candidates to place more of them



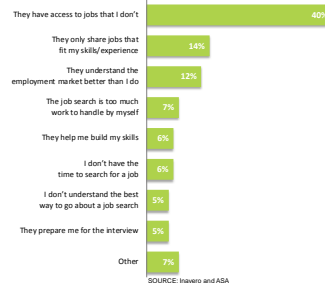
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Understanding Candidates

Expanding candidate opportunities and improving their employment prospects key to winning loyalty



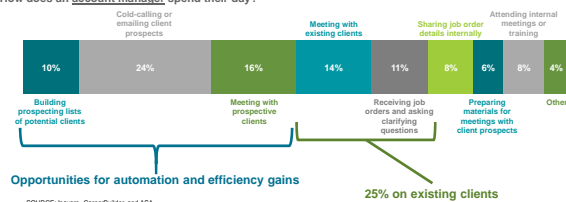
Top Reasons to Partner with Staffing or Recruiting Companies



SOURCE: Inavero and ASA

Many underestimate growth from existing clients

How does an account manager spend their day?

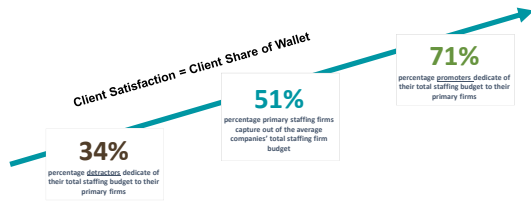


SOURCE: Inavero, CareerBuilder, and ASA



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Many underestimate growth from existing clients

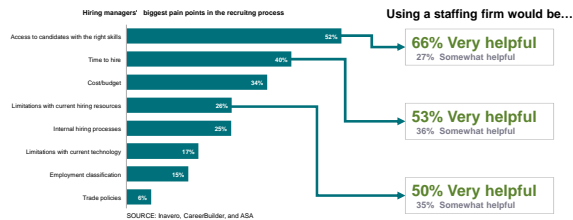


SOURCE: Inavero, CareerBuilder, and ASA



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Hiring managers believe staffing firms can alleviate pain

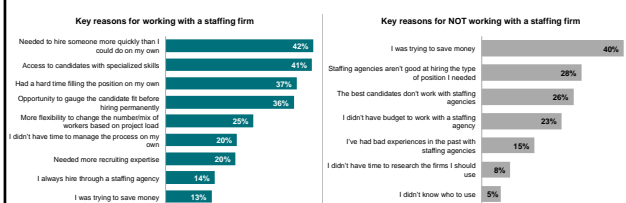


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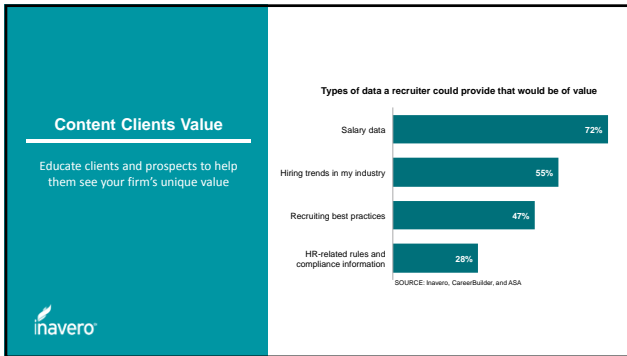
Clients want speed, skill and specialization



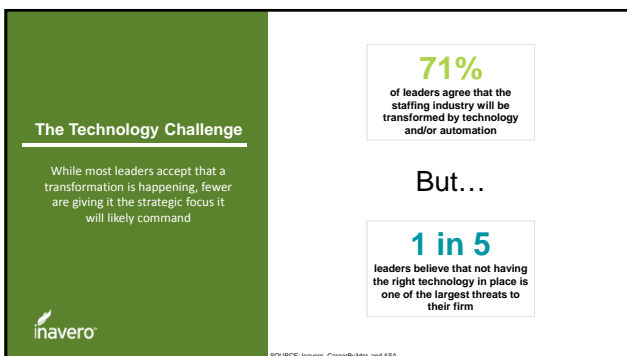
SOURCE: Inavero, CareerBuilder, and ASA



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Technology headaches differ between leadership and field

Top complaints from LEADERS	Top complaints from FIELD
29% Outdated candidate data	31% System isn't used consistently
27% Lack of integration with other internal systems	30% Lack of integration with other internal systems
27% Slow systems	29% Poor analytics/reporting
26% Lacks a mobile app	27% Outdated candidate data
25% Poor searching capabilities	24% Poor searching capabilities

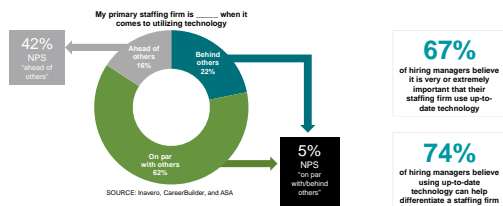
SOURCE: Inavero, CareerBuilder, and ASA



Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.

25

Client perceptions of firm's innovation key loyalty driver



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67%
of hiring managers believe it is very or extremely important that their staffing firm use up-to-date technology

74%
of hiring managers believe using up-to-date technology can help differentiate a staffing firm

Trend #5

Client and Candidate Expectations
Around Service are Increasing



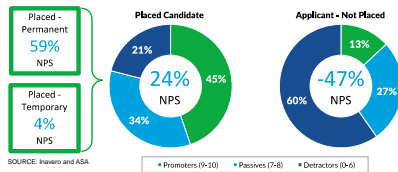
The cost of talent detractors...

Compared to promoters, detractors are:

- Twice as likely to quit an assignment before completion.
- 4x less likely to refer you to other job seekers or hiring managers.
- Nearly 3x less likely to accept a future assignment from your firm.



Candidate NPS for staffing firms is mixed



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Pre-placement is driven by helpfulness and empathy

Experiences Before Being Placed by a Staffing Firm (% "Yes")	NPS "Yes"	NPS "No"	NPS Impact
They worked to get to know me as a person.	61%	18%	-47%
They helped me prepare for the interview.	54%	23%	-39%
They set expectations about how best to communicate with them throughout the process.	76%	11%	-51%
They acknowledged they received my materials (application, resume, etc.)	86%	2%	-34%

SOURCE: Inavero and ASA



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Candidates want support throughout the assignment

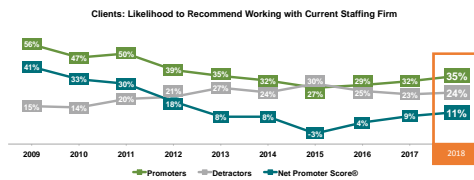
Experiences While on Most Recent Assignment (% "Yes")	NPS "Yes"	NPS "No"	NPS Impact
I was given feedback and coaching throughout the assignment.	50%	22%	-36%
Any issues were resolved in a timely manner.	76%	14%	-41%
Someone contacted me prior to the end of my assignment about the upcoming transition.	61%	19%	-33%
I was treated well by the organization with which I was placed to work.	81%	8%	-40%
Any emails or phone calls were returned within 24 hours.	72%	11%	-35%
The position was accurately described to me prior to starting.	78%	4%	-34%

SOURCE: Inavero and ASA



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Client NPS continues to [slowly] improve



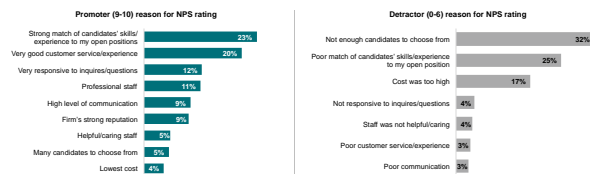
SOURCE: Inavero, CareerBuilder, and ASA



Q3: How likely would you be to recommend your primary staffing firm to a friend or colleague?

Measure client and talent satisfaction.
Build online reputation.
Differentiate on service quality.

Candidate match and service quality drive NPS for clients

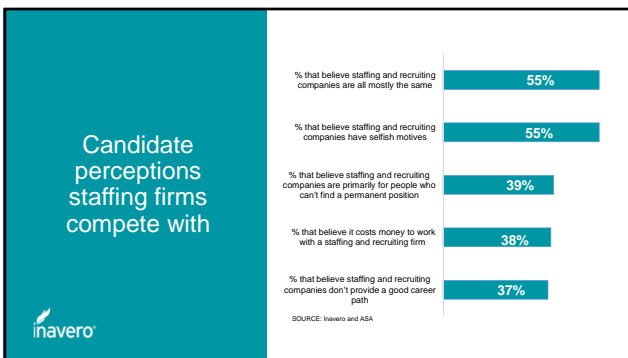


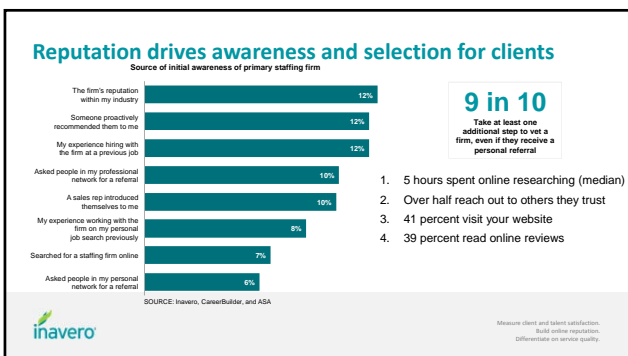
SOURCE: Inavero, CareerBuilder, and ASA



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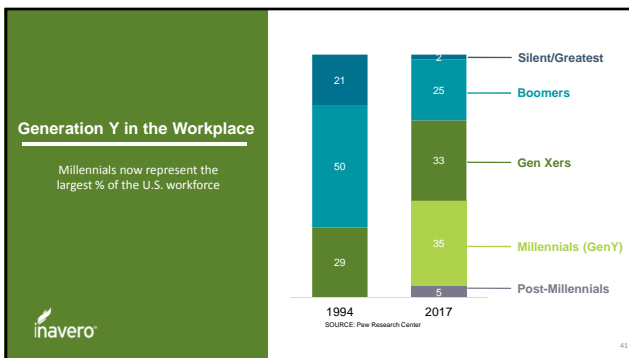


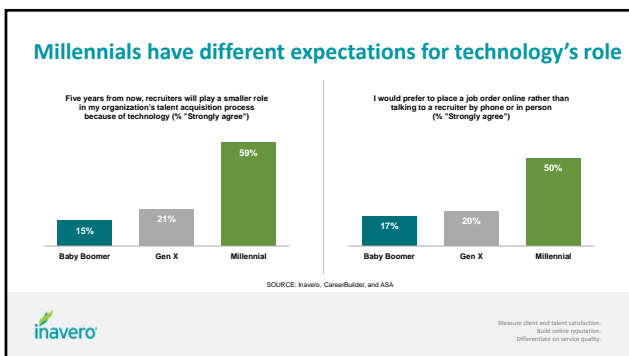


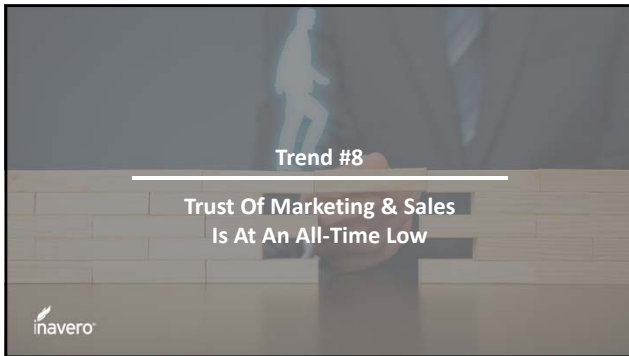
Trend #7

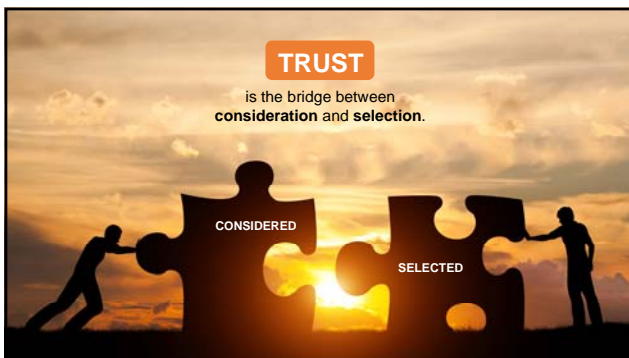
**They're Here: Generation Y Impact
On Staffing Firms Increasing**

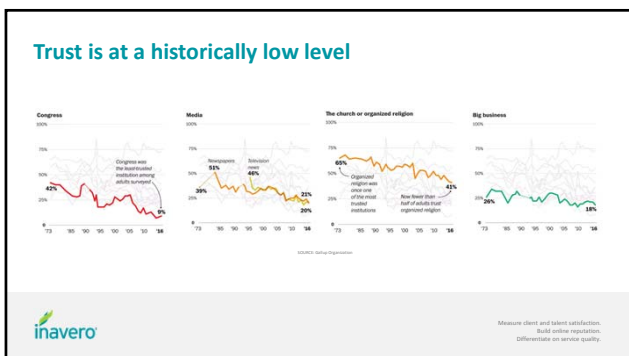
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Yet, trust in individuals has never been higher



"I reactivated in spring 2011, filled out all the forms, etc. 9 months later, not one peep. I know, you're probably thinking 'Yeah but maybe you are a weak candidate.' Maybe, but I did well with them in the past, have lots of experience, willing to do any job, etc. etc."



Mark S.
Portland, OR
6 friends
8 reviews

1998

Don't get into strangers' cars.
Don't meet people from the internet.
Don't let someone you don't know into your house.
Don't trust the advice of strangers.



Literally summon strangers from the internet to get into their car.
Invite someone you've never met to live in one of your rooms.
Only trust the advice of strangers.

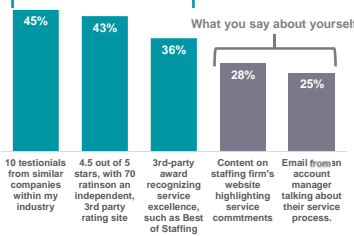
2018

Building Trust

You will never be as persuasive as the people who work with you.
Help them tell your story.



What others say on your behalf




SOURCE: Inavero, CareerBuilder, and ASA

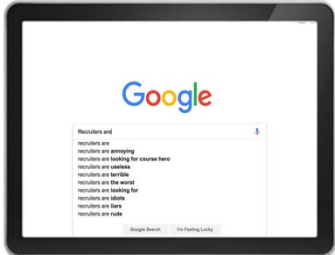
Trend #9

Role of Online Reputation
Continues To Increase

Online Reputation


Staffing firms have to overcome common misperceptions






Online Reputation

Majority believe online reputation for their firm is less than completely accurate



Accuracy of your firm's online ratings/reviews in reflecting client/candidate experience

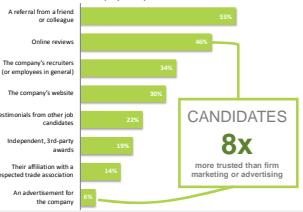


79%
Not Accurate
OF
Somewhat Accurate


SOURCE: Inavero, CareerBuilder, and ASA

Reviews trusted second only to a personal referral

Trusted Sources of Information For Evaluating Staffing Company Quality




CANDIDATES
8x
more trusted than firm marketing or advertising



SOURCE: Inavero and ASA

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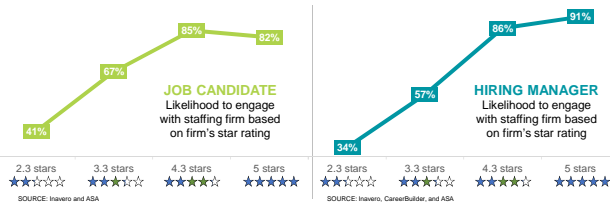
4 in 5 candidates believe online reviews are accurate

2 in 3 candidates are less likely to apply to a job with an employer that has negative online reviews.

SOURCE: Inavero and ASA



Online reviews offer valuable validation for prospects



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Questions?

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