

Opportunities in Staffing

Presented by: Eric Gregg, CEO Inavero

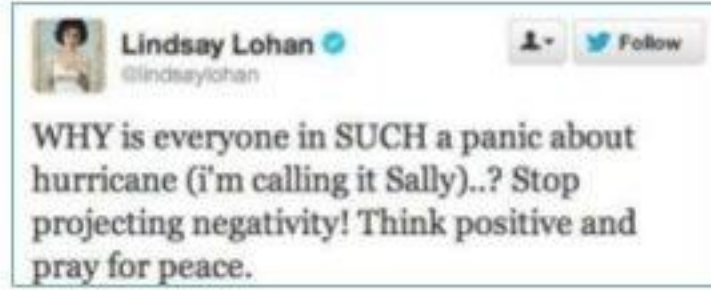


CAREER
BUILDER™

Not All Sources of Information Should Earn Your Trust

Misinformed Celebrities...

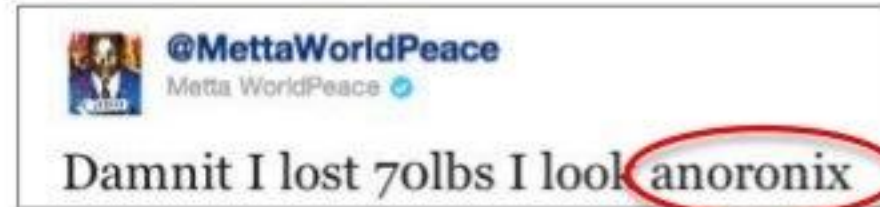
Lindsay Lohan about the weather



Jaden Smith about global warming

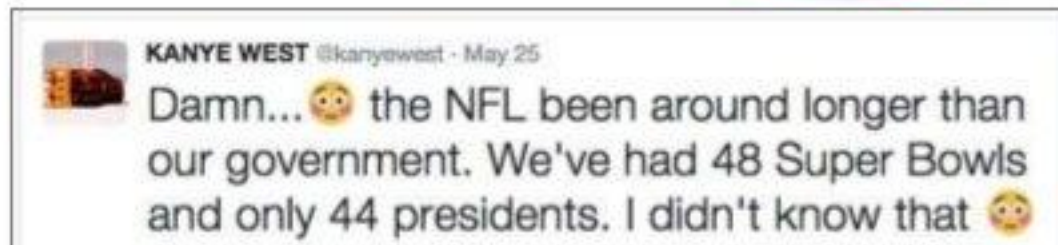


Ron Artest about dieting



...or spelling

Kanye West about.....ANYTHING



Its not Just Celebrities – We Should Check Our Own Bias as Well



Jay Branscomb with and 3 others
American University · 5,371 followers · July 6 at 12:31pm · Edited · 

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Disgraceful photo of recreational hunter happily posing next to a Triceratops he just slaughtered. Please share so the world can name and shame this despicable man.

Like · Comment · Share ·  10,689  6,156  33,762



Opportunities in Staffing: The Largest Study of Its Kind in Staffing



3,021 Employers

- Independent online panel and CareerBuilder database
- 32% > 250 employees
- 45% hire in professional/IT/healthcare

Image: © Dreamstime.com

STAFFING
FIRM



864 Internal Staff

- 61% recruiters
- 26% staffing firm leadership
- 63% female
- Median age 36 years old

Image: © Dreamstime.com



9,525 Job Candidates

- 65% currently employed
- 73% actively looking for a new job
- 62% in professional/IT/healthcare

Image: © Dreamstime.com

Net Promoter Score® Measures Loyalty in Staffing

WHAT

Is a Net Promoter Score?

A Net Promoter Score (NPS®) is an easily understandable metric based on likelihood to recommend using a company, product or service to a friend or colleague

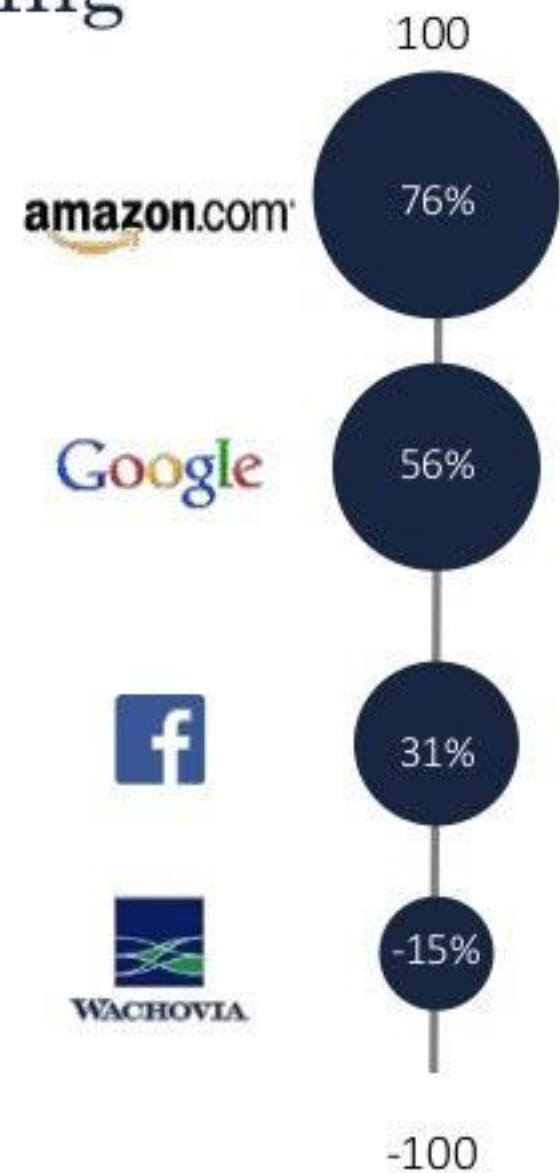
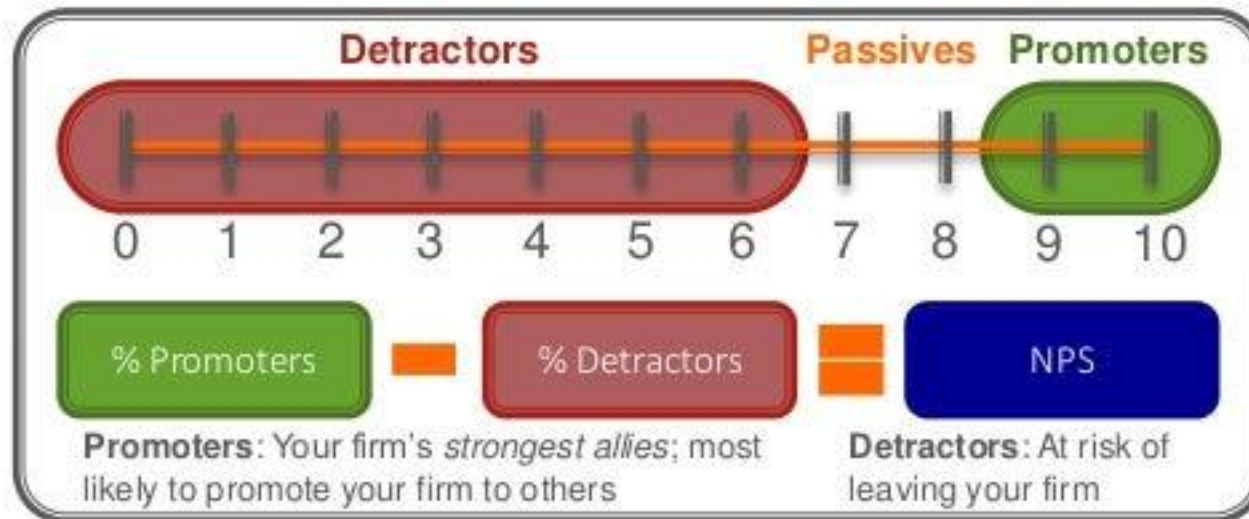
WHY

Use a Net Promoter Score?

Staffing firms see a direct correlation between:
Net Promoter Score, retention, & referrals.

HOW

Is Net Promoter Score calculated?

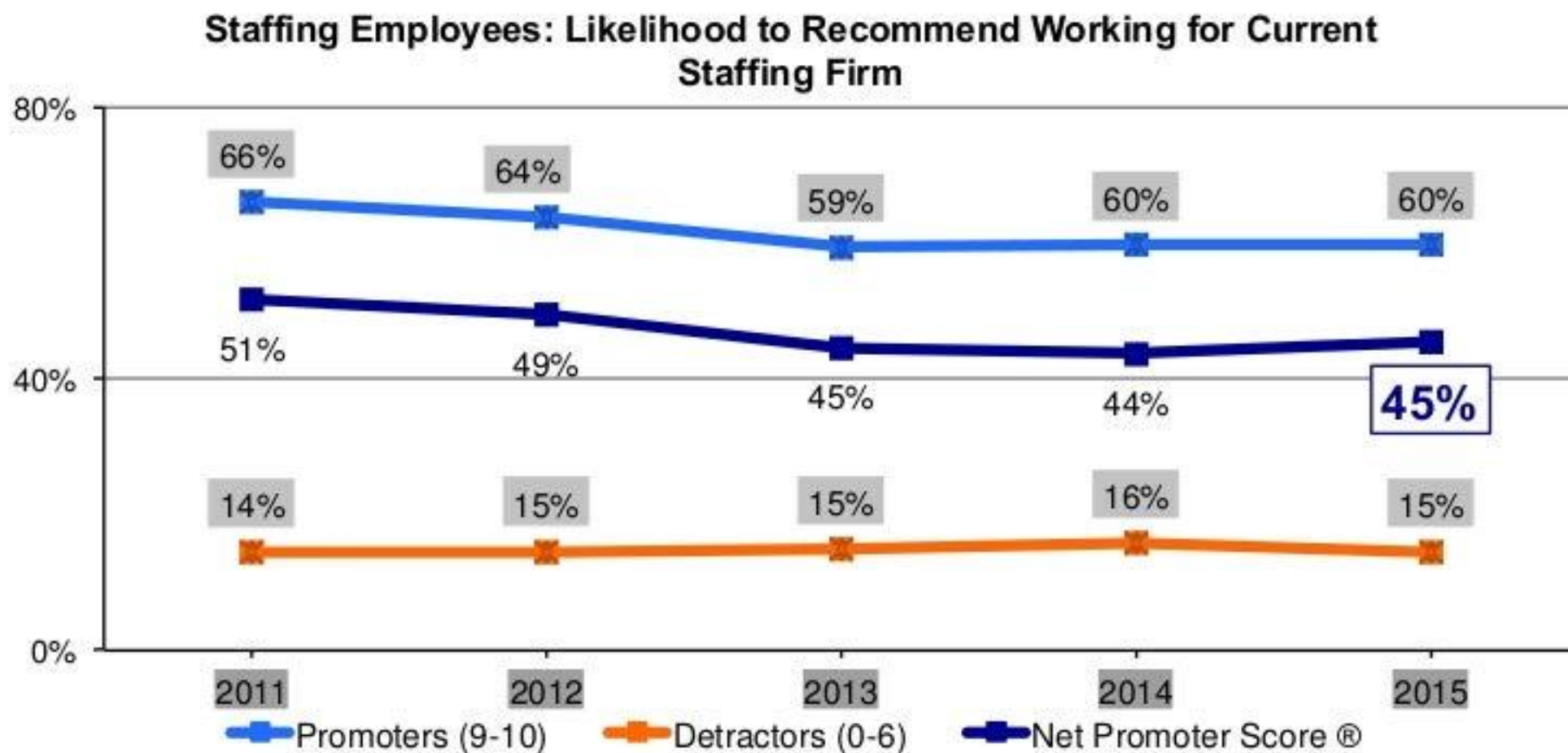


Keeping Your House in Order

A Look at Internal Staff Satisfaction



Internal Staff Satisfaction Remains Level Over Prior Years



Recruiters and Account Managers Less Satisfied and Optimistic



Firm Leadership



Account Manager



Recruiter

Net Promoter Score®

66%

31%

42%

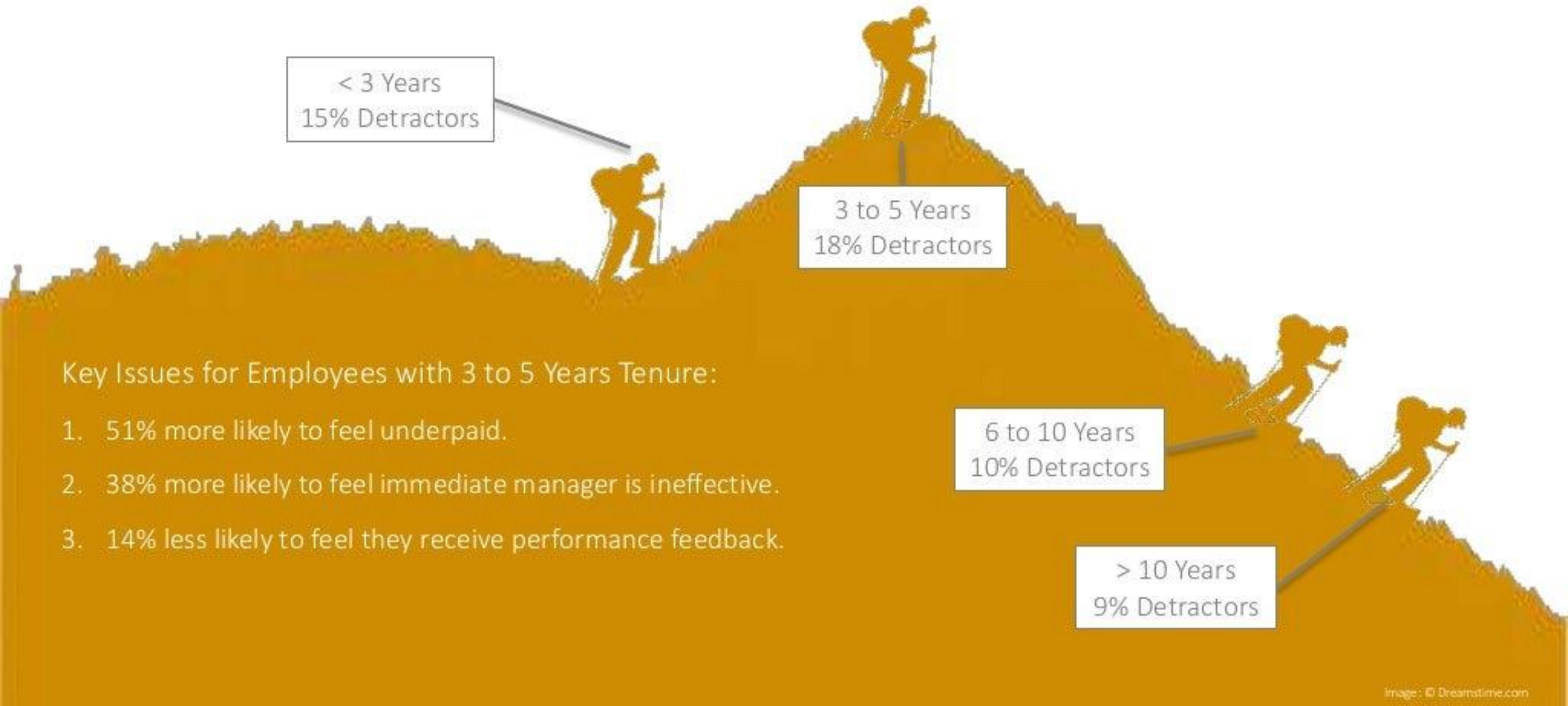
Optimistic about Next
Year

63%

56%

47%

Staffing Firms Have to Get Employees Over the 3 to 5 Year Mountain of Negativity



< 3 Years
15% Detractors

3 to 5 Years
18% Detractors

6 to 10 Years
10% Detractors

> 10 Years
9% Detractors

Key Issues for Employees with 3 to 5 Years Tenure:

1. 51% more likely to feel underpaid.
2. 38% more likely to feel immediate manager is ineffective.
3. 14% less likely to feel they receive performance feedback.

Optimism and Recognition Top Drivers of Loyalty for Internal Staff



Getting in Step with Today's Talent

Inside the Minds of the
Job Candidate



We Too Often Forget the Link Between Client and Candidate

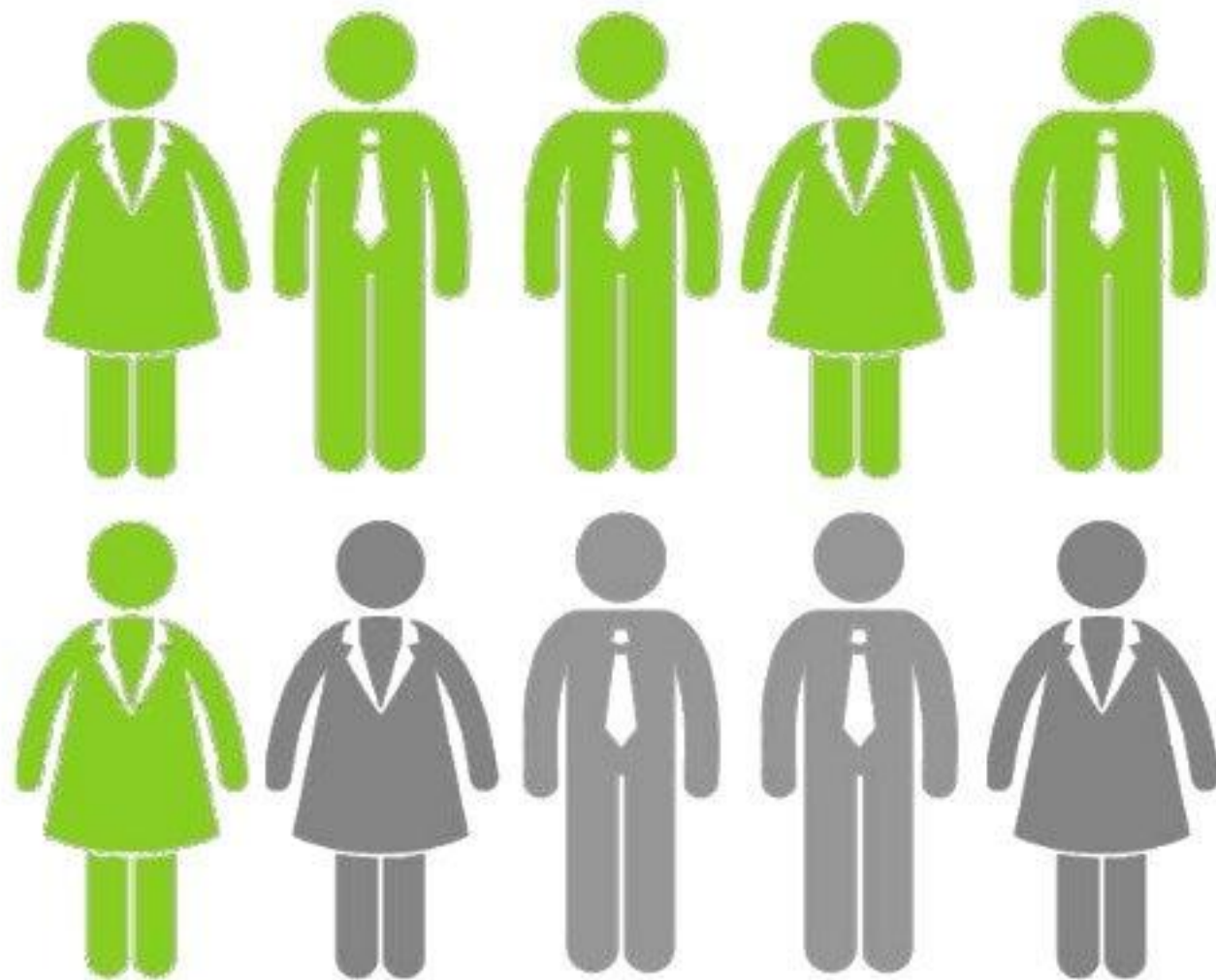
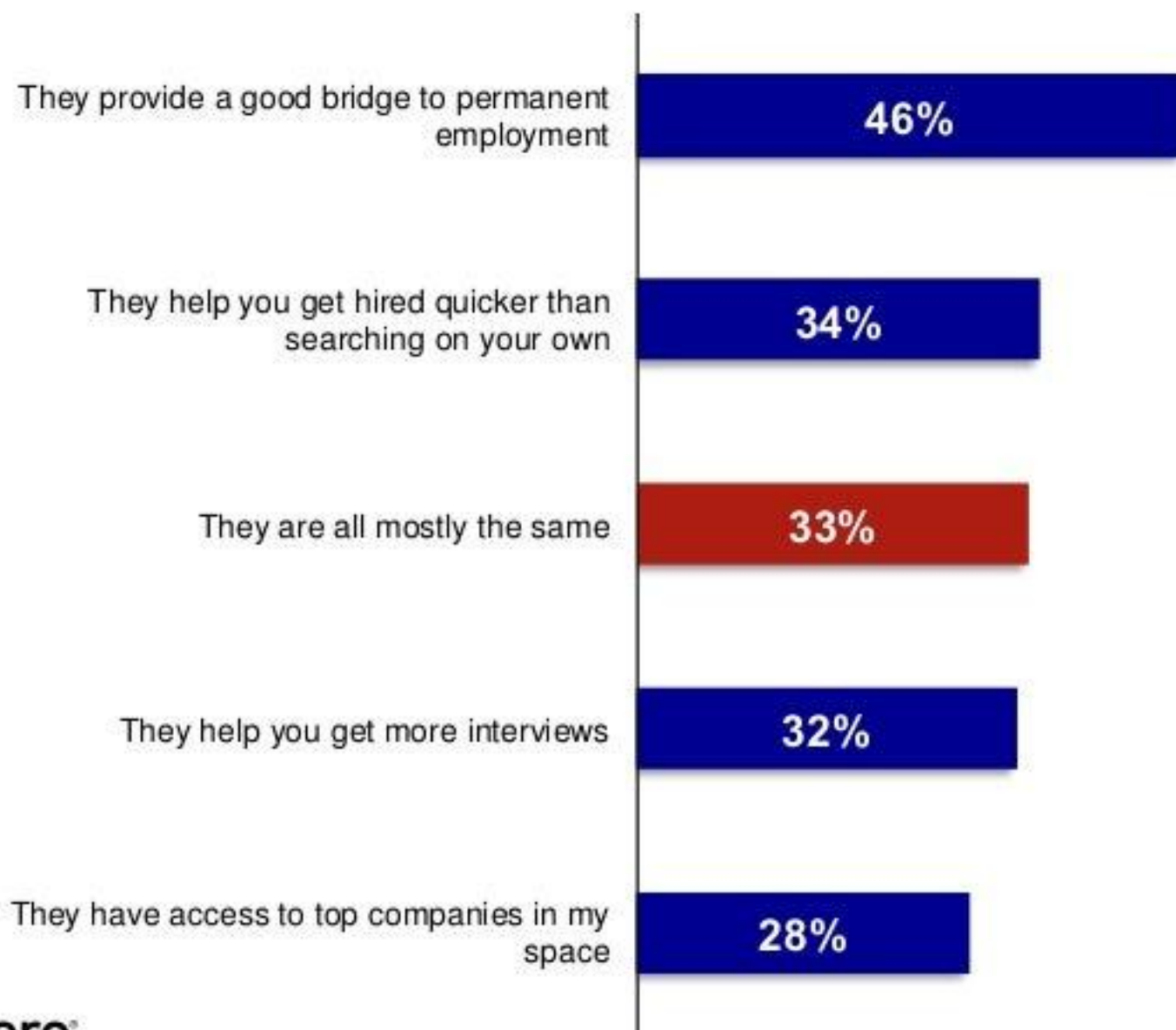


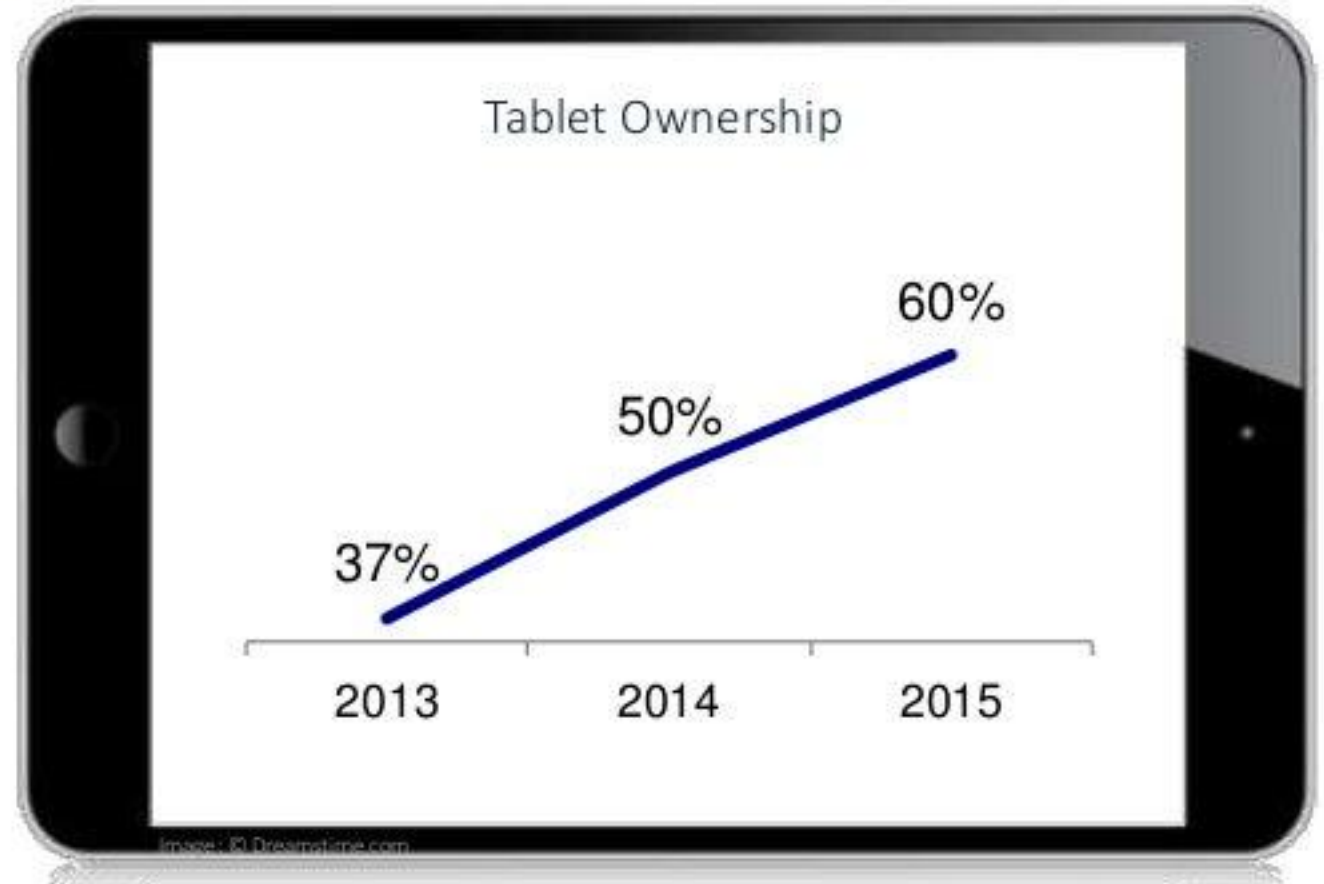
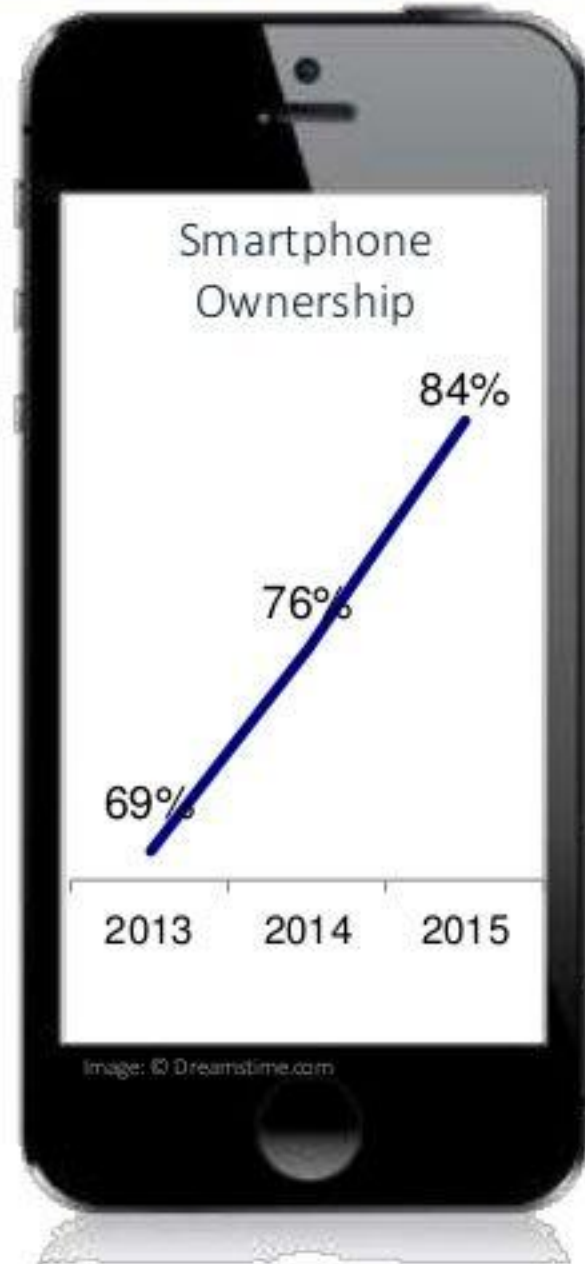
Image: © Dreamstime.com

6 in 10 Clients Have
Used a Staffing Firm At
Some Point for Their
Personal Job Search

The Top 5 Things Talent Think Are True About Staffing



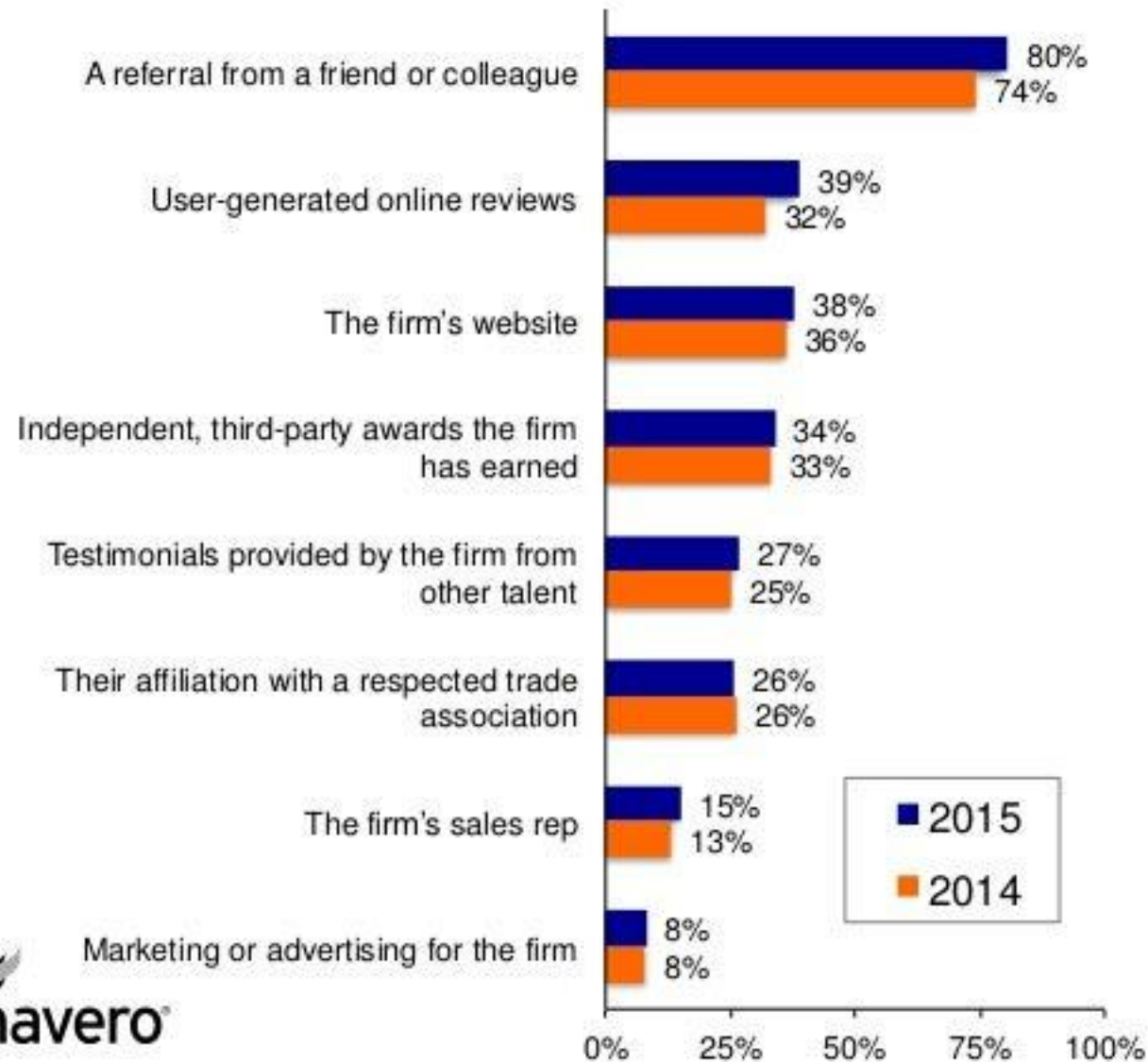
Mobile Engagement Continues to Grow – As Talent Expects More Mobile Functionality



73% will leave a non-mobile optimized site and 38% view your firm more negatively if site isn't mobile friendly

3rd-Party Reviews Rising in Importance as Trusted Source for Talent Vetting Potential Staffing Firm Partners

Resources Trusted by Job Candidates



Technological Advancements Yield Mixed Results for Candidate Experience

TECHNOLOGY HELPS:

- 41% say applying on a mobile device is better.
- 29% believe applications are easier to complete.



TECHNOLOGY HURTS:

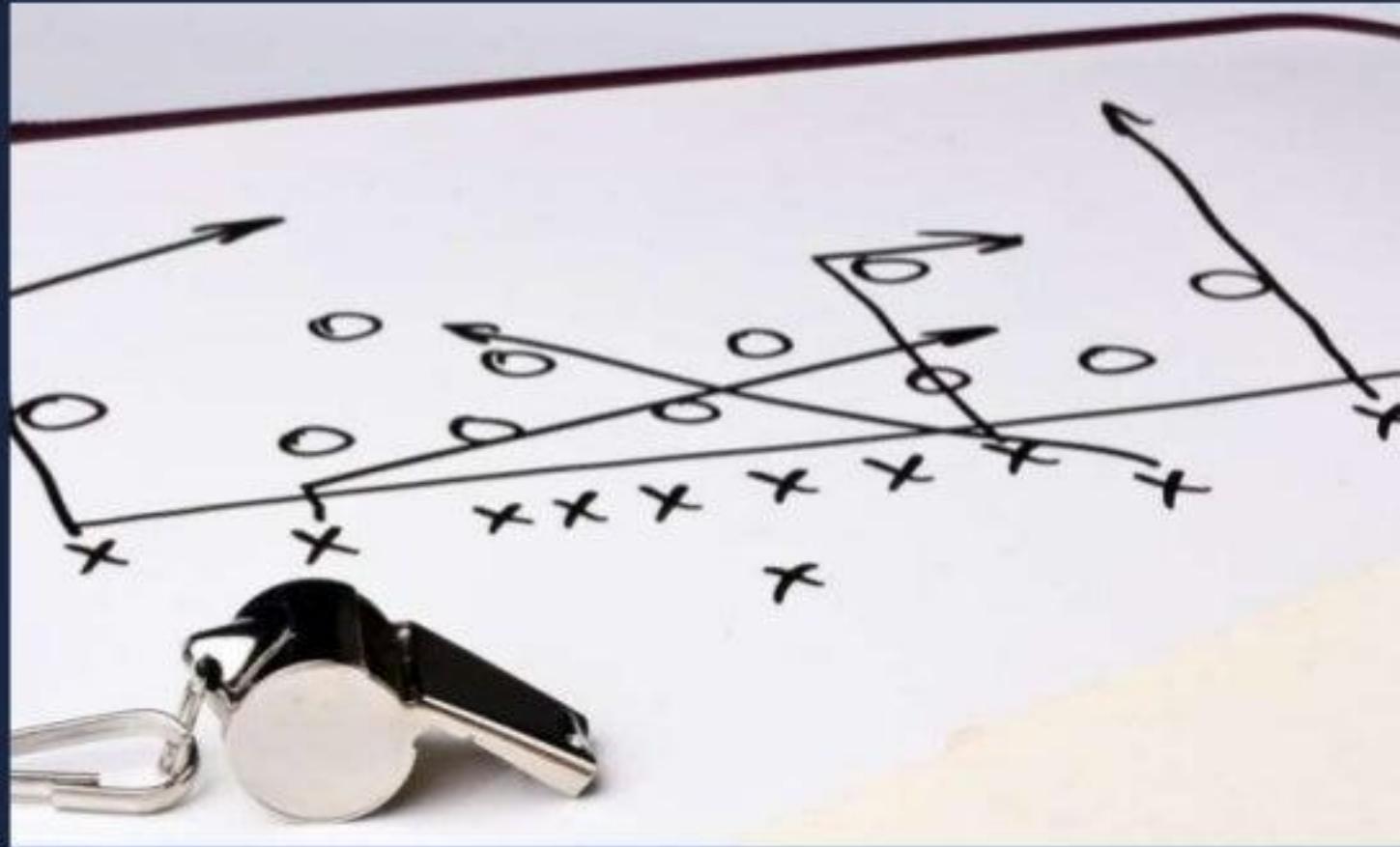
- 39% believe recruiter responsiveness has declined.
- 42% believe human interaction is worse.

TECHNOLOGY HASN'T IMPACTED:

- Length of typical application.
- Use of automated responses.

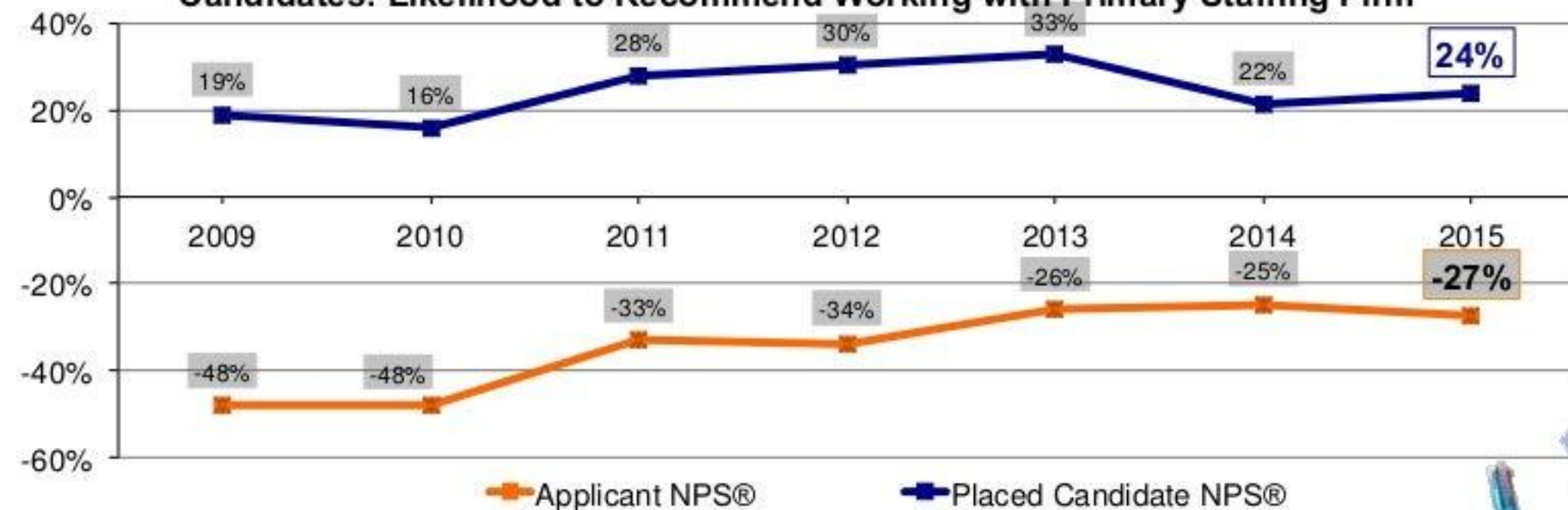
The Service Playbook

Finding, Engaging & Placing Top Talent



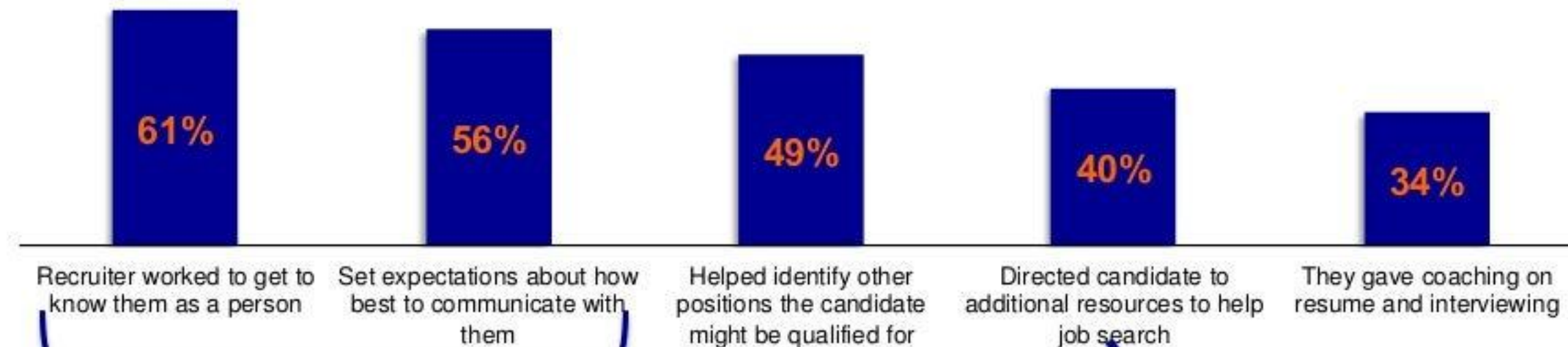
Placed Talent Remain Positive About Experience, But Applicants Detractors Remain an Issue

Candidates: Likelihood to Recommend Working with Primary Staffing Firm



Pre-Placement Steps to Maximize Job Candidate Satisfaction

Increase in Net Promoter Score When These Steps Occur:



Half of candidates say their staffing firm didn't take these steps.

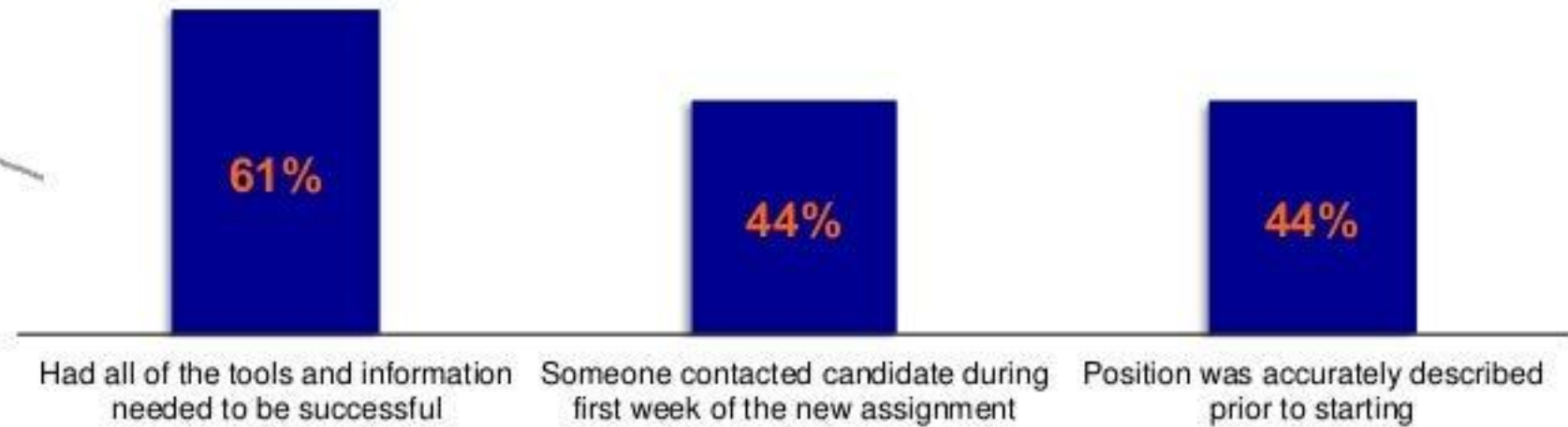
Just 1 in 4 candidates say this happened.



Onboarding Process to Maximize Satisfaction of Placed Talent

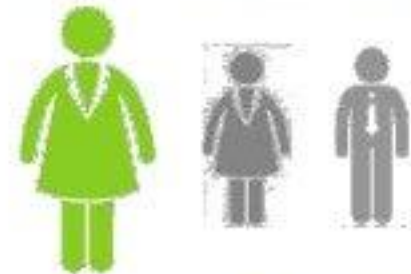


Increase in Net Promoter Score When These Steps Occur:



55% of all talent turnover occurs in the 1st **two weeks** of a new assignment

1 in 3 candidates say they didn't have everything they needed



Half of all client terminations occur in the 1st **two weeks** of a placement