BEST OF STAFFING CLIENT 2011

Best of Staffing Winner Report

STARK Talent

inavero presents in partnership with careerbuilder® STAFFING & RECRUITING

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OVERALL

Q1 2011 Client -- Stark Talent, Inc.

NET PROMOTER SCORE

CLIENT
74.3%

DETAILED COMPARISON

	Q1 2011	Industry
CLIENT		
NET PROMOTER	**74.3%**	**33%**
RESPONSE RATE	**34.9%**	**--**
Average	9	8.2
Promoters (9-10's)	74.3%	47%
Passives (7-8's)	25.7%	39%
Detractors (0-6's)	0%	14%
Responses	37	--

The staffing industry has played a critical role as the U.S. and Canadian economies have begun rebuilding following the recent recession. According to the U.S. Bureau of Labor Statistics, during the past 12 months, an average of 93,000 new jobs have been created each month in the U.S.[1] It is estimated that more than a quarter of those jobs have been temporary positions provided by staffing and recruiting firms. The staffing industry is helping lead the way to renewed economic vitality, and more and more businesses of all sizes are turning to staffing firms to help them build a flexible and talented workforce.

The Best of Staffing™ Program

Inavero's Best of Staffing program, presented by CareerBuilder, is designed to recognize staffing firms who provide exceptional levels of service to their clients. More than 26,000 clients of North American staffing firms rated their satisfaction with their staffing firm relationship. When the dust settled, less than one percent of all staffing firms have been named to the list. The Best of Staffing award is the only one of its kind and the largest client satisfaction survey for the staffing industry in North America.

> *"[Staffing Firm] understands the culture of my company and only presents well screened, well matched, qualified candidates."*
>
> National Professional Service Firm

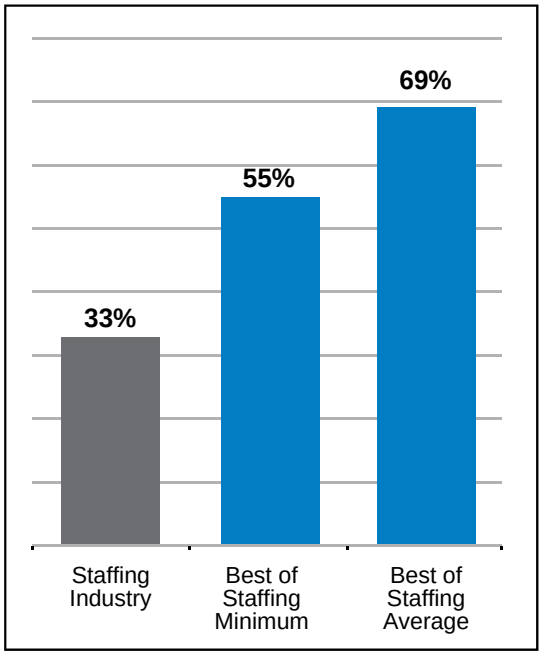

Figure 1: Staffing Industry Satisfaction Benchmarks

> *"They consistently provide value added services and are always responsive to our needs; oftentimes "free" advice, webinars, etc."*
>
> NW Construction Company

The Criteria

To qualify, participating staffing and recruiting firms are required to survey all of their most recent clients, utilizing Inavero's three-question survey, asking them to rate their satisfaction with the firm. A minimum response rate of 20 percent (with at least 15 responses) or 500 responses was required to ensure the study's validity. The Net Promoter Score® methodology, made famous by author and former Bain consultant, Fred Reichheld, was used as the basis for gauging client satisfaction.

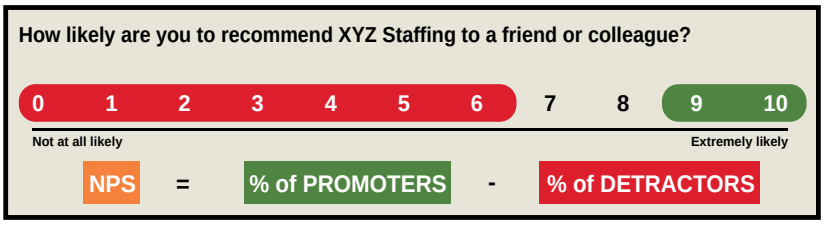

Figure 2: Net Promoter Score® Calculation

Clients' needs and expectations are constantly evolving, and staffing firms face an environment where the service they provide must also continue to progress and improve. Inavero's vision with Best of Staffing is to continue to raise the bar on client service in the staffing space, and identify top performers each year who have truly proven their commitment to progress and improvement.

Although the staffing industry's Net Promoter Score® dropped to just 33% in the past year[2], Best of Staffing's foundation is built on improvement and exceptional service – being very good is simply not enough to earn recognition. Therefore, in 2011, staffing firms were required to attain a 55% Net Promoter Score® from their clients, five percentage points higher than the mark set by Inavero in 2010.

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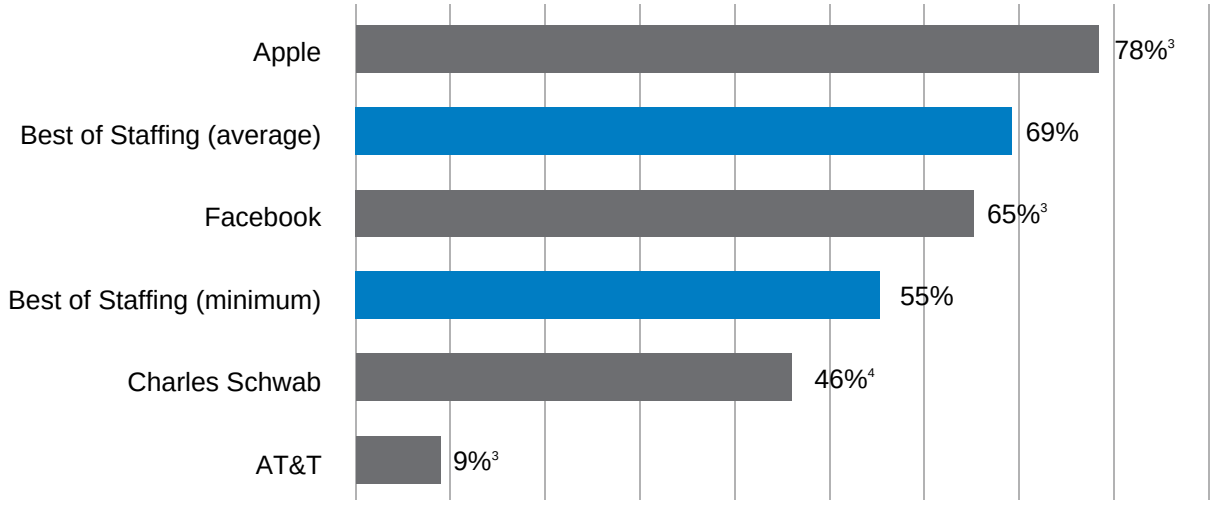
The Results

The average Best of Staffing winner achieved a Net Promoter Score® of 69 percent, more than twice the staffing industry score. Additionally, 74 percent of their clients rate them a 9 or 10 (compared to only 47 percent for the industry overall). Firms on the list who scored 80 percent or higher Net Promoter Score® found themselves in the 90th percentile of all Best of Staffing award winners. Staffing firms who made the list were consistently given high marks for their ability to partner with their clients, their responsiveness, and their extensive knowledge of their clients' industry and organizational needs.

> *"[I've] known my sales rep for 15 years, I trust her with my life."*
>
> Online Retailer

What it All Means

Research conducted by Inavero and CareerBuilder show that clients select staffing firms based on service reputation and quality of talent provided. With more than 6,000 staffing firms in the United States alone, determining the best providers can be daunting. The Best of Staffing list identifies the industry's elite players in delivering exceptional client satisfaction, allowing both clients and talent to select staffing firms with confidence. Nearly all staffing firms claim to have extraordinary client service, but the 2011 Best of Staffing Client winners have proven it.



[1]"Employment Situation Summary." Bureau of Labor Statistic. 4 February 2011. Web. http://www.bls.gov/news.release/empsit.nr0.htm

[2]"Opportunities in Staffing: A Comprehensive Guide to Clients and Candidates." CareerBuilder and Inavero (2010) Web. www.opportunitiesinstaffing.com

[3]"USAA, Apple Top Net Promoter Scores." Brand Week. 17 March 2010. Web. www.brandweek.com/bw/content_display/news-and-features/direct/e3i9e0f4d3075c501ab45134ee6900c6ad1

[4]"Schwab Earns Highest Customer Loyalty Ranking Among Brokerage & Investment Firms in Satmetrix Net Promoter's 2010 Industry Report." Vertical News. 11 April 2010. Web. http://www.verticalnews.com/premium_newsletters/Marketing-Business-Weekly-/2010-04-11/2634MBW.html

Inavero designs and manages satisfaction surveys for a global list of clients in more than 15 countries. Inavero's proprietary technology platform gathers and reports staffing firm client and talent satisfaction information through online surveys. Inavero's team analyzes satisfaction feedback from more than 300,000 staffing firm clients and talent each year, and serves at the American Staffing Association's exclusive research partner. The firm's surveys protect more than $4.3 billion in staffing firm annual revenue

For more information contact Inavero at (800) 921-2640 or email bestofstaffing@inavero.com.

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