

## AMP UP YOUR NET PROMOTER® SCORE TO CUT DOWN RECRUITING COSTS

**Did you know that it takes roughly 27 days and \$4,000 to find and onboard one new team member?** With this amount of time and financial investment, businesses simply cannot afford to lose out on hiring and retaining top talent.

Especially in the present candidate-driven job market, where job seekers can pick and choose — and have easy access to current and former employees' reviews of employers — it's vital to be known as a great place to work. Now more than ever, good employee engagement and satisfaction can help you keep recruitment costs low.

One of the easiest ways to assess whether your employees are ready to jump ship is to heavily monitor your Net Promoter Score (NPS).



### WHAT IS A NET PROMOTER SCORE?



When it comes to benchmarking employee sentiment, the go-to measuring tool is the Net Promoter Score. Many companies focus on NPS to gauge client satisfaction, but we track both, valuing our associate score just as much—or more.

Your NPS is based on employees' answer to a single question: "On a scale of 0 to 10, how likely is it that you would recommend [your company name] to a friend or colleague?"

## SCORES 9-10 ARE PROMOTERS

Loyal company team members who will keep working there and refer others when open positions are available.

## SCORES 7-8 ARE PASSIVES

Satisfied but unenthusiastic associates who are vulnerable to leaving you for a competitor.

## SCORES 0-6 ARE DETRACTORS

Unhappy employees who can damage your brand and make it harder for you to hire through negative word-of-mouth.

Your NPS is calculated by subtracting the percent of detractors (those who respond with a 6 or lower) from the percent of promoters (those who respond with 9 or 10).

Net Promoter Scores can range from -100 to +100. For example, in the staffing industry, scores of +50 and above are generally considered best-in-class. **Integrity currently has an +82 NPS from our associates.**

## HOW TO USE THE NPS TO DRIVE EMPLOYEE SATISFACTION

The NPS is a great way to take the morale pulse of your workforce. Having real-time data on employee satisfaction allows you to quickly identify areas of opportunity for turning brand detractors into brand promoters. Creating a great associate experience takes time and focus, which is why more and more businesses are seeking support from staffing firms like Integrity, who can manage associate experience and deliver consistent, high-quality employee engagement.

Here are a few ways we gather Net Promoter Scores and respond to feedback to help our clients keep associates happy — and recruitment costs down:

## START ASKING.

The best way to gauge employee experience is to just ask the question. Here are a few easy ways to start collecting NPS data:

### FEEDBACK KIOSKS

Place NPS kiosks in high-traffic areas such as at the reception desk, the employee breakroom, or at the help desk on the floor of your warehouse. Anything can be used as a kiosk, including a laptop or a tablet. Simply set the kiosk browser to your NPS collector, put up a sign, and you've got yourself a self-serve employee feedback center!

### AUTOMATED EMAILS

At Integrity, we send out messages asking associates to rate their experience several times throughout their assignment: right after onboarding, two weeks into their assignment, and at the end of assignment. This allows us to quickly determine where our biggest areas of opportunity are to elevate associate experience. For example, if you consistently receive detractor feedback after onboarding new team members, you may want to revisit the information sharing process.

### FACE-TO-FACE ENGAGEMENT

Our performance coaches use NPS tablets to capture information after engaging with an associate on assignment. For example, if we work with an associate to help them reach their learning curve, or after we deliver positive feedback on their performance, we ask them to quickly rate their experience. Before asking a team member to complete an NPS survey, always ask, "If you can't rate us a 9 or 10, please let me know what we can do to help improve your experience." This strategy can provide you with new insights into the true wants and needs of your workforce.

## CLOSE THE CIRCLE.

Once you have the feedback, it's important to quickly tackle the issues creating a negative employee experience. Here at Integrity, we address critical NPS feedback in real-time, following up within 24 hours with associates who rate us 7 or below to see what we can do to improve their experience. By showing you take feedback seriously, and by taking the necessary steps to improve their experience whenever possible, you build a team of motivated and loyal employees who feel supported in their roles — which will help you achieve your business goals.

### PRO TIP:

Once you successfully address a detractor's issue, ask them to resubmit their NPS survey. You should see a bump in the score!

When used consistently, the NPS is a great tool to positively impact associate experience, provide a deeper connection with your employees, and help reduce costly attrition.

Interested in all the ways you can use the NPS to create a great associate experience? Give us a call! We've got more best practices on how to use employee feedback data to create a happy and productive workforce.

Let's work *together*.

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## ABOUT US

Integrity Staffing Solutions is a full service staffing agency and ranks in the top 2% of agencies across the country for quality service based on Clearly Rated's Best of Staffing client survey. To learn more about Integrity or for help with your hiring needs, visit [Integritystaffing.com](https://www.integritystaffing.com) or call 833.446.1300