



# 2025 Staffing Insights Report

Talent Edition

# Section One

## Welcome Letter & Report Overview

# Welcome Letter

It's essential for staffing firms to stay current on the job seeker landscape, including current candidate expectations. To support those efforts each year, ClearlyRated® taps its survey capabilities and research experts to draw out candidate sentiment, identify key concerns and expectations, and analyze how those will play out in the staffing industry and the organizations that depend on it for talent.

This data-driven report aims to equip staffing firms with essential insights that can help them enhance talent relationships and drive success. Our goal is to empower you with the knowledge needed to navigate economic uncertainties, build trust, improve service delivery, and embrace technological advancements like automation and AI.

We hope this report serves as a valuable resource on your journey to better serve your clients and your talent so your firm can thrive in today's competitive landscape.



Sincerely,

A handwritten signature in dark ink that reads "Darreon Day".

**Darreon Day**

Director of Analytics & Research  
ClearlyRated

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# What's in the report?

- Executive Summary
- 2025 Talent Survey Findings: 10 Staffing Insights
- Final Guidance for 2025
- Acknowledgements



## Executive Summary

Staffing firms must maintain an understanding of candidates' priorities and challenges. Those that do are better positioned to attract, place and retain talent for their clients. This report aims to help firms do just that.

After surveying more than 900 candidates, ClearlyRated analysts reviewed the data and identified **ten key insights** on today's workforce. These insights uncover top concerns of today's talent and what's most impactful when considering whether to engage a staffing firm. For each one, our report highlights relevant data, explores why it's important, and shares essential takeaways for staffing firms.

For the first time, survey respondents included candidates from the UK, Canada and Australia. For some insights, our analysts identified noticeable differences between countries. When they did, we pulled those out as "Market Highlights" - look for important notes next to each country's flag.

# Executive Summary

## Part I. Candidates' Outlook

Insight 1 - Job candidates are pessimistic about the economy—and they're taking action.

Insight 2 - Candidate career optimism is high, but many still struggle.

Insight 3 - Candidates are bracing for AI impacts.

## Part II. Candidate Perceptions of Staffing Firms

Insight 4 - Staffing firms must earn their place in candidates' job search.

Insight 5 - Staffing users find their firms in many ways.

Insight 6 - Staffing firms must provide the right resources to attract talent.

Insight 7 - Candidates expect AI to either replace or enhance staffing firms.

## Part III. How to Improve the Talent Experience

Insight 8 - Communication remains key to candidate satisfaction and retention.

Insight 9 - Work-life balance is critical to candidates.

Insight 10 - Getting to know candidates on a personal level can boost satisfaction and retention.

# Survey Methodology

For over a decade ClearlyRated has conducted annual research to establish industry benchmarks, identify emerging trends, and analyze topics of importance in each industry we serve.

The survey questionnaire delved into key trends related to how candidates view their prospects, whether they'll engage with staffing firms and, if they do, what matters most to their talent experience.

ClearlyRated's in-house team of data analysts and client experience experts have analyzed this year's results to highlight key takeaways. Market differences of particular interest are highlighted throughout the report.

Fielded in January 2025, this overall study surveyed 904 job candidates

545

of whom have used staffing firms at some point

266

of which identified as currently or recently placed talent

This year marks the first time this research was a global effort, gathering responses from job candidates in the

|         |         |         |           |
|---------|---------|---------|-----------|
| US      | UK      | Canada  | Australia |
| n = 277 | n = 209 | n = 204 | n = 214   |

# Respondent Group Definitions

Throughout the report, you'll see sources that include the following audience types:

- **All candidates** – This group includes all survey respondents, providing a global view of general candidate perceptions on topics such as the economy, the job search experience, employment, career opportunities, etc.
- **All staffing firm users** – This smaller group includes respondents who have, at some point now or in the past, engaged a staffing firm in their job search.
- **Placed talent** – This smallest group includes only those respondents who, at the time of the survey, were very recently or currently on assignment through a staffing firm. Their fresh perspective on the talent experience provided by staffing firms provides perceptions of the industry that a general job candidate would not be qualified to answer.

# Section Two

## Talent Survey

### Findings: 10 Insights

Learn more about candidate trends and expectations, including their outlook on the economy and how that affects their prospects, their perception of staffing firms, and what would most influence them to work with a particular firm. For each insight, get key takeaways that can help guide improvements toward attracting and retaining candidates.

# Part-I

# Candidates' Outlook

Learn about candidates' thoughts related to their economic situations, career prospects and job priorities.

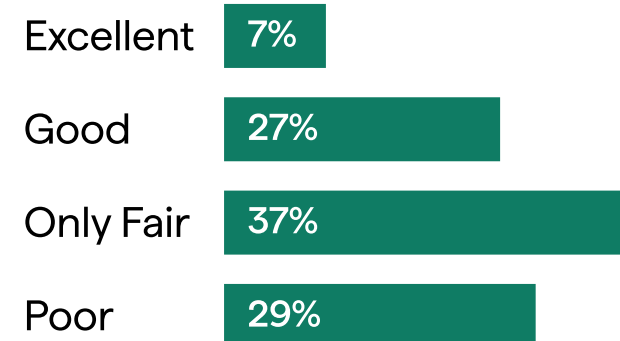
# Insight 1

Job candidates are pessimistic about the economy and they're taking action.

We asked candidates what they think about their country's current and future economic conditions. Most are feeling concerned and, while some feel hopeful for improvements, many expect things to get worse.

## 66%

of candidates rate current economic conditions in their country as "Only Fair" or even "Poor."<sup>1</sup>



## Market Highlights

While the global average is **66%**, candidates in the UK and Canada are even more likely to feel dissatisfied with their current economic conditions.



Source: 1 ClearlyRated 2024 Staffing Buyers Survey, Q41, All candidates

● **INSIGHT 1 - JOB CANDIDATES ARE PESSIMISTIC ABOUT THE ECONOMY—AND THEY'RE TAKING ACTION.**

**76%** agree that they are concerned about the economic outlook of their country.<sup>2</sup>

**48%** of candidates believe things are getting worse economically.<sup>3</sup>

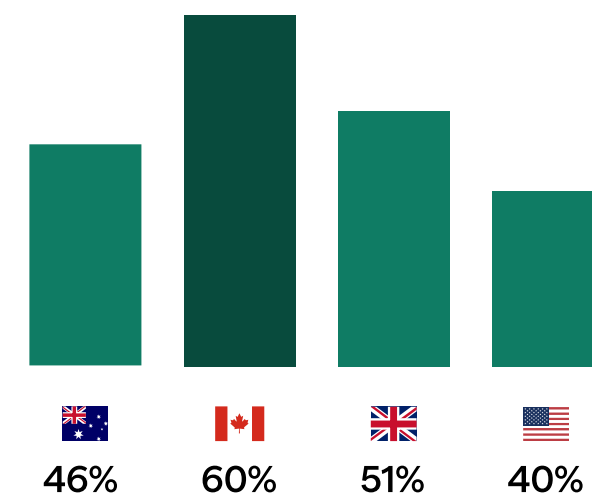
**21%** think the economy is getting better.<sup>3</sup>



## Market Highlights

Canadian candidates are the most pessimistic about their country's economic future (just **14%** expect it to improve), while American buyers have the sunniest outlook with **30%** expecting their economy to improve.

% of respondents who believe their economy is getting worse



Sources:

<sup>2</sup> ClearlyRated 2024 Staffing Buyers Survey, Q43, All candidates

<sup>3</sup> ClearlyRated 2024 Staffing Buyers Survey, Q42, All candidates

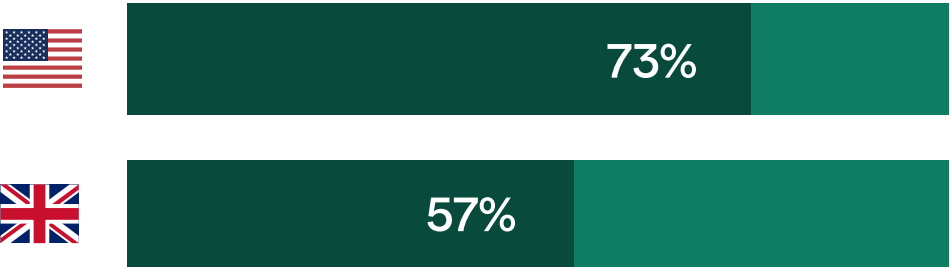


**66%** say they are concerned about their personal financial situation.<sup>4</sup>



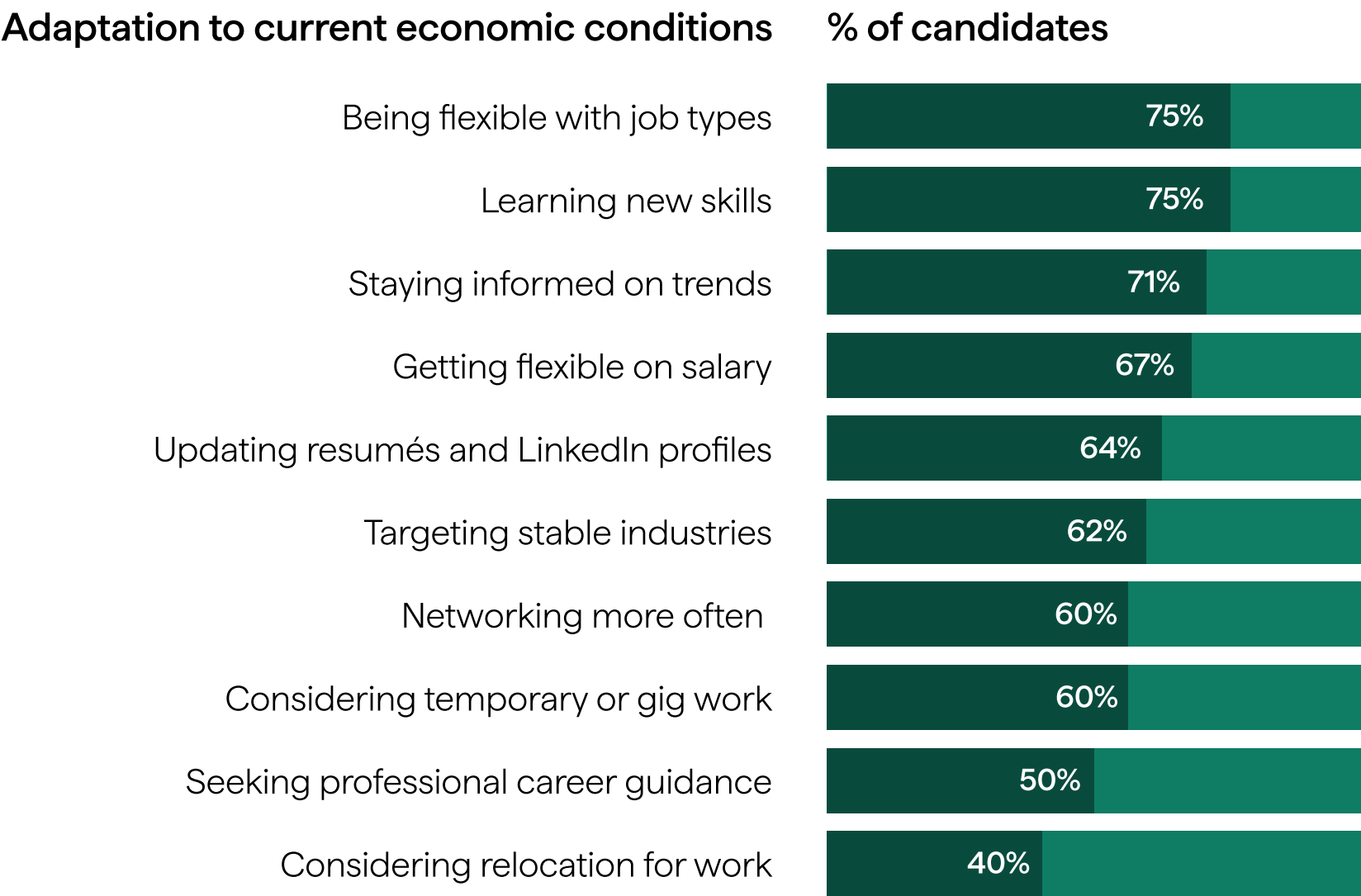
**Market Highlights**

While UK-based candidates reported one of the more pessimistic outlooks on their economy, this group feels the least concerned about their finances compared with other countries. On the flip side, concern over personal finances is highest in the U.S.



Source: 4 ClearlyRated 2024 Staffing Buyers Survey, Q43, All candidates

Many candidates report they are adapting to current economic conditions to improve their outlook. Here’s how:<sup>5</sup>



Source: 5 ClearlyRated 2024 Staffing Buyers Survey, Q43, All candidates

## Market Highlights



### Dropping U.S. quits rate

An increasing number of people have opted to sit tight in their current jobs, preferring job security over mobility. This U.S. nonfarm quits rate has been steadily declining since a **3%** high in April 2022. Late 2024 saw it drop to **1.9%** the first time since mid-2020 (the start of the pandemic) that it has landed below **2%**.<sup>6</sup>

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## Why it's important

These candidate insights mark a change from the tight labor markets of 2021 through mid-2024, in which job seekers held most of the power. Employers may find candidates more willing to negotiate when it comes to compensation, job title and even location—including whether work is remote, hybrid or in person. And staffing firms could see an uptick in the number of candidates willing to engage with recruiters and accept temporary assignments.

Source: 6 <https://www.bls.gov/opub/ted/2025/quits-rate-decreased-to-1-9-percent-in-november-2024.htm>

# Takeaways

Candidates poor economic outlook could have several impacts, including:

- Fewer people quitting jobs.
- A growing talent pool for temporary work.
- Increased willingness to relocate and take lower salaries if a job seems stable.
- Increased willingness to switch to industries viewed as more stable.
- A workforce that's more willing to reskill and upskill, both at work and on their own time.

As a result, firms may have more success attracting and placing candidates by:

- Offering training programs for reskilling and upskilling.
- Promoting jobs that are in growing or stable industries.
- Sharing up-to-date trends and insights on their industries.
- Providing consultative career guidance and job search resources.

# Insight 2

Candidate career optimism is high, but many still struggle.

While candidates' general economic outlook is somewhat bleak, they have a more optimistic view of their career prospects—with some notable obstacles.

**60%** feel optimistic about the future of their career.  
**25%** feel neutral, and only **15%** worry.<sup>7</sup>

## Placed talent are more optimistic about their careers

When it comes to career optimism, those who are currently on assignment or have recently been placed by a staffing firm are more likely to have a more positive outlook.

- **69%** of placed talent are optimistic about the future of their careers
- vs. **56%** of all other candidates.

**Takeaway:** Staffing firms DO provide meaningful opportunities and hope to those they place.

Source: 7 ClearlyRated 2024 Staffing Buyers Survey, Q43, All candidates

This doesn't mean they don't face hurdles:

**45%** feel stuck in their career due to limited advancement opportunities.

**41%** feel burnt out or overwhelmed in their current employment situation.

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## Why it's important

Understanding how people feel about their career prospects offers guidance to staffing firms on how to meet candidates where they are in their job search. Knowing what seems to hold candidates back can also help firms inspire people to take the leap on their open job requisition. This is a win-win for firms and their candidates. Firms can improve talent retention while also boosting their candidates' careers.

## Takeaways

While personal career optimism is high, candidates still perceive limited advancement opportunities and many experience high burnout. With candidates feeling *more* optimistic once they've engaged a staffing firm, now is an important time to capitalize on your place in their journey. Help candidates make positive changes to overcome their perceived challenges. In this way, your firm can help bring today's candidates forward in productive ways.

## Insight 3

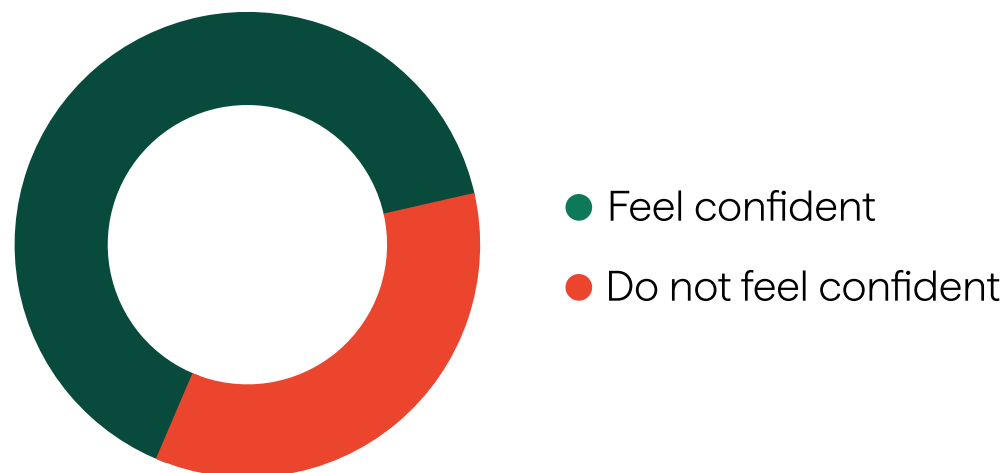
### Candidates are bracing for AI impacts.

No one yet knows the full impact of AI. While **45%** of job candidates agree that its impact may be overhyped, many are still making efforts to adjust to this new reality specifically related to their job search. Here's how candidates feel about AI's impact on their careers.<sup>8</sup>

**47%** are worried that AI will reduce the demand for their skills in the next 3 years.<sup>9</sup>

**66%** feel confident in their ability to use AI tools in their job search.

**34%** do not feel confident.<sup>10</sup>

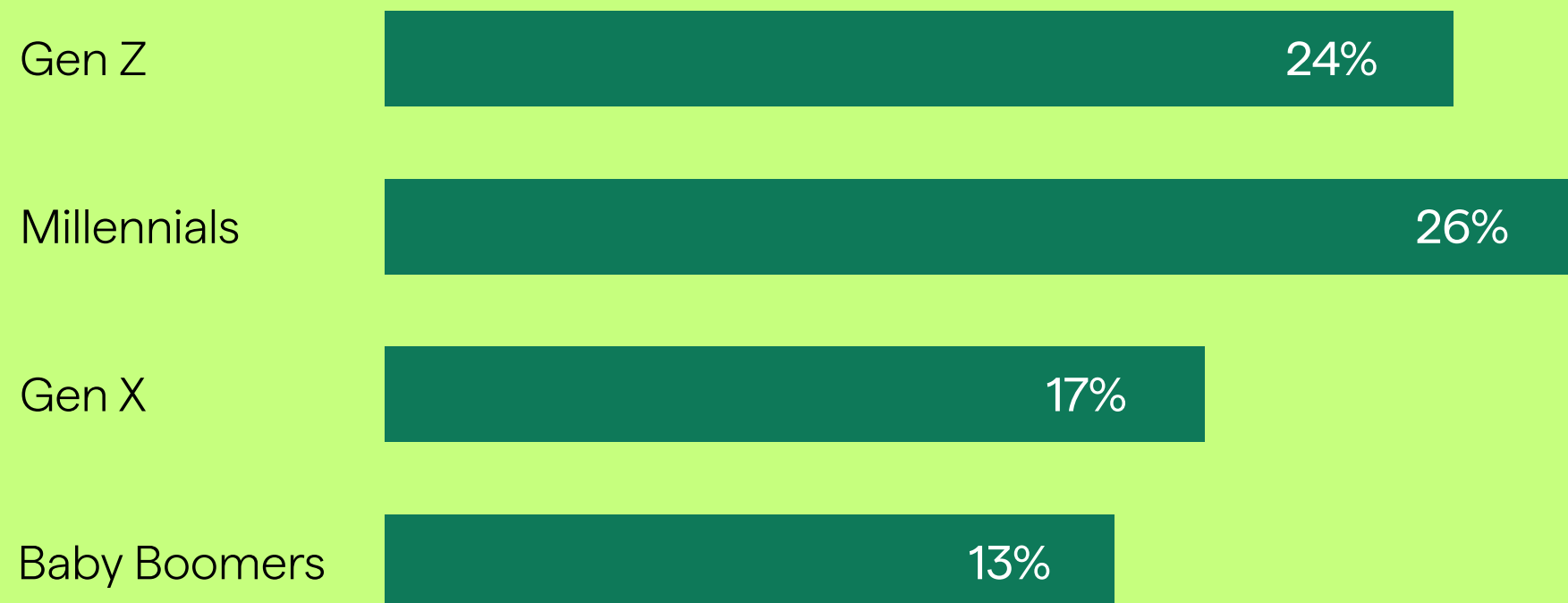


Source: 8, 9, 10 ClearlyRated 2024 Staffing Buyers Survey, Q47, All candidates.



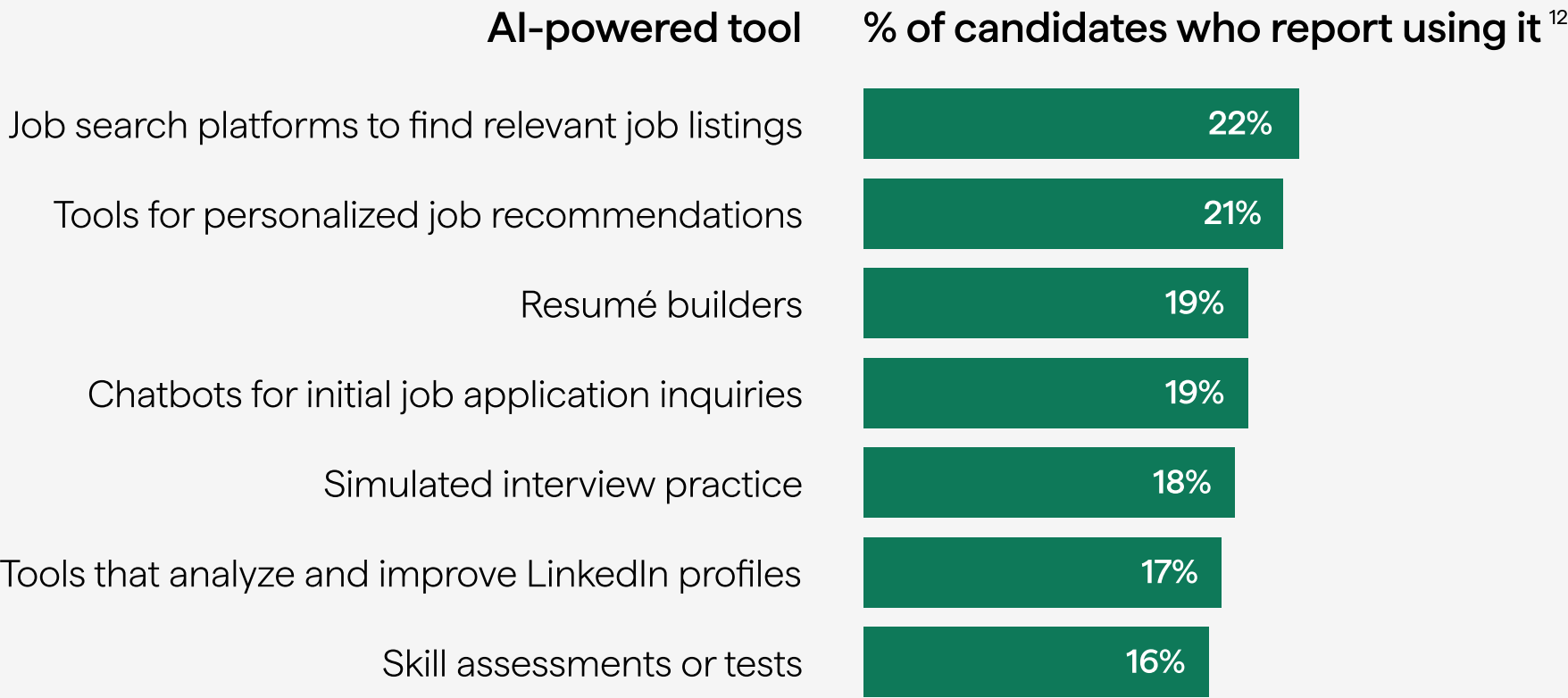
## Generational Insight

When it comes to using AI tools in their job search, candidate confidence varies greatly by generation. Percentage of each generation that reports feeling “very confident:”<sup>11</sup>



Source: 11 ClearlyRated 2024 Staffing Buyers Survey, Q46, All candidates.

When job seekers use AI, which tools are they leveraging?



Source: 12 ClearlyRated 2024 Staffing Buyers Survey, Q46, All candidates.

**45%** of candidates report no use of AI  
in their job search.<sup>13</sup>

**45%**

Source: 13 ClearlyRated 2024 Staffing Buyers Survey, Q46, All candidates.

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## Why it's important

Developing technologies have a history of changing the job search process, and AI will be no different. Firms must understand how candidates are already using AI-based tools and where there may be gaps in usage, both by tool and by demographic. With this knowledge, firms can prioritize which tools to begin offering (e.g. AI chatbots, resumé builders, interview simulations, etc.) and can better help candidates navigate these changes for a successful job placement.

# Takeaways

Build your understanding of how your firm's current talent pool uses AI tools while job hunting, then prioritize what you can do to catch up, ideally staying ahead of the curve. Here are some tips to get started:

- Hold focus groups with recruiters, placed talent, and job candidates to understand current AI usage and expectations. Ask about their AI usage during their job search, including which were most helpful or the most frustrating. Also consider exploring what tools they'd like to begin using and which tools they expect from their firm and how they'd expect their recruiter to help them navigate these tools.
- Assess the tools your firm already uses to help candidates, especially those related to job matching, resumé and LinkedIn optimization, and interview simulations. Note any gaps where updated AI-powered tools could be employed to improve the experience and outcomes.
- Based on both your assessment and on feedback from your talent team, determine where to invest in resources with built-in AI.

For more on AI, jump to Insight 7: Candidates expect AI to either replace or enhance staffing firms.

# Part-II

## Candidate Perceptions of Staffing Firms

Understanding why candidates are wary of working with staffing firms – and how those who want to engage vet firms – are the first steps to overcoming the hurdles to attract and retain talent.

# Insight 4

## Staffing firms must earn their place in candidates' job search.

Some candidates say they won't even consider working with a staffing firm, and of those that do, many are willing to leave their firm if they feel it doesn't measure up to expectations. Of those that will turn to staffing firms, it's typically only after they've already searched for jobs on their own. This holds true even for those who've been placed in the past.

To start with, around **12%** of candidates say they would NOT consider a staffing firm to find employment.<sup>14</sup>

Here's why:<sup>15</sup>

**37%** prefer to apply directly to companies

**20%** prefer to use their personal networks and connections

**30%** want more control over their job search process

**17%** aren't aware of how staffing agencies work

**23%** are concerned about agency fees or costs

Source:

14 ClearlyRated 2024 Staffing Buyers Survey, Q9, All candidates.

15 ClearlyRated 2024 Staffing Buyers Survey, Q10, All candidates.

Staffing firms rank after several other resources when candidates are conducting a job search.  
Here are the most common job search resources, in order:<sup>16</sup>

1 Online job boards

5 **Staffing or  
recruiting agencies**

9 Career fairs or  
networking events

2 Direct applications  
to companies

6 Personal or  
professional referrals

10 Freelance platforms

3 Company career  
websites

7 Industry-specific  
job portals

11 University or college  
career services

4 Professional  
networking sites

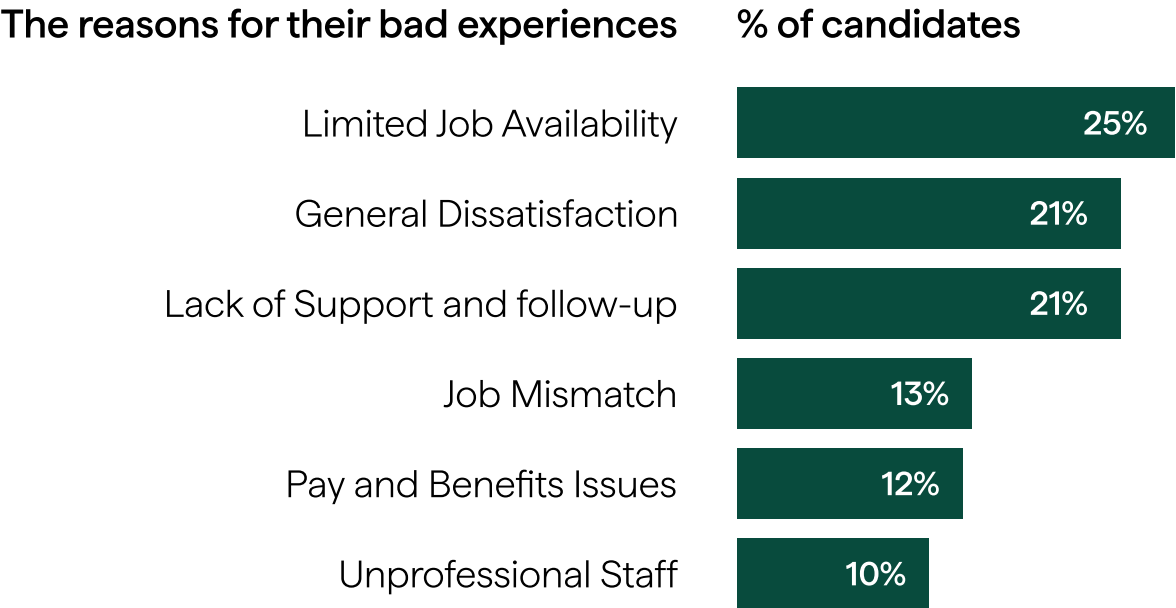
8 Social media  
platforms

Source: 16 ClearlyRated 2024 Staffing Buyers Survey, Q32, All candidates

Of those who have used staffing firms, many are willing to switch.

1 in 4 candidates who've used staffing firms have stopped engaging with a specific firm due to poor experiences.<sup>17</sup>

Source: 17 ClearlyRated 2024 Staffing Buyers Survey, Q39, All candidates.



## Why it's important

More than one in ten candidates say they won't even consider working with a staffing agency. Some of their reasons are due to ignorance of how staffing firms engage with talent. This makes education essential in talent-facing marketing materials and networking. Of the candidates that do engage with staffing firms, 25% have left a firm due to a bad experience. While some factors that contribute to candidate dissatisfaction may seem out of firms' control, others are firmly within their power to improve.



## Takeaways

Education and proactive care can help your firm overcome poor perceptions of its industry. Create marketing materials that quickly and clearly explain what working with your staffing agency looks like, including the job search process, how pay works and what candidates can expect after placement. Create a clear visual of responsibilities on both the firm's side and the candidate's side. Make sure candidates understand the value of what your firm can do for them, including the work their recruiter puts in and the tools and resources your firm provides to them.

When it comes to why candidates churn, focus on treating what you can. This includes training staff on the common reasons candidates leave – especially those within your control – and how to proactively prevent those experiences. Finally, avoid a common complaint by investing in technology that accurately matches candidates to jobs.

# Insight 5

## Staffing users find their firms in many ways.

Survey responses made two things clear:

1. Staffing firms *aren't* often the first resource candidates turn to in their job search.
2. Once candidates decide to turn to a staffing firm, the way they vet firms varies widely. No one step dominates as the first.

Candidates don't often turn to firms early in their job search:

- % of candidates who say they'd use a staffing firm as their *first step* in a job search<sup>18</sup>

**39%** of candidates who have been placed by a staffing firm

**24%** of candidates who have never been placed

- ~½ of candidates say they'd use a staffing firm *only after* finding no success finding a job on their own<sup>19</sup>

**46%** of candidates who have been placed by a staffing firm

**55%** of candidates who have never been placed

Source: 18, 19 ClearlyRated 2024 Staffing Buyers Survey, Q32, All candidates

## ● INSIGHT 5 - STAFFING USERS FIND THEIR FIRMS IN MANY WAYS.

- % of candidates who say they'd only use a staffing firm as their last resort <sup>20</sup>

**15%** of candidates who have been placed by a staffing firm

**21%** of candidates who have never been placed

The first step candidates take after deciding to search for a staffing firm <sup>21</sup>

**44%**

Visit agency websites to learn about their services and specializations

**30%**

Ask for recommendations from friends and professional contacts

**27%**

Read online reviews and ratings of various firms

## Market Highlights



American candidates are more likely than others to favor online reviews and ratings as a first step (**35%**)



UK-based talent is far less likely to turn to online reviews and ratings as a first step (**11%**), instead preferring to reach out to friends and professional contacts for recommendations (**41%**).

Source:  
20 ClearlyRated 2024 Staffing Buyers Survey, Q32, All candidates  
21 ClearlyRated 2024 Staffing Buyers Survey, Q36, Placed talent

## What Matters to Candidates in Choosing a Firm

When vetting a potential staffing partner, candidates want to verify a firm's specialization and they look for social proof points. Here's what does – and doesn't – earn much weight as they consider each firm.<sup>22</sup>

### **Most trustworthy sources of information:**

- A firm's reputation
- Referrals
- A firm's specialization in an industry or skill set
- Testimonials from other job candidates
- Recruiter reputation

### **Least trustworthy sources of information:**

- Social media posts from the firm
- Blog posts published by the firm
- The firm's marketing or advertising

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## Why it's important

Knowing how candidates search for and then vet staffing firms helps firms put their best foot forward. Armed with this knowledge, they can ensure there are decent ways for candidates to find them and adequate information to help candidates assess both their services and their talent experience.

Source: 22 ClearlyRated 2024 Staffing Buyers Survey, Q38, All candidates.

# Takeaways

- Ensure your firm's website includes a candidate section with easy-to-find information on specialization and candidate resources, including what it's like to work with a recruiter.
- Your firm's online reputation matters. Ask for candidate reviews. Then pay attention and respond to the ones you get. Use any constructive feedback to improve your talent experience.
- Word of mouth is an essential component of attracting candidates. Provide a remarkable talent experience and encourage candidate referrals.

## Related resources

- [Online Reputation Management 101: Protecting Your Brand's Image](#)
- [5 Steps to Improve Your Firm's Online Reputation](#)
- [7 Things to Know About Doing Online Reviews Right](#)

# Insight 6

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Staffing firms must provide the right resources to attract talent.

More people may be open to new jobs and more flexible when it comes to pay and location, but the competition for talent between staffing firms remains. Here are the resources that will help you attract more candidates.













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## Why it's important

Knowing what candidates do and don't value can help staffing firms prioritize which resources to invest in, ensuring they offer the most impactful services to candidates without wasting time, effort and funds on resources that will be underutilized.

● **INSIGHT 6 - STAFFING FIRMS MUST PROVIDE THE RIGHT RESOURCES TO ATTRACT TALENT.**

Market Highlights

| Resource provided by firm                                      | % of candidates who rated in top 3 most valuable <sup>23</sup> | Where more candidates find this valuable  | Where fewer candidates find this valuable   |
|--|--|---|---|
| Resume and cover letter writing assistance                     | 37%  |    |    |
| Interview preparation workshops and mock interviews            | 35%  |    |    |
| Salary negotiation guidance and advice                         | 34%  |   |   |
| Industry-specific job market insights/trends                   | 33%  |    |    |
| Access to online training and certification courses            | 29%  |   |   |
| Networking opportunities and events with potential employers   | 28%  |   |   |
| Career coaching and mentorship programs                        | 28%  |  |  |
| Guidance on transitioning to new industries or career paths    | 23%  |  |  |
| Mental health and well-being support resources                 | 12%  |   |   |
| Financial planning and budgeting advice for job transitions    | 12%  |  |   |
| Workshops on adapting to remote or hybrid work environments    | 11%  |   |  |
| Workshops on personal branding and professional presence       | 11%  |   |   |
| Assistance with understanding and optimizing LinkedIn profiles | 8%   |   |   |

Source: 23 ClearlyRated 2024 Staffing Buyers Survey, Q37, All candidates

# Takeaways

According to potential candidates, the most valuable resources a staffing firm can provide include assistance writing resumés and cover letters, interview preparation, and guidance on salary negotiations. Focusing in these areas will provide the greatest impact for candidates. Do take note, however, on where candidates in your country may differ from the global average. Finally, read Insight 7 to learn how AI is evolving candidate expectations when it comes to job search resources.



# Insight 7

Candidates expect AI to either replace or enhance staffing firms.

AI is changing candidate expectations of staffing firms, presenting new challenges—and opportunities.

**55%** of candidates believe that AI will ultimately replace much of the work being done by staffing firms. This includes **59%** of placed talent who have recently or are currently engaged with staffing firms.<sup>24</sup>

Those already working with staffing firms have lofty expectations for how AI will impact firms, expecting improvements in nearly every aspect of working with their firm, including:<sup>25</sup>

- Communication, especially response time.
- Industry insights and career path guidance.
- Personalized job recommendations and career advice.
- Assessment of their skills and goals.
- Accurate job matching.
- Efficient application processes.
- Timely application status updates and feedback.
- Efficient interview scheduling and coordination.
- Interview preparation assistance.

Source:

24 ClearlyRated 2024 Staffing Buyers Survey, Q47, All candidates & Placed talent

25 ClearlyRated 2024 Staffing Buyers Survey, Q48, Placed talent

Top 5 most valuable AI-powered automation tools a staffing firm can offer, as identified by candidates:<sup>26</sup>

- AI job matching
- Resume optimization tools
- Automated status updates for job applications
- Automated resumé screening
- AI-powered interview scheduling

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## Why it's important

Staffing firms have a real opportunity to position themselves as experts in leveraging AI tools that meet candidate needs and deliver an even better candidate experience—and they should begin this work now, because candidates have lofty expectations.

Source: 26 ClearlyRated 2024 Staffing Buyers Survey, Q49, All candidates

# Takeaways

Don't drag your feet when it comes to candidate-facing AI tools. If you do, your firm risks losing its talent pools to more forward-thinking early adopters. Based on what candidates value most, the two top tools to focus on are AI job matching and resumé optimization.

# Part-III

## How To Improve the Talent Experience

Communication and personalization are key to candidate satisfaction. When done well, these factors, along with a positive work-life balance, can boost talent retention.

# Insight 8

Communication remains key to satisfaction and retention.

Talent has spoken: The more often people hear from their staffing firms, the happier they are.<sup>27</sup>

+30

Staffing firms that communicate with placed talent daily earn an average Net Promoter® Score (NPS) of 66. That's 30 points higher than the industry benchmark of 36.<sup>28</sup>

66 NPS

firms that  
communicate daily

>

36 NPS

staffing industry  
average

Source:

27 Proprietary NPS data paired with ClearlyRated 2024 Staffing Buyers Survey, Q29, Placed talent

28 <https://www.clearlyrated.com/resources/highlights-from-our-staffing-industry-benchmark-study>

| Placed talent NPS by frequency of communication with staffing firm | Resulting NPS |
|--|---------------|
| Constant / Daily   | 66            |
| Regular (weekly or several times per week)                         | 43            |
| Semi-regular (monthly or several times per month)                  | 9             |
| Rarely (a few times per year)                                      | -16           |

**Why it's important**

Regular and effective communication consistently improves candidate satisfaction. Not only is this an easy way for staffing firms to improve and maintain high talent satisfaction ratings, but failing to do so can send candidates heading for the door, which hurts the bottom line and damages long-term business sustainability.

# Takeaways

The more firms communicate with talent, the higher their NPS—and several touchpoints per month isn't enough. Once firms drop to only semi-regular communication, defined as monthly or even several times per month, their average NPS drops 27 points below the industry average. To beat the industry average for talent NPS, your firm must communicate at least once per week. Here's how to ensure your firm communicates often enough to earn an above-average NPS that retains great talent:

- Define standards and train recruiters and other talent-facing staff on when, how and how often to communicate with candidates and placed talent.
- Create a clear map defining who is accountable for communication and include these expectations in your employee feedback and review processes.
- Recognize and reward great communication.
- Survey your talent pool to ensure they're receiving optimal communication from their firm contacts. If you identify someone who's unhappy with the frequency or manner of communication, take immediate steps to improve their experience.

**BONUS:** Gather testimonials and reviews that mention communication. Use those in marketing materials to show candidates who may be unhappy with past firms that yours is different— and better.

# Insight 9

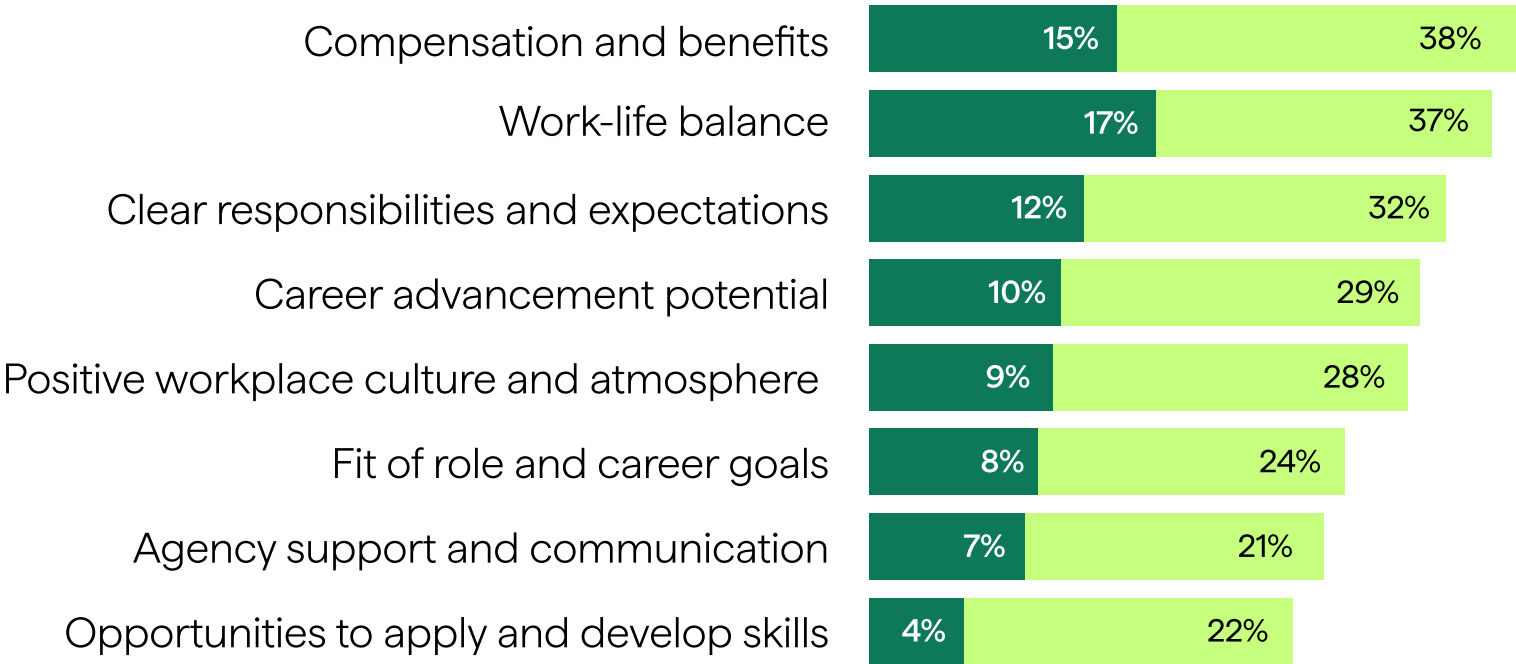
## Work-life balance remains critical to candidates.

Work-life balance is at the top of the list when candidates are considering important aspects of an assignment through a staffing firm—and whether to stick around.

When asked what is most important to their job satisfaction, “work-life balance” is essentially tied with “compensation and benefits.” Here’s how placed talent ranked the top aspects of a staffing firm assignment, as related to job satisfaction: <sup>29</sup>

Factor of job satisfaction while on assignment ( % mentioned in the top 3)

● Ranked as top      ● Percent mentioned



Source: 29 ClearlyRated 2024 Staffing Buyers Survey, Q28, All candidates



Other sources back this up. In fact, for the first time in its 22-year history, Randstad's annual talent report found that work-life balance is deemed more important than pay.<sup>30</sup>

**83%** of respondents said work-life balance is important.

**82%** said pay is important.

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### Why it's important

While candidates are growing more flexible when it comes to job type, pay and location, many are still firm on their desire for work-life balance

Source: 30 <https://www.randstad.com/press/2025/work-life-balance-tops-pay-randstads-workmonitor-reveals/>

## Takeaways

- Share this insight with your clients as a way to attract and retain talent.
- Emphasize the work-life balance offered in your placements.
- When factors such as pay and location take a backseat to work-life balance, your firm can use this as an opportunity. Fill positions that may have been difficult to staff in the past by focusing on their flexibility.
- Many candidates may be open to shift careers in order to achieve their desired work-life balance. Be a partner who helps them on this path. Offer candidate resources that educate them on new industries and tools that help them learn new skills.

# Insight 10

Getting to know candidates on a personal level can boost satisfaction and retention.

Firms that care enough to spend time learning about each candidate achieve the deepest levels of candidate satisfaction—and the highest retention rates.

22% of placed candidates say their firm did NOT work to get to know them as a person.<sup>31</sup>

*“My **firm** did get to know me as a person”*<sup>32</sup>

Effect on NPS (satisfaction)

**45** when “yes” vs. **-11** when “no”

NPS drops **56** points when firms don’t get to know talent personally.

Effect on retention (% of respondents “very likely” to use again)

**63%** when “yes” vs. **25%** when “no”

Retention rates drop **38** points when firms don’t get to know talent personally.

Source:

31 ClearlyRated 2024 Staffing Buyers Survey, Q20, Placed talent

32 Proprietary NPS data paired with ClearlyRated 2024 Staffing Buyers Survey, Q20, Placed talent.

28% of placed candidates didn't feel like their recruiter cared about them as a person.<sup>33</sup>

*"My **recruiter** does care about me as a person"*<sup>34</sup>

Effect on NPS (satisfaction)

**60** when "agree" vs. **-36** when "disagree"

NPS drops **96** points when key contacts don't seem to care about talent as a person.

Effect on retention (% of respondents "very likely" to use again)

**69%** when "agree" vs. **14%** when "disagree"

Retention rates drop **55** points when firms don't get to know talent personally.

## Why it's important

This factor – whether candidates feel their staffing firm and their recruiter gets to know them personally – holds the single greatest sway over candidate satisfaction. In fact, whether talent feels their recruiter and staffing firm work to get to know them as a person has the most significant impact on both satisfaction (as measured by NPS) and retention (as measured by their reported likelihood of engaging the firm again).

Source:

33 ClearlyRated 2024 Staffing Buyers Survey, Q25, Placed talent

34 Proprietary NPS data paired with ClearlyRated 2024 Staffing Buyers Survey, Q25, Placed talent.

# Takeaways

Whether talent feels personally cared for creates the largest swing in both NPS and their likelihood of re-engagement (as compared to all other questions related to the recruiter and talent relationship). Your firm can gain a significantly better chance at retaining great talent and boosting their satisfaction rates by:

- Creating processes that personalize the candidate experience at the firm level.
- Encouraging recruiters and other talent-facing staff to get to know each candidate, and providing them resources to show candidates they care.

# Section Three

## Final Guidance for 2025

## Final Guidance for 2025

Despite their worries over the economy, candidates have a cautiously positive outlook on their careers. To maintain this optimism, however, they understand the need to evolve as professionals. Today's candidates are open to relocation and, compared to recent years, they're more flexible when it comes to pay, job type and industry. That said, they remain firm on their need for work-life balance.

Understanding each of these insights can help staffing firms deliver a remarkable talent experience (TX) that attracts more candidates, nurtures loyalty and encourages re-engagement. Achieve this by:

- Understanding how candidates view staffing firms—and how your firm can overcome any poor perceptions. (see Insights 5 and 6)
- Providing resources to help them build new skills and assist with their job search. (see Insights 7 and 8)
- Communicating regularly both before and after placement. (see Insight 9)
- Understanding how AI changes the game in staffing—and meeting related candidate expectations. (see Insights 4 and 8)
- Personalizing the candidate experience both from the firm and from their main points of contact. (see Insight 10)

# Section Four

## About ClearlyRated & Acknowledgments



## About ClearlyRated

ClearlyRated® is a leading provider of client satisfaction surveys and service quality research for professional service providers. We help staffing firms leverage the Net Promoter® Score survey methodology to measure both their client and talent experiences so they can improve and differentiate on service quality while building a strong online reputation. Staffing firms partnering with ClearlyRated have access to:

- Proprietary satisfaction survey tool, specifically designed to support survey best practices for staffing firms.
- A search engine-optimized online profile featuring client testimonials and client-based ratings – available to (and searchable by) the public on ClearlyRated.com.
- Real-time response data and issue tracking to ensure proper follow-up and support both client and talent retention.
- Eligibility to participate in the annual Best of Staffing award program – which recognizes staffing firms that have demonstrated exceptional service quality based exclusively on ratings provided by their clients and their talent.
- Segmentation of response data by client, practice area, affiliated partner, office location, etc.
- Staffing industry research, benchmarks, and trends on topics including (but not limited to) client satisfaction, talent satisfaction, buyer behavior, and online reputation.

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# Acknowledgments

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