



2025 Staffing Buyer Insights Report

Client Edition

Section One

Welcome Letter & Report Overview

Welcome Letter

It's essential for staffing firms to stay current on how client expectations and needs are evolving. To support those efforts, each year ClearlyRated taps its survey capabilities and research experts to draw out buyer sentiment, identify key concerns and expectations, and analyze how those will play out in the staffing industry and the organizations it serves.

This data-driven report aims to equip staffing firms with essential insights that can help them enhance client 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 thrive in today's competitive landscape.

Sincerely,



Darreon Day

Director of Analytics & Research

ClearlyRated



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What's in the report?

- Executive Summary
- 2025 Survey Findings: **10 Staffing Buyer Trends**
- Final Guidance for 2025
- Acknowledgements

Executive Summary

Staffing firms must stay updated on their clients' challenges and priorities. Those that do are better positioned to attract and retain clients with the right marketing messages, sales strategies and account management. This report aims to help firm leaders do just that.

After surveying more than 500 staffing buyers, ClearlyRated analysts reviewed the data and identified **ten key trends** that can guide staffing firm leaders. For each trend, our report highlights relevant data, explores why it's important, and shares essential takeaways for staffing firms.

For the first time, survey respondents included buyers from the UK, Canada and Australia. Look for each country's flag under "Market Insights" to discover important notes relevant to specific countries or differences between a specific country's buyers.

1 Hiring managers remain uncertain about the economy.

2 Negative perceptions of staffing are still prevalent.

3 Staffing firms aren't meeting client expectations.

4 Buyers seek to de-risk their purchase decision.

5 Buyers are increasingly investing in automation.

6 Buyers want clarity on – and help with – AI.

7 "Day one firms" have the best chance of winning business.

8 Clients and prospects place a high value on thought leadership.

9 Communication remains key to satisfaction and retention.

10 Effective onboarding processes are critical.

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 themes involved in staffing client satisfaction: the current and ideal staffing client experience (CX), perceptions of technology and AI, and differences by market. Market differences of particular interest are highlighted throughout the report.

ClearlyRated’s in-house team of data analysts and client experience experts have analyzed this year’s results to highlight key takeaways.

Fielded in October 2024,
this overall study surveyed

1,155

buyers and users of
B2B services.

505

of which identified as
staffing firm clients

This year marks the first time this research was a global effort,
gathering responses from buyers of staffing services in the

US	UK	Canada	Australia
n = 160	n = 114	n = 103	n = 128

Section Two

10 Staffing Buyer Trends

Learn more about buyer trends and expectations, including how staffing buyers vet potential vendors, and explore how these affect both purchase decisions and client satisfaction. For each trend, get key takeaways that can help guide improvements toward earning and retaining business.

Trend 1

Hiring managers remain uncertain about the economy.

Some staffing firm clients fear economic instability.

50%

of staffing buyers rate current economic conditions in their country as only “fair” or “poor.”

Source: ClearlyRated 2024 Staffing Buyers Survey, Q33



41% believe the economy is getting worse in their country, while **33%** believe things are getting better.

Source: ClearlyRated 2024 Staffing Buyers Survey, Q34

Market Insight

Percentage that rate economic positions as Fair or Poor:



Canadian-based buyers report the bleakest expectations, while Australian buyers have the sunniest outlook.

Market Insight

Percentage of buyers who think their country's economy is getting worse:



Canadian buyers are also most likely to believe their economic conditions are worsening, followed closely by Americans and UK-based buyers. Nearly two-thirds of Australian buyers, however, don't foresee an economic downturn.

This even split on economic perception reflects a general uncertainty which staffing firms can help their clients manage. Many organizations are bracing for some changes because of the economy. According to our surveyed staffing clients:

78% are currently undertaking or predicting salary adjustments to existing employees.



74% are currently undertaking or predicting outsourcing some job functions.



61% are currently undertaking or predicting a full hiring freeze at their organization.



● Undertaking ● Predicting

Source: ClearlyRated 2024 Staffing Buyers Survey, Q35

Why it's important

Most buyers grow increasingly risk averse when they have low economic confidence, and they're more likely to restrict budgets. Staffing firms should consider whether and how to emphasize how clients can use temporary labor to make nimble adjustments to their workforce as conditions change, especially taking into account that a majority of organizations are likely to outsource more jobs.

Takeaways

01

As current and potential clients consider how to reduce costs, they may choose to reduce headcount in various departments. Position your firm as a partner by taking a consultative, proactive approach. Provide labor market updates and start asking clients whether they predict reduced labor needs and where they'd expect to make reductions. Use that information to begin building strategic talent pools to help relieve the pressure on those who remain.

02

Take buyers' growing risk aversion into account when planning your messaging for their marketing campaigns. Communicate how your services help clients stay nimble in an uncertain market and that, as economic policies shift, your experts stand ready to help them navigate those changes. You can achieve this with thought leadership content such as whitepapers and case studies.

Tip Make the most of your content and further your reputation for helpful guidance by promoting your content via email campaigns, organic social media posts, and paid social media advertising.

Trend 2

Negative perceptions of staffing are still prevalent.

Staffing firms are up against some negative associations, even those held by current clients.

The good news:

Many staffing clients perceive staffing firms as efficient and effective in helping with talent needs. Staffing clients largely agree that:

- 01 Recruiters at staffing firms bring additional expertise to their hiring needs. **(87%)**
- 02 Staffing firms can help them keep their hiring processes compliant. **(85%)**
- 03 Staffing firms speed up the hiring process. **(84%)**
- 04 Hiring temporary employees through staffing firms gives them the flexibility to meet their business's changing needs. **(80%)**
- 05 Hiring through a staffing firm helps them reduce turnover of temporary employees. **(78%)**

Source: ClearlyRated 2024 Staffing Buyers Survey, Q22

Despite these widely held positive perceptions, negative opinions about the industry remain. The most common complaints include:

- 01 Hiring through staffing firms is too expensive. **(56%)**
- 02 Other talent solutions offer more flexibility than staffing firms. **(53%)**
- 03 Staffing firms are only good for sourcing less skilled temporary workers. **(51%)**
- 04 Staffing firms are behind the times when it comes to hiring strategies. **(47%)**
- 05 Candidates sourced through staffing firms are inferior to talent sourced through other talent solutions. **(45%)**

Source: ClearlyRated 2024 Staffing Buyers Survey, Q22

Why it's important

When coaching a candidate in how to approach their job search, recruiters often advise them to play to their strengths and view any weaknesses as constructive criticism they can work to overcome. The same goes for staffing firms in knowing how clients and buyers perceive them.

Takeaways

Operations

- Take a close and honest look at how you do business. Consider which complaints might be valid about your firm. Then take actions to address and overcome them to ensure your firm performs beyond current expectations of the industry.

Marketing and Sales

- Think of the industry's perceived weaknesses as your buyers' "pain points." Use them to differentiate your firm from others.
- Look at buyers' positive perceptions of staffing and capitalize on what they value about staffing services.

Trend 3

Staffing firms aren't meeting client expectations.

In the realm of service failures, missing established expectations - or a failure to set them in the first place - is exceptionally impactful. In fact, doing so results in the largest relative drops in Net Promoter Scores® (NPS)^[1]

Missed expectations, specifically on candidate quality or fit, are the *most disruptive* to client satisfaction and, unfortunately, the *most common* issue clients report about their partnerships with staffing firms.

Where are firms missing the mark?

44% of clients report that they have experienced candidate placements that did not match their expectations.

Source: ClearlyRated 2024 Staffing Buyers Survey, Q32

Other common service failures related to unmet expectations:

- An unanswered call or email to a primary contact. (36%)
- Unexpected turnover of talent placed by the firm. (36%)
- Issues with the firm's technology. (23%)

Establishing these expectations early and often is key—so is establishing how to consistently meet or exceed them.

Source: ClearlyRated 2024 Staffing Buyers Survey, Q29

53% NPS

Among clients who have **not** experienced issues with candidates meeting their expectations.

29% NPS

Among clients who **have** experienced issues with candidates meeting their expectations.

Why it's important

Staffing firms that fail to set clear expectations early in a client relationship, as well as those that do not establish and deliver upon realistic expectations within the agreed upon timeframe, risk poor satisfaction and increased client churn.

Sources: ClearlyRated 2024 Staffing Buyers Survey, Q32 and ClearlyRated NPS benchmark data

Takeaways

Expectation mismatches could cost you business. Don't over promise at the beginning. Here's how:

01

Ensure open communication between sales, account management and operations teams to ensure everyone is on the same page about what can be realistically delivered to clients.

02

Set clear expectations at the start of every client relationship—and don't overpromise. Base these expectations on market realities and proven results with similar clients. Most clients understand the macro factors impacting their ability to find talent, especially when firms present these up front with ideas on how to combat those challenges. What hurts client retention is the surprise failure element after a staffing firm has overpromised.

03

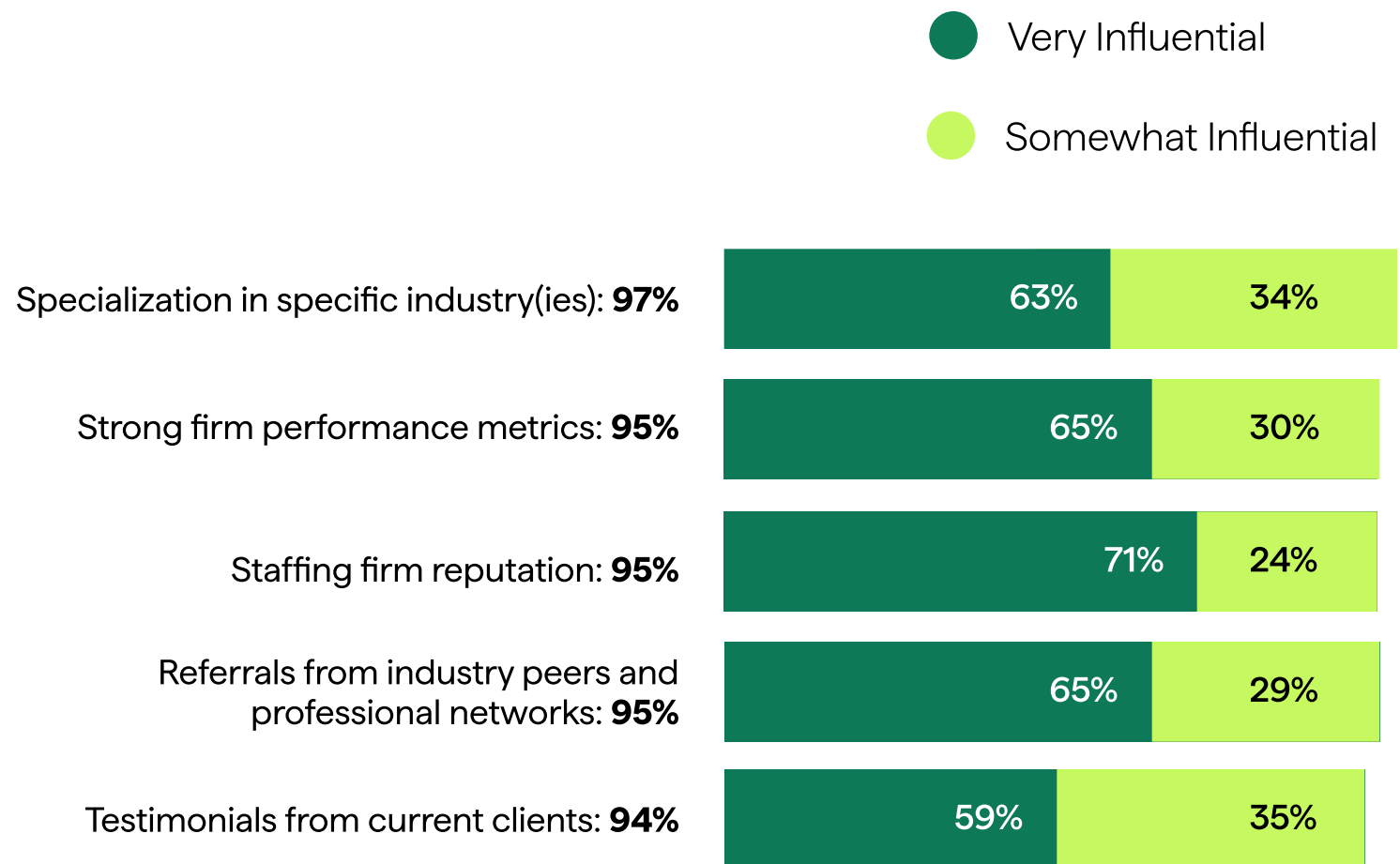
Implement a feedback tool to check in with clients on whether your teams are meeting their expectations and, if needed, how they can do better.

Trend 4

Buyers seek to de-risk their purchase decision.

Buyers want to see evidence that they're making the right purchasing decision. An extensive and increasing portion of their vetting process takes place online.

When vetting staffing firms, the most influential factors buyers consider while making their purchasing decision include:



Source: ClearlyRated 2024 Accounting Buyers Survey, Q42

What factors least influence buyers?

Many buyers are more wary of advertising when making their purchase decision, so keep those limitations in mind.

Social media posts from a staffing firm:

30%

say they're **not** influential

Blog posts:

28%

say they're **not** influential

Increasingly, buyers use online resources to research and get staffing firms.

When buyers of staffing services begin the process of assessing potential firms, most (58%) now turn to online sources before asking a peer or their professional network for a referral as the first source of information in that process.

58% Online vetting
42% Referrals



● Online vetting
● Referrals

Source: ClearlyRated 2024
Staffing Buyers Survey, Q39

Market Insight

Canadian-based buyers tend to buck this trend with 51% first seeking referrals.



What are buyers looking for online?

When searching online for information on staffing firms, most buyers are looking for:

53% Testimonials from existing clients

50% Satisfaction ratings from existing clients

52% Firm expertise

48% Evidence of specialization in their industry

Source: ClearlyRated 2024 Staffing Buyers Survey, Q40

Market Insight

UK-based buyers are far more likely than others to prioritize testimonials while assessing staffing firms. (65%)



When using a firm's website to evaluate their services, most buyers look for evidence that the firm has access to talent that matches their requirements. Beyond that, they look for clear indications of industry specialization, current client and talent satisfaction, and examples of industry expertise.

Source: ClearlyRated 2024 Staffing Buyers Survey, Q43

Why it's important

When vetting staffing firms, buyers want to find information that helps them select a safe choice. This leads them to extensively evaluate firms online, even before asking for referrals or reaching out to the firms, themselves. Most often, buyers use search engines and review specific staffing firms' websites. Those with insufficient websites will likely drop off the consideration list before they even have a chance to say hello.

Staffing brands that want to rise to the top during a buyer's consideration stage must ensure that the most important information is front and center on their website. They can then assure clients that they're a trusted partner by demonstrating a record of stable, positive service delivery with consistently strong results.

Takeaways

Your firm will find more success landing new clients and expanding current accounts when you can de-risk their decision to work with you. Give them proof that they're making the right decision. This could be in the form of your online reputation, testimonial library, case studies that quantify strong results, and a robust referral network. Take a look at your marketing materials, both print and digital, to see how well they would help your potential clients answer the following questions about your firm:

- Does this firm prove that it can deliver what it promises?

- Tips**
- Gather a list of client contacts who are willing to provide references.
 - Source relevant testimonials and case studies that provide your messaging points.

- Can this firm help my business specifically?

- Tips**
- Show evidence of industry or sector specialization on your website—and don't bury it. Make it easy to find.
 - Sort your library of case studies and testimonials by industry and client type (small, medium, large) so your sales team can easily find and share relevant examples of your strong track record.

Takeaways cont.

- Is this firm established and stable?

Tips

- Share your firm history, testimonials and performance metrics trends.
- Provide a clear path to help them review your reputation with links to third-party verified reviews.

When it comes to your website, highlight your firm's talent pools and industry specialization. Perform a website audit with close attention on how well it helps buyers check the following boxes—and how easy the information is to find:

- Talent specialization.
- Specialization in their industry.
- Satisfaction ratings and testimonials from existing clients.
- Firm expertise.

Look for improvements that can boost both SEO and your site's user experience (UX). Consider whether your site map is intuitive and well-organized, and that important information isn't buried within too many sub-sections. Ensure your homepage design makes it easy to find key information as described above and that your website provides clear navigation options both on the top and to the side of your page, and offers links to verified third-party sources.

Trend 5

Buyers are increasingly investing in automation.

Automation is projected to increase for many organizations—and for some it's to reduce their headcount.

83% of staffing buyers report that their organizations already invest in automation technology or that they anticipate doing so.

Source: ClearlyRated 2024 Staffing Buyers Survey, Q35

Market Insight

US-based buyers report the most anticipated investment is in automation technology. **9 in 10** are doing so.

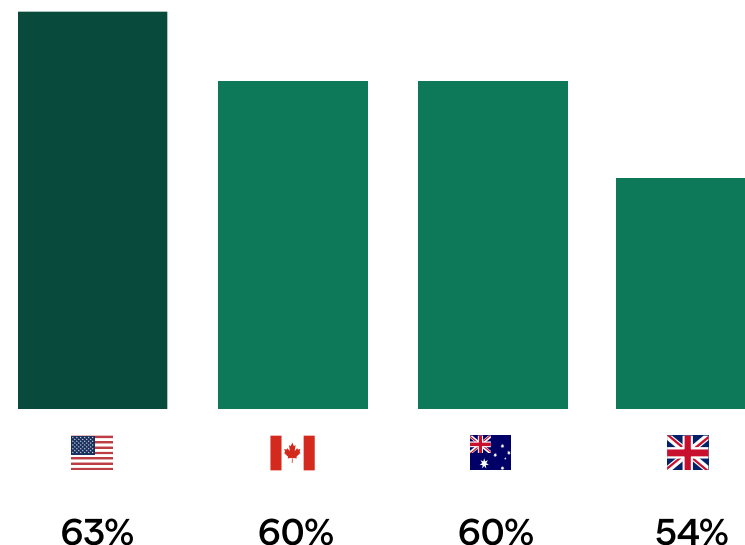


67%

of buyers that have invested in automation have increased their spend in this area over the past two years.

Source: ClearlyRated 2024 Staffing Buyers Survey, Q20

Market Insight



US-based buyers report the most investment in automation for this purpose.

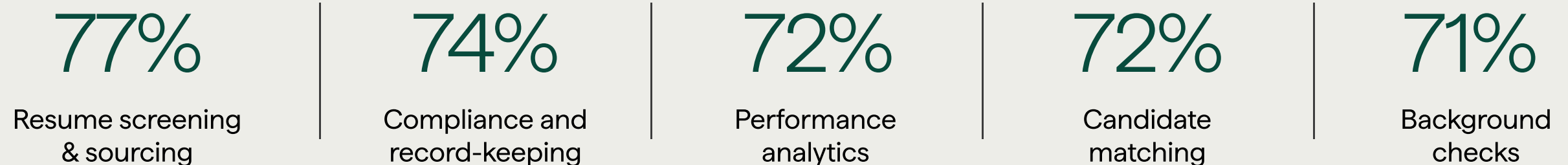
59%

are implementing automation specifically to reduce labor requirements.

Source: ClearlyRated 2024 Staffing Buyers Survey, Q19

What's being automated?

Many organizations have begun to automate portions of their internal recruitment process. Here's where:



Source: ClearlyRated 2024 Staffing Buyers Survey, Q51

Why it's important

Automation in the workforce is key for many staffing clients, as shown by their organizations' investment in these areas. As client needs evolve, staffing firms must adapt and be prepared to help organizations in these efforts. At the same time, they should plan for how talent needs, in general, may change as automation spreads into new areas.

Takeaways

01

Staffing firms can't let buyers and clients surpass their own automation prowess (or be replaced by it). They must also take advantage of automation. If your firm fails to adopt strategic automation, you risk losing out to other firms, or even your clients' internal recruitment teams—especially when it comes to speed-related metrics like time-to-hire.

02

Ask what your clients are already automating within their own recruitment and hiring processes. What can you add to that as a staffing firm that you'll still do better than their internal teams can? Use this to inform your marketing, sales and service delivery.

03

If possible, position your firm to act as your clients' staffing automation experts.

04

With more roles getting at least partially automated, firms must be strategic about where they specialize and what they're known for. Take stock of the roles you staff most. What percentage of them are likely to be fully or partially replaced as your clients implement more automation? Strategize on how to adjust your business strategy and niche.

05

As you learn more about which types of roles or which tasks are getting increasingly automated, use that knowledge to prepare your people. Consider whether and how to upskill and reskill your talent pool.

Trend 6

Buyers want clarity on, and help with, AI.

AI is here. While expectations are high, its impacts are often unclear.

The state of AI adoption among staffing buyers:

Source: ClearlyRated 2024 Staffing Buyers Survey, Q46

58% claim to have adopted at least some AI into their internal hiring processes.

32% claim intermediate to advanced adoption of AI into these processes.

Uncertainty persists related to AI's potential benefits:

Source: ClearlyRated 2024 Staffing Buyers Survey, Q50

27% of all buyers don't feel confident in their organization's ability to use AI in talent acquisition.

54% agree that AI's impacts are overstated.

Expectations of AI on the recruitment process are high:

Source: ClearlyRated 2024 Staffing Buyers Survey, Q50

73% of buyers expect AI to allow them to hire more quickly.

67% of buyers expect AI to allow them to find higher quality talent.

Market Insight

The U.S. leads the way, with **65%** of buyers claiming some sort of AI implementation into the hiring process.



Australian buyers are the least likely to have implemented some form of AI, at just **52%**.



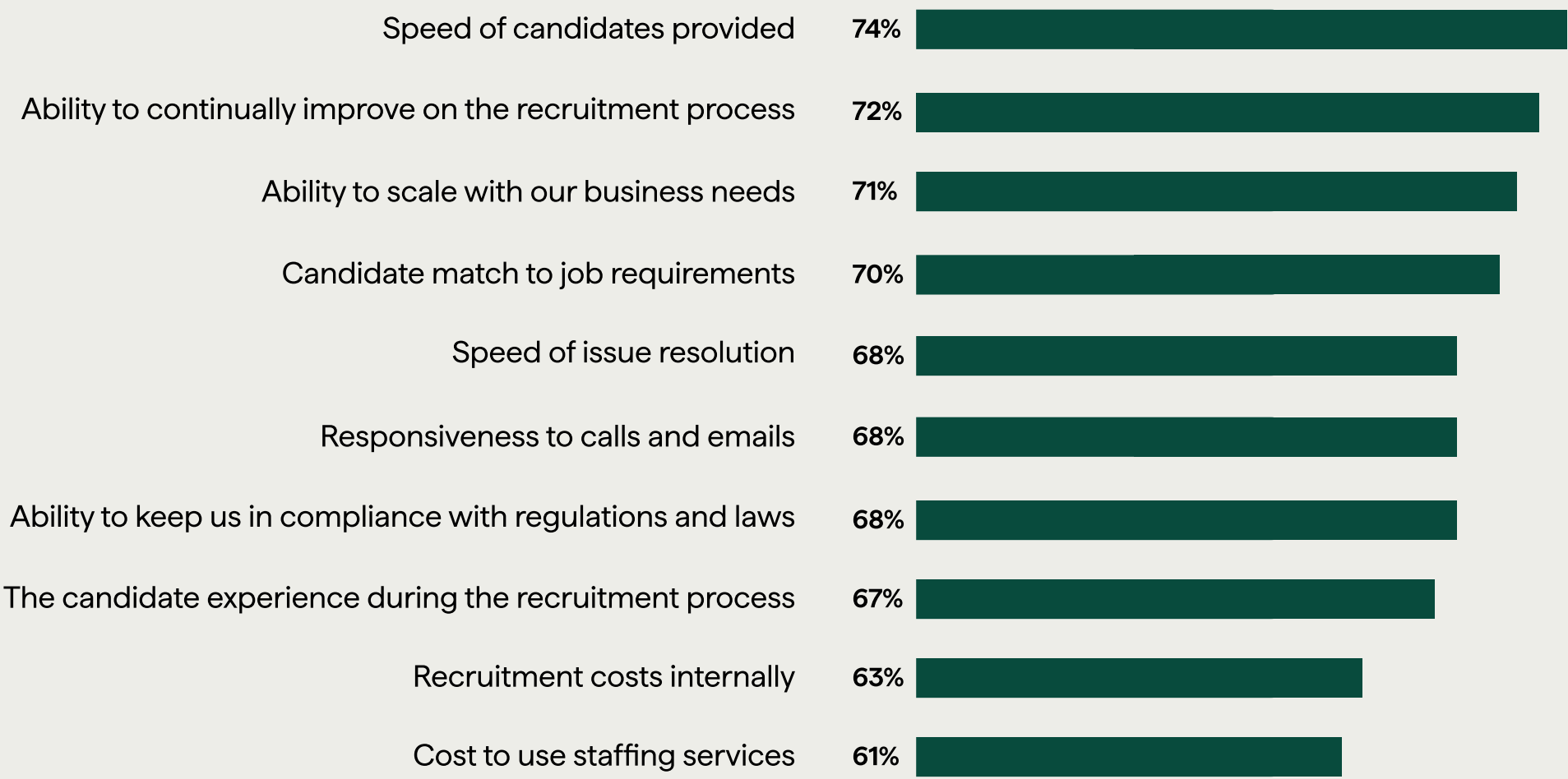
Market Insight

Canadian and Australian buyers are most skeptical of their firm's ability to utilize AI in talent acquisition.



36% Canadian buyers and **34%** of Australian buyers say they are not confident in this area.

While buyers may not feel confident using AI for talent acquisition on their own, they increasingly expect their staffing firms to expertly wield AI to improve the following:



Source: ClearlyRated 2024 Staffing Buyers Survey, Q49

Why it's important

AI seems to permeate everything in today's business environment, and staffing firm clients are increasingly familiar with its implementation in their own organization. They're also expecting more from their external partners due to the benefits AI promises. While these higher expectations can present a challenge to firms, the most innovative ones have an opportunity to capitalize on AI's benefits and act as visionaries in leading the way for their clients.

AI Impact

"In the age of AI, efficiency is the new currency that unlocks time better spent building deep, meaningful client relationships. Firms that embrace AI tools gain a competitive edge by freeing up their professionals to focus on strategic advisory services and high-value client interactions."

Eric Gregg Co-Founder & CX Strategist, ClearlyRated

Takeaways

Buyers and clients will increasingly expect your firm to capitalize on AI's perceived benefits. Establish your firm's reputation for AI excellence with transparent AI usage and AI-powered operational improvements. Here's how to get started:

- Identify and implement AI advantages if you haven't already.
- Ensure your marketing and sales teams stand ready to offer clear examples of how your firm uses AI to reduce costs and improve candidate sourcing, overall compliance and client service.
- Develop messaging and plan content that offers transparency in how your firm employs AI—and how it improves both your client experience and your client outcomes. Share real-world examples that shed light on AI's actual effects and benefits. Client testimonials, infographics and case studies can help tell the story.

Trend 7

“Day one firms” have the best chance of winning business.

When a leadership team brainstorms its “day one list” of potential staffing firm partners, those on the list are significantly more likely to win the business.

According to a recent Bain & Co. general survey of B2B buyers, between 80% and 90% start with a short list of potential vendors before they even begin their research, and 90% of them end up selecting a company from that initial list.

ClearlyRated attempted to replicate the study specifically for buyers of staffing services and found similar results. Nearly two-thirds of organizations started their search for a staffing firm to help with a “day one” list of potential firms, and the vast majority of those who started with a list chose a firm from that list.

A majority of staffing buyers use a “day one list.”

65% report starting their journey with a day one list

93% of those buyers ultimately select a firm from their day one list

Source: ClearlyRated 2024 Staffing Buyers Survey, Q36 & Q38

The typical staffing buyer’s day one list includes **three** brands.

Source: ClearlyRated 2024 Staffing Buyers Survey, Q36 and Q38

Why it’s important

Without earning their spot on a buyer’s initial consideration set, staffing firms have an exponentially lower chance to prove themselves during the vetting process. This is why it’s imperative they build strong brand awareness and a positive reputation that will secure their spot on many potential clients’ day one list.

Takeaways

01 Building a well-known, reputable brand can achieve much during the early stages of your sales funnel. You could even say your brand does the early selling for you. Here are four ways to support brand awareness while promoting a strong reputation:

- Use search engine optimization (SEO) and search engine marketing (SEM) to beef up online awareness of your brand. Doing so will help ensure that if buyers do a quick online search, they'll see your firm in the top results.
- Manage your online reputation by asking for and responding to reviews. Nearly 9 in 10 B2B service buyers read third-party reviews prior to making their purchase decisions. They're also more likely to hire a firm that responds to reviews—both good and bad. Doing so shows that your firm is serious about its client experience (CX).
- Thought leadership content is a critical tool to build awareness and bolster your reputation. The most effective thought leadership combines both industry and subject matter specificity. Without both, it becomes easy to get lost in the noise of competitors' marketing efforts.
- Use market research to inform how and where to spend your advertising and marketing dollars. Once you know where your ideal clients are, ensure your logo and top-tier messaging are present at their preferred events and in their most influential marketing channels.

02 Keep in mind that while compiling their day one list, some leaders will ask peers for suggestions. Enter: Word-of-mouth comments and direct referrals. These grow ever more powerful when your firm delivers a good CX. Happy clients are more likely to suggest your firm, offer their time as references, and even make referrals.

Trend 8

Clients and prospects place a high value on thought leadership.

By covering the most important topics, staffing firms can position themselves as valuable partners.

91%

of buyers say a staffing firm's thought leadership or industry insights influence their decision.

Source: ClearlyRated 2024 Staffing Buyers Survey, Q42

Top Five Most Valuable Thought Leadership Topics

According to staffing buyers, the topics they most want to read about are:

- **Employee engagement and retention.**

This topic especially interests American  and Canadian-based buyers. 

- **Talent acquisition strategies.**

- **Improving the recruitment process to attract high-quality candidates.**

This topic especially interests American buyers. 

- **Effective onboarding and training processes.**

- **Compliance and regulation.**

This topic especially interests Canadian-based buyers. 

Source: ClearlyRated 2024 Staffing Buyers Survey, Q45

Why it's important

Relevant, high-quality thought leadership can influence clients and buyers on whether to continue or begin partnerships with staffing firms. Not only is it a value-added benefit, but it also demonstrates a firm's expertise and abilities both before and after staffing clients make their purchasing decision.

Takeaways

Prioritize client and buyer education as part of your marketing strategy and loyalty programs. Chances are, you already have a good start. Begin with a content audit to see what you've done well and where there might be gaps. Organize your existing content by format, topic, and date. Be sure to check against the top topics listed above.

Once your content audit is complete, follow this process to make meaningful improvements:

- Repurpose thought leadership content to create various formats which can be used in multiple ways by your sales, marketing and account rep teams. For instance, you can often pull content from white papers to write infographics and blog posts.
- Build a stable of internal subject matter experts who can help consult on and develop content. This team can also be instrumental in sharing and promoting content, as well as talking with trade media outlets to further bolster your firm's credibility in your industry and among potential clients.
- Update and re-promote high-value thought leadership content to generate leads and support your brand reputation as experts.
- Identify where you have content gaps, either in format or topic, and create new thought leadership content to fill them in.

Trend 9

Communication remains key to satisfaction and retention.

Clients report higher satisfaction rates when they feel there’s consistent communication from their staffing firm.

There is a direct relationship between a client's satisfaction with their primary staffing firm and the frequency with which they interact with the firm.

Level of interaction with staffing firm during active engagement	Resulting NPS
Constant / Daily	59
Regular (Weekly or several times per week)	51
Semi-Regular (monthly or several times per month)	32
Rare (Few times per year)	-3

Source: ClearlyRated 2024 Staffing Buyers Survey, Q26

Strong communication also leads to more referrals. Clients that rate their staffing firm’s communication as effective are most likely to recommend their firm to others.

Average ratings on the effectiveness of communication of their primary firm:

- Promoters - 8.7/10
- Passives - 7.9/10
- Detractors - 6.1/10

Source: ClearlyRated 2024 Staffing Buyers Survey, Q25

Why it’s important

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

Takeaways

When clients were asked to provide open-ended context as to why they'd left a previous staffing firm, one of the top issues they identified was poor communication. Below are five ways to improve your staff's communication – and relationships – with your clients.

(Source: ClearlyRated 2024 Staffing Buyers Survey, Q28).

- Create a clear map defining who is accountable for client communication and include these expectations in your employee feedback and review processes.
- Define standards and train internal staff on when, how and how often to communicate with clients.
- Survey your clients to ensure they're receiving optimal communication from their firm contacts. If you identify a client who's unhappy with the frequency or manner of communication, take immediate steps to improve their experience.
- Gather testimonials and reviews that mention communication. Use those in marketing materials and sales presentations to show prospects who may be unhappy with past partners that your firm is different— and better
- Recognize and reward great communication.

Trend 10

Effective onboarding processes are critical to client satisfaction and retention.

Clients report that poor, disorganized onboarding is common and can sour their relationship with staffing firms from the beginning.

How the most common onboarding missteps affect client satisfaction, as measured by Net Promoter Scores® (NPS)^[1]

Onboarding Mistake (% firms that are guilty)	Effect on NPS
Failing to leverage technology to streamline the onboarding process (16%)	-22 points
Failing to establish clear expectations (13%)	-21 points
Failing to properly introduce team members and key contacts (16%)	-20 points

Source: ClearlyRated 2024 Staffing Buyers Survey, Q29

Market Insight

Australian staffing firms are least likely to properly introduce team members and key contacts **(22%)**. So, those staffing firms that do will stand out.



Why it's important

Satisfied clients are more likely to become long-term customers. In fact, a report from Salesforce shows that not only will customers who receive good service spend more, but **88% are also more likely to be retained as customers**. So, how does onboarding come into play? Client onboarding is one of the earliest impressions of your firm once a client has committed. Clear, efficient onboarding kicks off your relationships with great service and can improve customer retention.

Remember: Keeping customers is less costly than acquiring new ones, so firms that deliver great onboarding position themselves to protect and improve their bottom line.

Effective Onboarding Impact

"When I consult with our staffing partners regarding their client onboarding process, I emphasize the importance of being responsive, setting clear expectations, and truly understanding the client's needs from the start. Without this foundation, you're already falling behind. Taking the time to connect, communicate, and align at the outset shows care and professionalism—it's the key to building trust and long-term success. Do not rush this step, document everything and communicate frequently and success (and growth) will follow."

Bridget Harper VP of Customer Success, ClearlyRated

Takeaways

If your firm hasn't yet established an effective, repeatable onboarding process, it's time to design one and train your staff on it. Implement a streamlined, tech-supported process that ensures you'll avoid the common onboarding mistakes highlighted above. Make sure it includes:

- Proper introductions with key team members.
- An onboarding roadmap with set timelines.
- Clear expectations about who does what and when.
- A way for your staff to track milestones, both updating and communicating with clients along the way.

Section Three

Final Guidance for 2025

Final Guidance for 2025

Understanding each of these trends can help staffing firms in two ways:

01

They can better deliver a remarkable CX that both nurtures customer loyalty and inspires more referrals.

Firms can deliver a better client experience by:

- Providing a smooth onboarding experience. (see Trend 10)
- Acting as an expert guide in how AI can improve staffing. (see Trend 6)
- Educating clients on important industry topics. (see Trend 8)
- Setting clear expectations—and ensuring they meet them. (see Trends 3, 9 and 10)
- Investing in automation and AI that improves their operations and results. (see Trends 5 and 6)

02

They can create informed marketing and sales strategies that help grow their business.

Firms can inform their marketing messages and sales strategies by understanding:

- Buyers' concerns. (see Trends 1 and 2)
- How buyers identify and vet potential staffing partners. (see Trends 4 and 7)
- Which content topics buyers and clients find most valuable. (see Trends 5, 6 and 8)

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 the client experience, differentiate on service quality, and build online reputation. Staffing firms partnering with ClearlyRated have access to:

- Proprietary client satisfaction survey tool, specifically designed to support client survey best practices for staffing firms.
- Real-time response data and issue tracking to ensure proper follow-up and support client retention.
- Segmentation of client 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, buyer behavior, and online reputation.
- An online profile featuring client testimonials and client-based ratings – available to (and searchable by) the public on ClearlyRated.com.
- 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.

Interested in leveraging client satisfaction as a strategy for growth?

Visit clearlyrated.com to learn more.



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