



Talent Expectations Report

Referral Programs



Executive Summary

The candidate experience remains a top priority as companies struggle to attract and retain talent. And in the staffing industry, this experience is driven by relationships. This report highlights what candidates prioritize in a referral program and provides insights about how can you design your referral program to encourage participation and grow your agency.

The best measure of your talent relationships is whether people refer your agency to their friends and family. Referrals indicate that your recruiters are not only nurturing existing relationships, but also continually expanding their networks.

These friends and family networks give you a competitive advantage because they allow you access talent other agencies can't reach.

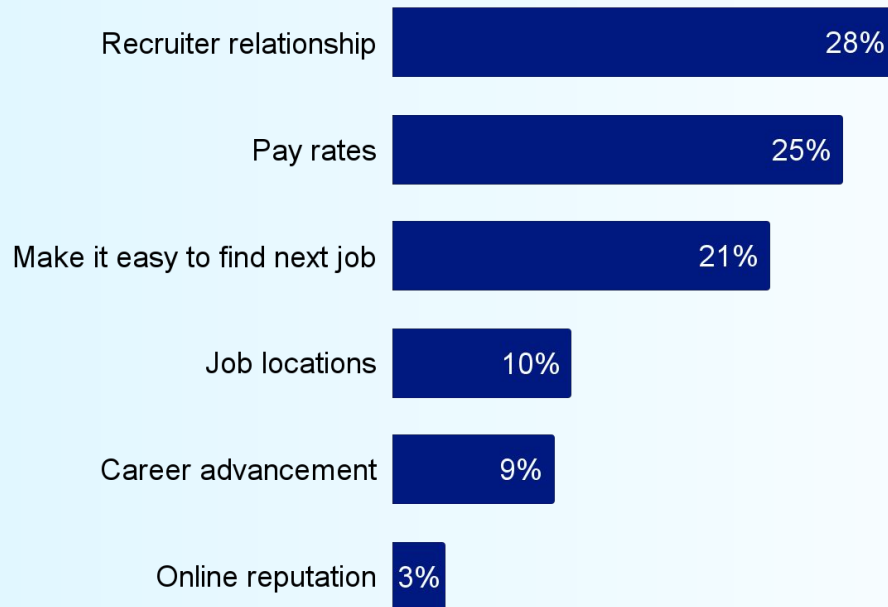
This report is based on survey responses of more than 300 participants in Staffing Referrals customers' referral programs.

Relationships and Referrals

Relationship & pay drive talent choice

Recruiter relationships and pay rates are the top reasons candidates choose to work with a staffing agency.

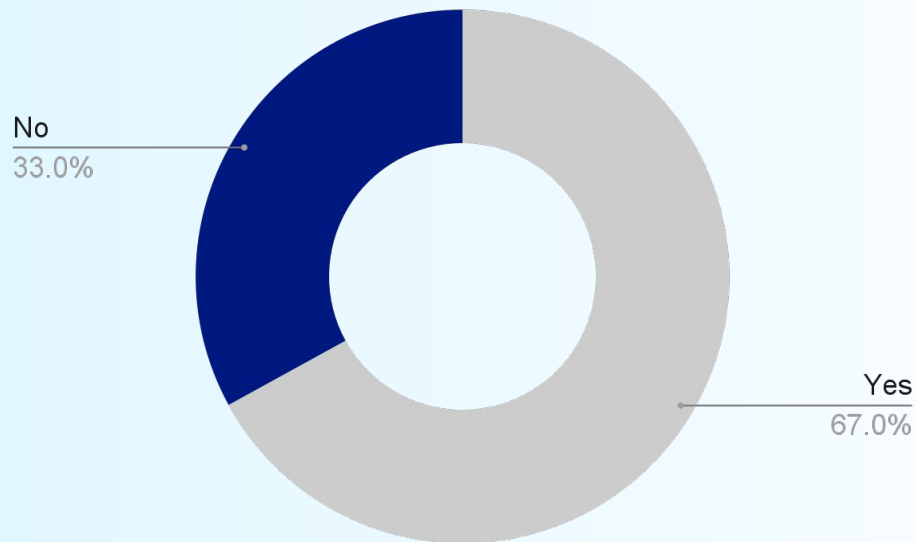
What is the most important factor for choosing an agency?



Referral programs attract talent

Two-thirds of respondents say they're more likely to work with staffing agencies because of the referral program.

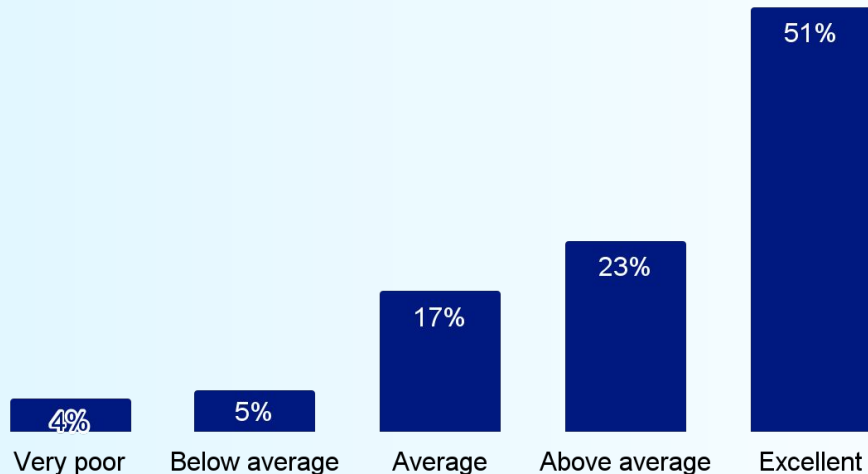
Are you more likely to work with this staffing agency because of the referral program?



Candidates prefer our referral programs

74% of survey respondents rate Staffing Referrals customers' referral programs as above average or excellent.

How does the referral program compare to other companies' referral programs?





Within a week of launching Staffing Referrals, we got a referral for a very high-level, niche consultant we'd been looking for a long time. It was a huge win for our company.

Toby Boeckman

Director of Recruiting @ Heitmeyer Consulting



**In their first six months,
Heitmeyer:**

600

brand ambassadors

500

referred applicants

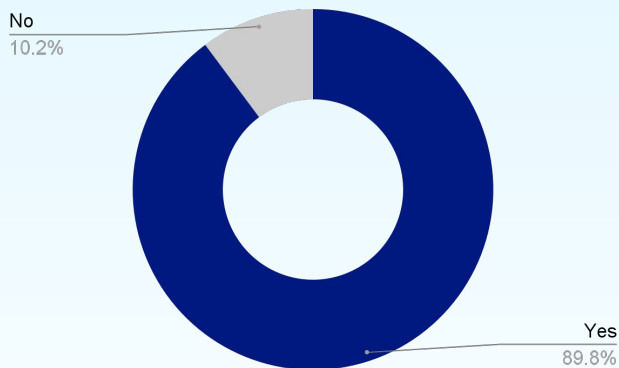
An additional

\$500K in revenue

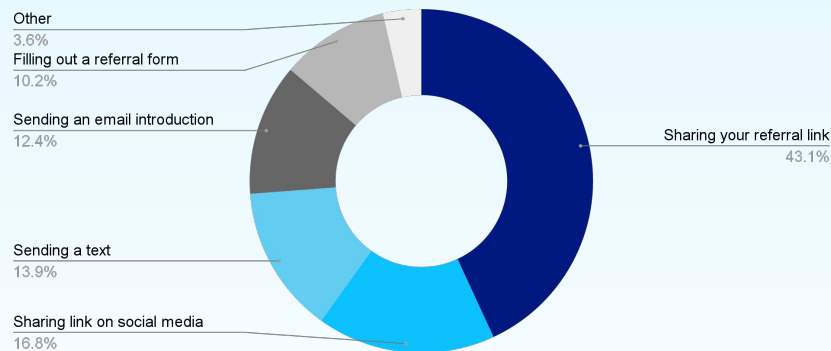
What Candidates Want in Referral Programs

1 Digital: Talent wants to refer friends online with their referral link

Are you more likely to refer someone when you can do it online or in a mobile app?



What is your preferred way for referring a friend to a job?



2 Dual-sided: Talent wants rewards for themselves and their friends



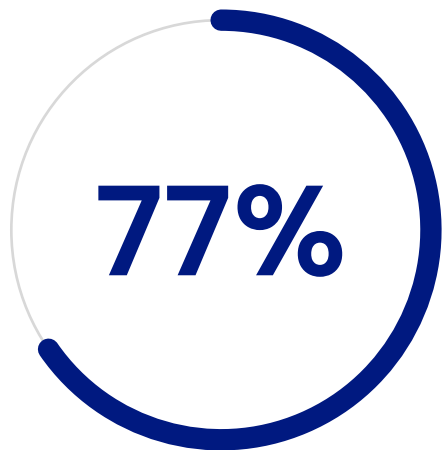
Single-sided bonuses are given only to the person making the referral, aka the “ambassador.” Dual-sided bonuses are given both to the ambassador and the person they refer.

Dual-sided
programs result in

29%

more placements per
ambassador than
single-sided
programs.

③ Transparent: Talent wants visibility into their referrals



of candidates expect to be able to track the status of their referrals online



With the Staffing Referrals program, we have seen our ROI go from \$58 for every \$1 invested in our referral program to \$73. So a 20% increase over two years.

Amy Giessinger

VP of Marketing @ Doherty Staffing Solutions



The results for Doherty:

● **+20%**

return on referrals

● **+15k**

ambassadors

● **73x**

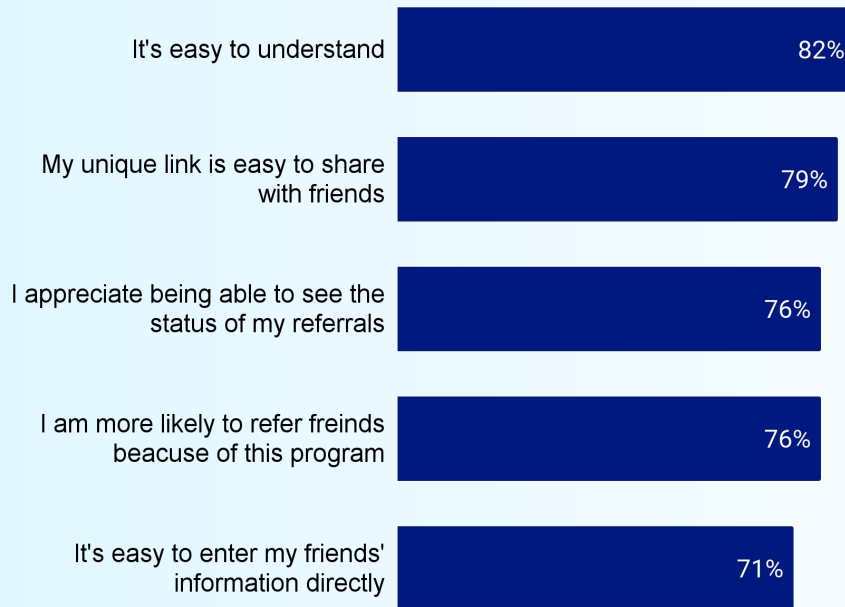
ROI

How Candidates Feel About Using Staffing Referrals

We make referral programs easy

Talent rates our programs as easy to understand and easy to share, and they're more likely to refer because of our program.

How do ambassadors feel about the referral program?





Want to learn how you
can source, engage, and
place candidates faster?

Scan the QR code or visit
StaffingReferrals.com for a demo



staffingreferrals.com



sales@staffingreferrals.com