



Provider and Practitioner Maturation - Managing Past Year One

Today's Presenter:



Larry Basinait,
VP Market Research
SharedXpertise

Last Year

What is Correlation Analysis?



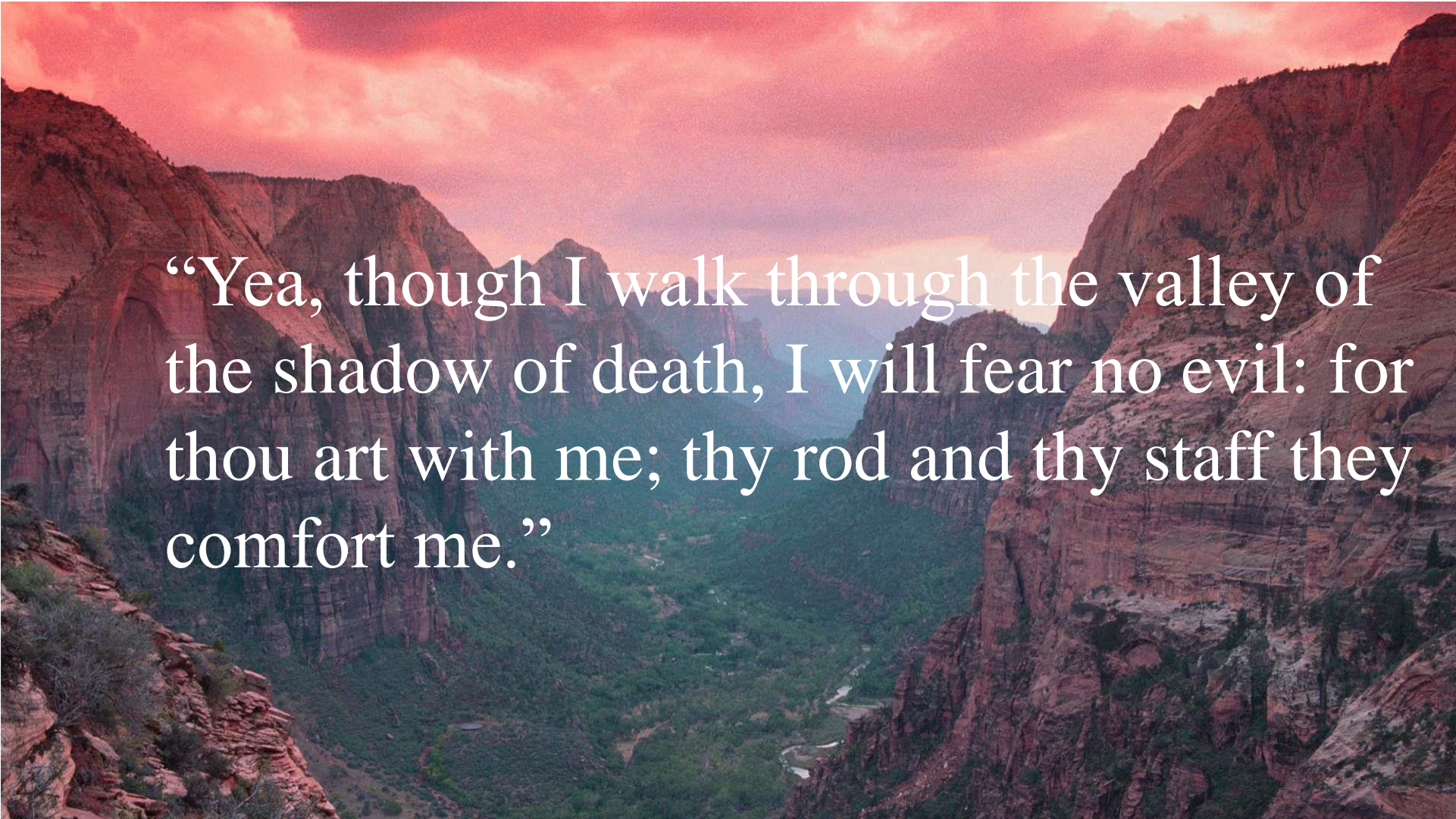
- Correlation analysis studies the closeness of the relationship between two or more variables
- It is used to describe the linear relationship between two continuous variables
- For market research, it is a bivariate analysis that measures the strength of association between two variables and the direction of the relationship

Which farm animals are more correlly related than others?



HIRO^{TODAY} Baker's Dozen Customer Satisfaction Ratings

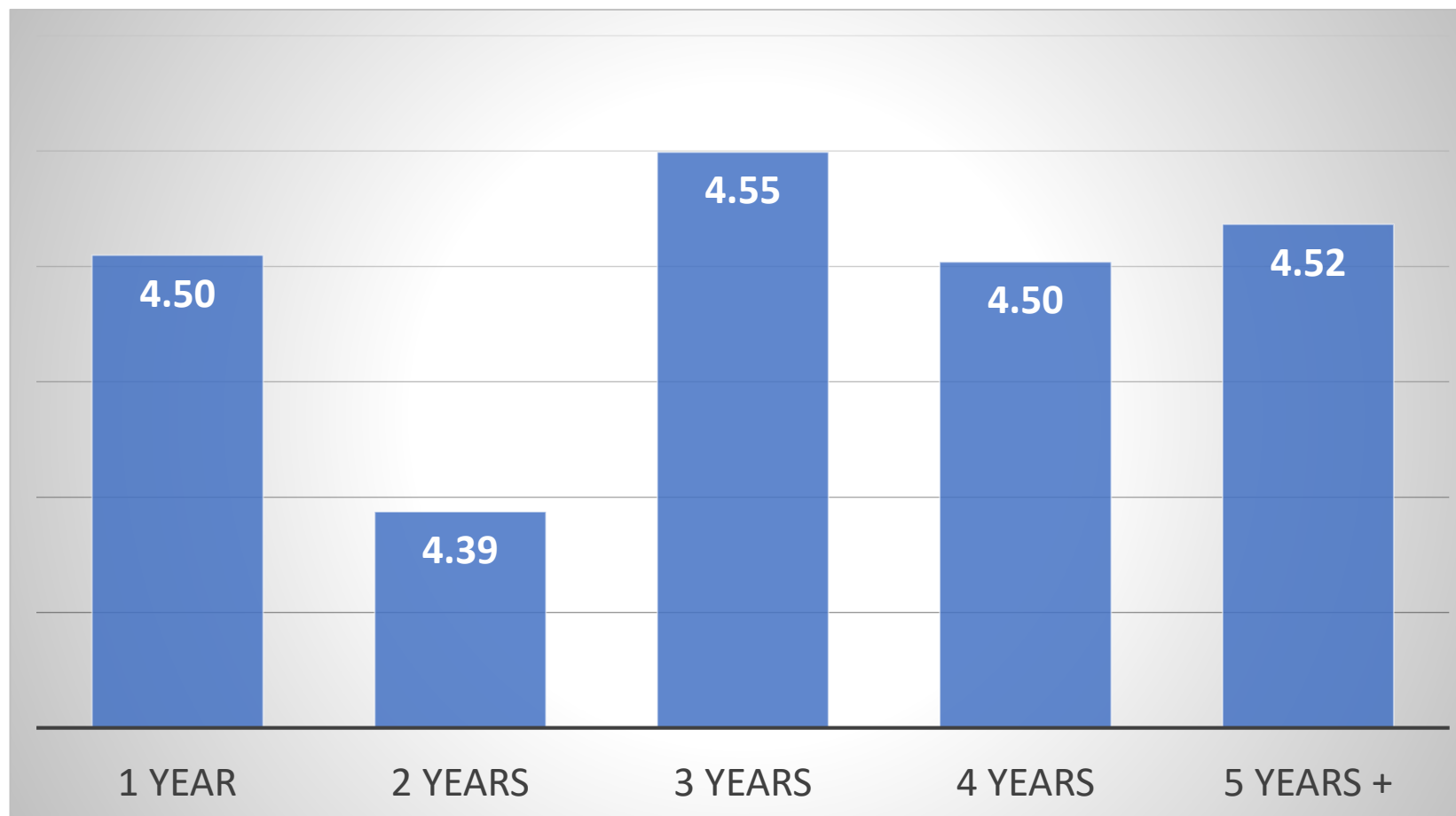
The Valley of Death



“Yea, though I walk through the valley of the shadow of death, I will fear no evil: for thou art with me; thy rod and thy staff they comfort me.”

Overall Satisfaction

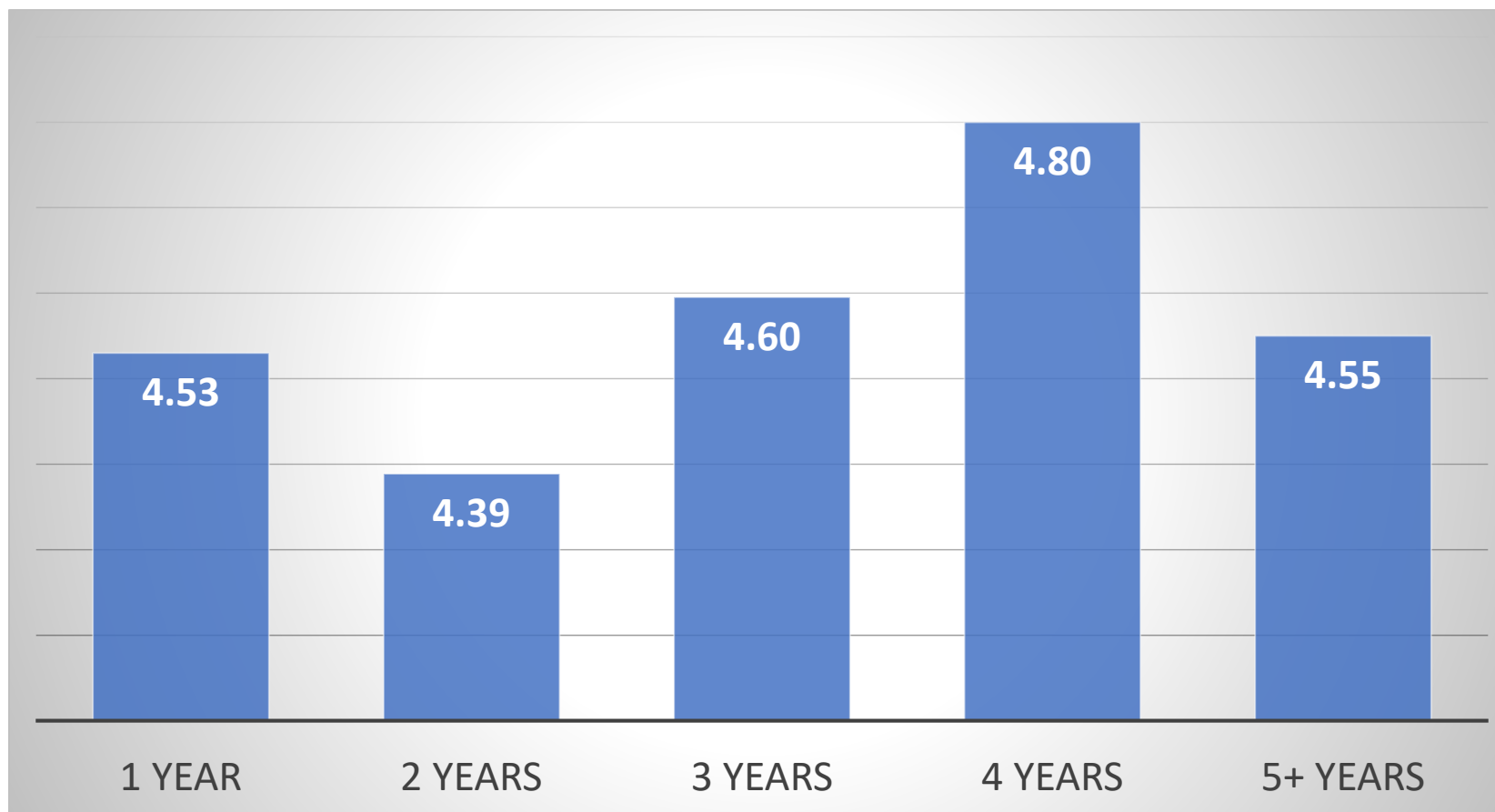
Baker's Dozen Composite Scores 2015-2019



Source: Baker's Dozen Data 2015-2019

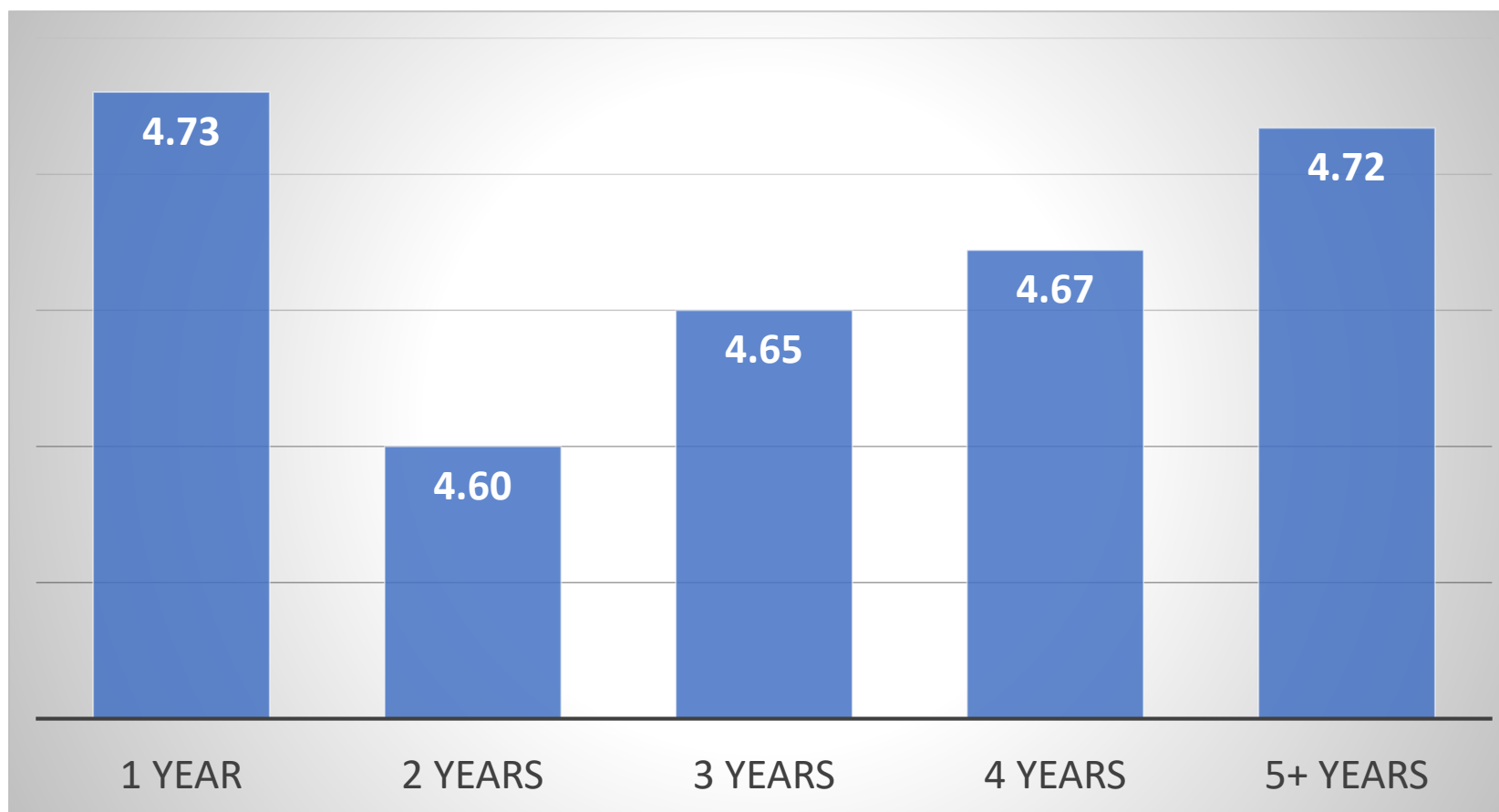


MSP Overall Satisfaction



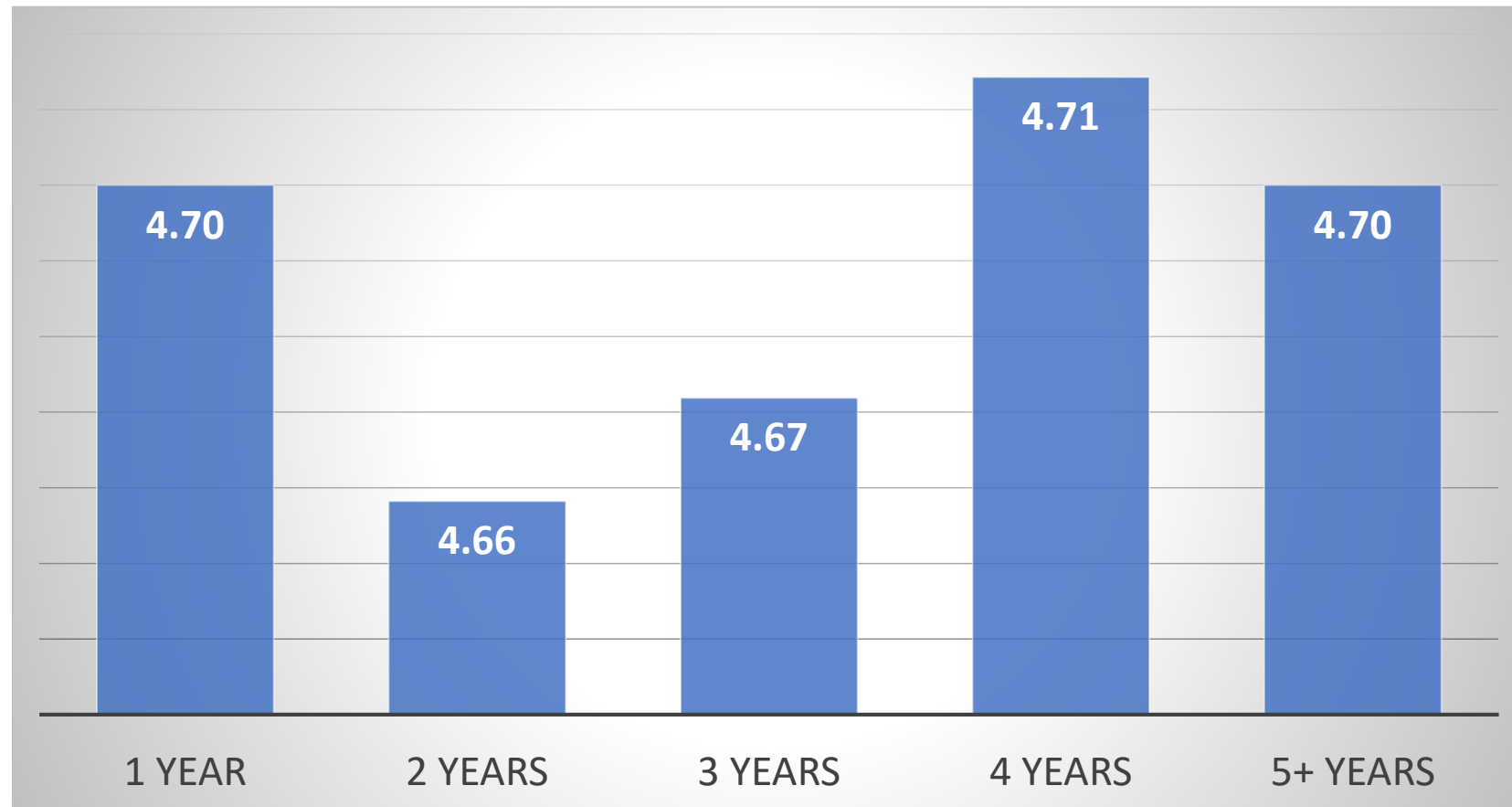


Background Screening Overall Satisfaction



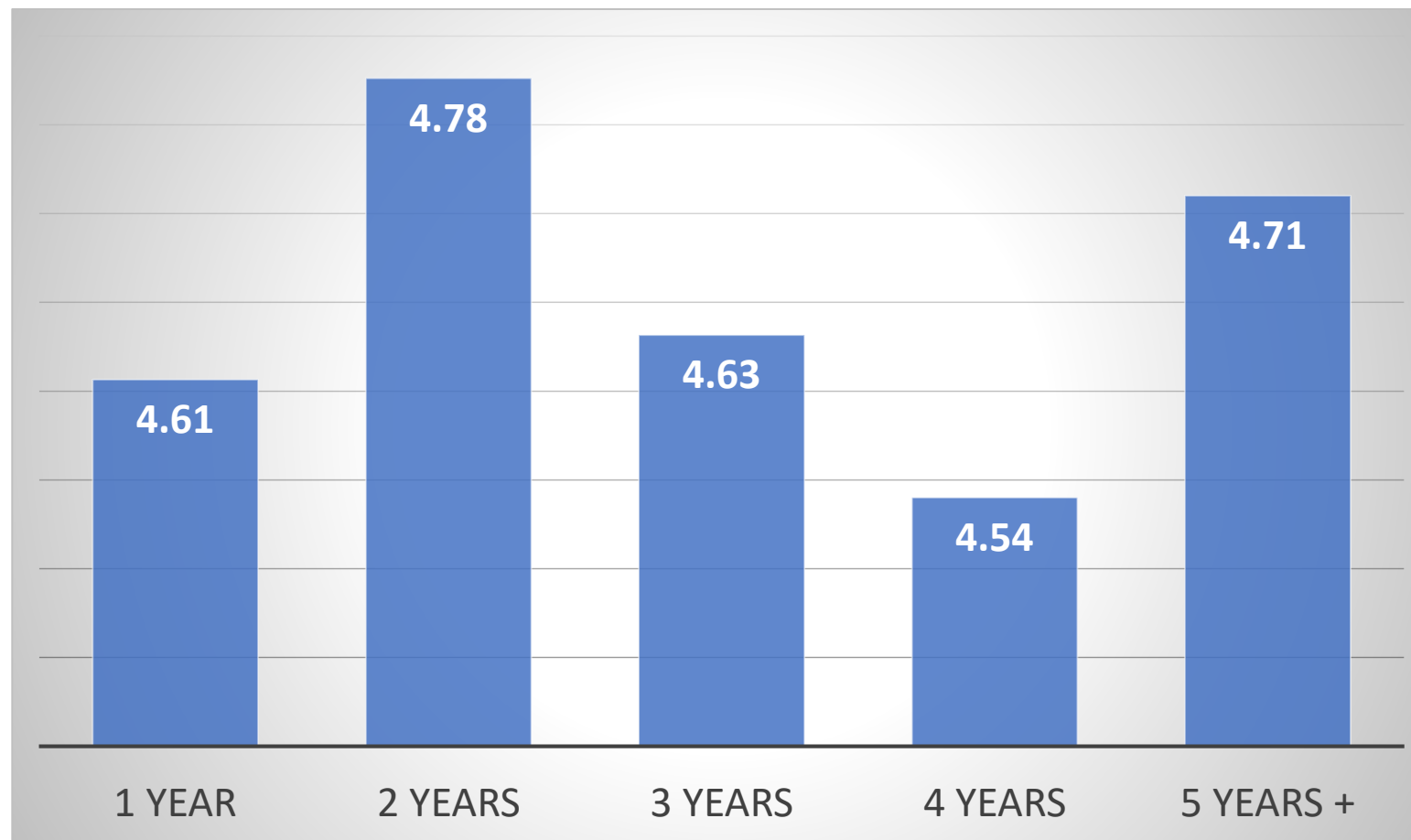


Relocation Services Overall Satisfaction



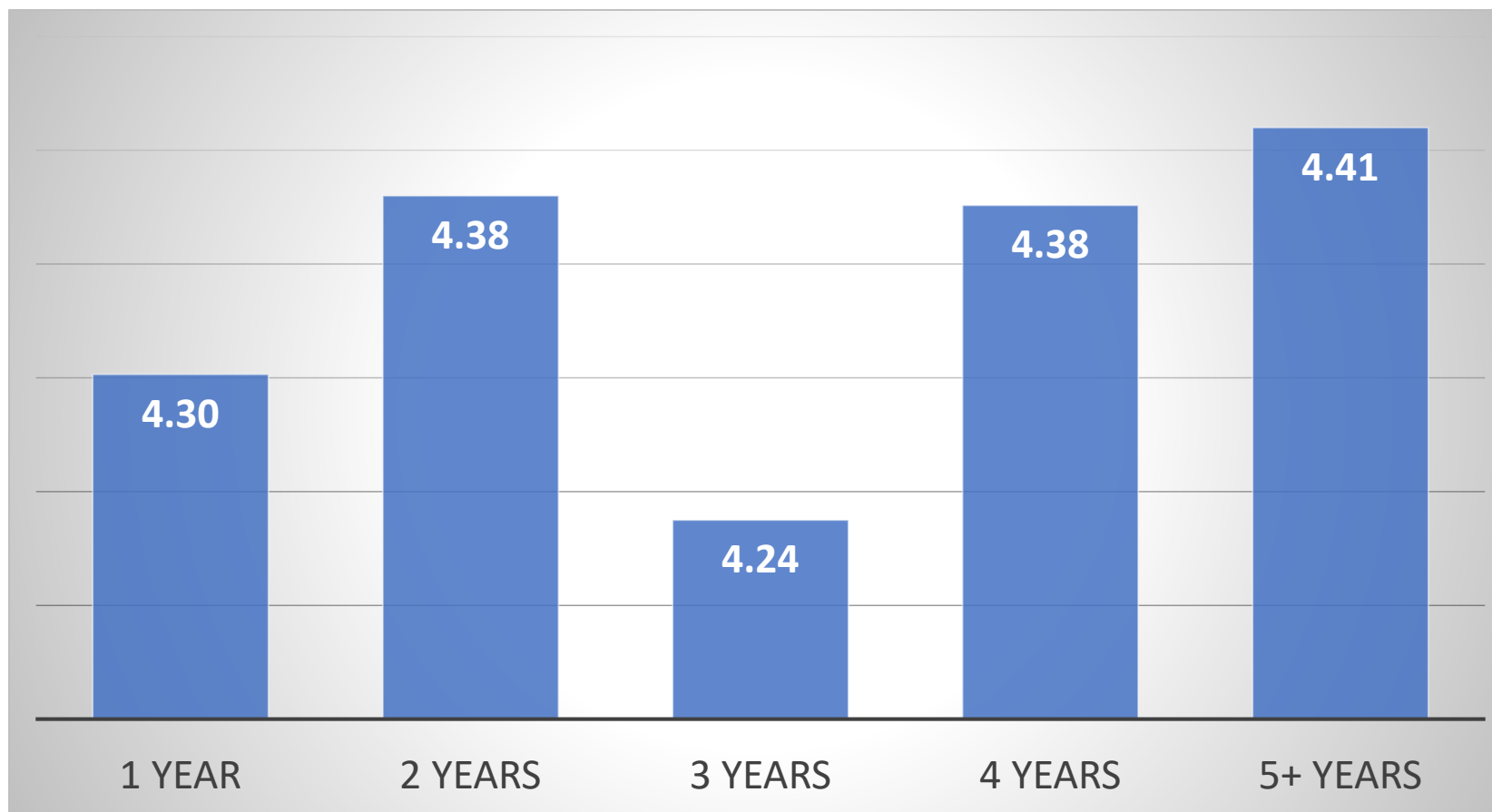


Recognition Services Overall Satisfaction





RPO Overall Satisfaction





Why Does this Satisfaction “Valley” Exist?

- The honeymoon is over
- Clients anticipate some pain initially
- Implementation of the evaluation process by clients
- New practices must start showing results
- There are great things implemented, improved, and turned around during Year 1, but improvement gets harder
- Provider agrees to conditions that they know aren't optimal
- Regime change
- Staff turnover—the #1 complaint across BD's



How Can the Valley be More Shallow?

- Establishment of early warning systems. At least helps alleviate the depth of the valley
- Transparency: State clearly what you do, how you deliver your services, and what customers can expect
- Ask for feedback. Map customer touch points
- Communicate more at the beginning of the deal
- Avoid changing team members for other opportunities. Ex. Attempts to free up resources to go on new deals
- The more realistic the SLA, the better. What macro factors will impact them?
- It's always been a matter of trust. Correlation > .70



Thank you!