



Kelly Services® Wins Inavero's 2014 Best of Staffing® Client Award

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Client Satisfaction Scores Far Higher Than Industry Norms

TROY, MI -- (Marketwired) -- 02/19/14 -- Kelly Services, a leader in providing workforce solutions, announced today it has been named as one of Inavero's [2014 Best of Staffing® Client Award](#) winners. Presented in partnership with CareerBuilder, the fifth annual Best of Staffing award provides the only statistically valid and objective service quality benchmarks for the industry, revealing which staffing companies deliver the highest quality of service to their clients. In a year when the staffing industry's client service quality scores are trending down once again, the Best of Staffing winners scored well above industry service benchmarks. Kelly Services is one of the best staffing companies for employers to call when they are looking to hire temporary, contract, or permanent employees.

Less than two percent of all staffing companies in the U.S. and Canada receive the Best of Staffing award for service excellence utilizing the Net Promoter® methodology. The stark contrast in client satisfaction scores compared to the industry average is a clear indication that the firms who have earned the 2014 Best of Staffing Client award truly stand out for their service quality. Kelly Services received satisfaction ratings of 9 or 10 out of 10 from 65 percent of their clients, nearly double the industry's average of 35 percent.

"Kelly Services is proud and honored to be a part of this group of U.S. and Canadian staffing firms named to the Best of Staffing Client List by Inavero," said Carl Camden, President and Chief Executive Officer, Kelly Services. "The workforce is changing, but one thing remains the same for our clients and that is the desire for partnerships that deliver strategic value and exceptional service."

"The staffing industry is helping organizations bridge the skills gap and add jobs today more than at any other point in US history," said Inavero Founder and CEO, Eric Gregg. "Between the well documented skills gaps and economic uncertainty, partnering with a top staffing agency is more important now than ever. The 2014 Best of Staffing award was earned by less than two percent of the more than 12,000 staffing firms in the U.S. In an era of scarce qualified talent, hard to fill positions, and ever-increasing expectations, these agencies have proven they have what it takes to deliver exceptional service to both clients and job candidates. We're proud of the accomplishments of our 2014 award recipients."

Net Promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld. Net Promoter Score is calculated by taking the percentage of respondents who, on a scale of 0 to 10, rate their likelihood to recommend the staffing agency with a score of 9 or 10 (promoters) and subtracting the percentage who rate the staffing agency a 6 or lower (detractors).

About Inavero

[Inavero](#) administers more staffing agency client and talent satisfaction surveys than any other firm in the world. Inavero's team reports on satisfaction surveys from more than 500,000 staffing agency clients and talent each year and the company serves as the American Staffing Association's exclusive service quality partner.

Inavero's [Best of Staffing®](#) is the nation's only award that recognizes staffing agencies that receive remarkable reviews from their clients and the people they help find jobs (employed talent). [Bestofstaffing.com](#) is the central place that businesses and talent go to find the best staffing agencies to call when they are in need.

About Kelly Services

Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB) is a leader in providing workforce solutions. Kelly® offers a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire and direct-hire basis. Serving clients around the globe, Kelly provided employment to approximately 540,000 employees in 2013. Revenue in 2013 was \$5.4 billion. Visit [kellyservices.com](#) and connect with us on [Facebook](#), [LinkedIn](#), & [Twitter](#). Download [The Talent Project](#), a free iPad® app by Kelly Services.

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