



August 14, 2014

KellyOCG(R) Named in "Winners' Circle" of First Talent Acquisition Services Blueprint Report From HfS Research

Top Execution and Innovation Excellence Recognition Based on Assessment of Full Continuum of Direct Hire to Contingent Talent

TROY, MI--(Marketwired - August 14, 2014) - KellyOCG, the outsourcing and consulting group of Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB) has been named to the "Winners' Circle" in HfS Research's first Talent Acquisition Services Blueprint Report. The Talent Acquisition Services Blueprint assessed service firms in three major areas of capability in acquiring talent: strategy, source, and engage; as well as if they could support clients across types of labor: staff (traditional full- or part-time employees) and contract (contingent labor).

"KellyOCG is at the forefront of delivering integrated talent strategies. The recognition from a leading analyst firm like HfS, along with feedback from our clients and suppliers, validates that companies are increasingly seeking a more holistic approach to managing their talent supply chain, which includes both contingent and full-time strategies," said Teresa Carroll, senior vice president and general manager, KellyOCG. "We are extremely proud to be included in the "Winner's Circle" of this inaugural Talent Acquisition Services report."

Blueprint scores were achieved through a comprehensive quantitative and qualitative evaluation process, including completion of a formal request for information (RFI) on talent acquisition capabilities, including the ability to address all types of hires, a formal executive briefing, customer reference checks, and interviews with additional customers known to HfS through its Sourcing Executive Council and analyst participation in public industry events and forums.

"As HfS researches the evolution of outsourcing into technology-enabled business service delivery, we are clearly documenting that companies are looking for new and more flexible ways to support their workers worldwide. This means that talent acquisition strategies and solution providers have dual significance today. The leading firms are stepping up and offering more innovation in sourcing and engaging the right talent, as well as working with companies to bring workforce strategy and executive decision support earlier in the hiring processes," said Christa Degnan Manning, senior vice president global workforce and talent strategies and solutions research for HfS. "At the same time, the most progressive service providers, like KellyOCG, are delivering value beyond cost out in the services marketplace by aligning with their client organizations to deliver a seamless experience to candidates and suppliers in a proactive, practical, and collaborative manner."

About HfS Research HfS Research is the leading independent global analyst authority and knowledge community for the business and IT services industries. HfS serves the research and strategy needs of business and IT operations leaders across finance, supply chain, human resources, marketing, customer management, and core industry functions. HfS provides detailed and thoughtful analyst coverage of the various areas that impact successful business outcomes, namely, process automation and outsourcing, global business services frameworks, mobility, analytics, and social collaboration. HfS also focuses heavily on talent acquisition, development, and motivation strategies. HfS applies its acclaimed crowd sourced Blueprint Methodology (TM) to evaluate the performance of service providers in terms of innovating and executing against desired business outcomes.

About KellyOCG KellyOCG(R), the Outsourcing and Consulting Group of workforce solutions provider, Kelly Services, Inc., is a global leader in delivering integrated workforce solutions for clients worldwide utilizing proven talent supply chain strategies. In addition to integrated solution delivery, KellyOCG delivers Recruitment Process Outsourcing (RPO), Business Process Outsourcing (BPO), Contingent Workforce Outsourcing (CWO), Human Resources Consulting, Career Transition and Executive Coaching & Development, and Executive Search. Further information about KellyOCG may be found at kellyocg.com.

FOR FURTHER INFORMATION PLEASE CONTACT:

Media Contact

Jane Stehney

Kelly Services, Inc.

248-244-5630

stehnja@kellyservices.com

Source: Kelly Services

News Provided by Acquire Media